



# Agenda

## Interreg Europe Communication seminar

30 May 2017  
Hilton Diagonal Barcelona

Projects on:

Research and innovation

SME competitiveness

Projects on:

Environment and resource efficiency

Low-carbon economy

TUESDAY, 30 MAY	
09:00	Registration
09:30	<b>Communication requirements and reporting</b> Meeting room: Diagonal <div style="float: right; text-align: right;">   </div>
10:00	<b>Tips and advice on media</b> Meeting room: Gran Via <div style="float: right; text-align: right;">   </div>
11:00	Coffee break
11:30	<b>Tips on social media</b> Meeting room: Gran Via <div style="float: right; text-align: right;">   </div>
12:30	Lunch break
14:00	<b>Project storytelling - part I</b> Meeting room: Diagonal <div style="float: right; text-align: right;">   </div>
15:00	Coffee break
15:30	<b>Project storytelling - part II</b> Meeting room: Diagonal <div style="float: right; text-align: right;">   </div>
16:30	<b>World Café: Topics suggested by participants</b> Meeting room: Diagonal <div style="float: right; text-align: right;">   </div>
17:30	End of the seminar
18:00	Networking cocktail

## About the sessions

### Communication requirements and reporting

This session is a reminder on the EU and programme requirements for project communication. You will also learn more about reporting on communication activities.

Learning outcomes:

- What are EU and programme requirements for project communication?
- How to report on communication?
- Meaning of key communication indicators

### Tips and advice on media

This session will give you helpful tips on how to reach out to journalists and get your project stories published. The second part will focus on social media and their efficient use to reach the project's communication goals.

Learning outcomes:

- How to write an effective press release?
- The best tips to keep media relations working
- How do social media fit into the project's activities?
- How to use social media effectively?
- How to select social media for your project?

### Project storytelling

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?

### World Café: Topics suggested by participants

To extend your learning and sharing on project communication, we suggest an hour of 'World Café' discussions. In a small group formed on the spot, you can share experience on topics 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?
- **Communication campaigns.** What campaigns to plan and how to implement them?
- **Communication strategy evaluation.** How and when to evaluate communication activities?

**Suggest your own topic!**

## Meet the communication team



**Irma Astrauskaitė**  
Coordinator - Communication and Contact Points



**Petra Polášková**  
Communication Officer



**Miia Itänen**  
Communication Officer



**Laura Uotila**  
Communication Officer



**Joséphine Mazy**  
Communication Assistant