



Agenda

Interreg Europe Communication seminar

29-30 September 2016

President Hotel - 43 KIFISIAS Av. – ATHENS

Group 4

Projects on:



Group 3

Projects on:



THURSDAY, 29 SEPTEMBER

09:00	Registration	
09:30	Communication requirements Meeting room: Cosmos	My project pitch - part I Meeting room: Atlas
10:30	<i>Coffee break</i>	
11:00	Online presence Meeting room: Cosmos	My project pitch - part II Meeting room: Atlas
12:30	<i>Lunch break</i>	
14:00	How to report? Meeting room: Atlas	Tips and advice on media Meeting room: Cosmos
14:30	My project pitch - part I Meeting room: Atlas	
15:30	<i>Coffee break</i>	
16:00	My project pitch - part II Meeting room: Atlas	Communication requirements How to report? Meeting room: Cosmos
17:30	End of the first day	
18:00	<i>Networking cocktail</i>	

FRIDAY, 30 SEPTEMBER

09:00	Tips and advice on media Meeting room: Cosmos	Online presence Meeting room: Atlas
10:30	<i>Coffee break</i>	
11:00	World Café: Topics suggested by participants Meeting room: Atlas	
12:30	End of the seminar	
12:30	<i>Lunch</i>	

About the workshops

Communication requirements

Nuala Morgan, coordinator – Communication and Contact points, Interreg Europe joint secretariat

This session will cover EU and programme requirements for project communication

Learning outcomes:

- What are EU and programme requirements for project communication?

How to report?

Katja Ecke, coordinator – Project finances, Interreg Europe joint secretariat

During this session you will learn about the reporting.

Learning outcomes:

- How to report on communication?
- Meaning of key communication indicators

My project pitch

Dominic Payling, marketing and communication expert, MSLgroup

In this session you will go through the main principles of storytelling and shape your project pitch and project story.

Learning outcomes:

- How to present the project work/ topic/ focus in an appealing way?
- What language and tone to use?
- How to choose the project message(s)?
- What will make people interested in your project?

Tips and advice on media

Elina Makri, Athens-based journalist, communication expert

This workshop will help you find the right way to reach out to the journalists and get your project stories published.

Learning outcomes:

- How to reach the media?
- How to write an effective press release?
- What are the best tips and tricks to keep media relations working?
- What makes a story worth publishing for a journalist (local/ regional/ national/ thematic)?

Online presence

Raluca Toma, Communication Officer – Digital, Interreg Europe joint secretariat

This workshop will help you master your project website editing and understand how your online presence is linked to the Interreg Europe one.

Learning outcomes:

- How does my website work? Content editing and available functions.
- Practical exercise on the project 'Library'
- What does the Google Analytics report tell?
- Help tools for website editors.
- How does social media fit into a web presence?

World Café: Topics suggested by participants

To extend your learning and sharing on project communications, we offer 'World Café' sessions. In a small group formed on the spot we will discuss on the topic of your choice and interest. Some suggestions are listed below:

- **Events.** How to make events meaningful and interesting? What types of events to organise?
- **Collaboration tools.** What tools to use to ease the information exchange among the project partners?
- **Involving stakeholders.** How to involve and engage the stakeholders?
- **Communication campaigns.** What campaigns I plan to implement?
- **Communication strategy evaluation.** How and when to evaluate communication activities?
- **Suggest your own topic!**

Meet our communication team



Nuala Morgan
Coordinator - Communication and Contact Points



Irma Astrauskaitė
Communication Officer



Petra Polášková
Communication Officer



Raluca Toma
Communication Officer



Joséphine Mazy
Communication Assistant