



# Agenda

## Interreg Europe communication seminar

13 November 2018

The Convention Centre Dublin, Ireland

Room: Wicklow Hall 2 (Floor 2)

TUESDAY, 13 NOVEMBER	
09:00	Registration
09:30	<b>Communication requirements and reporting</b>
10:00	<b>Project storytelling - part I</b>
11:00	<i>Coffee break</i>
11:30	<b>Project storytelling - part II</b>
12:30	<i>Lunch break</i>
14:00	<b>Tips and advice on media</b>
15:00	<i>Coffee break</i>
15:30	<b>Tips on social media</b>
16:30	<b>World Café: Topics suggested by participants</b>
17:30	End of the seminar
18:00	<i>Networking cocktail</i>

## 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 and social 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 groups, you can share experience and ideas 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

