



**Interreg  
Europe**

European Union | European Regional Development Fund



**EUROPEAN  
INSTITUTE OF  
COMMUNICATIONS**

# PROJECT STORY TELLING

## SESSION 1

**Eugene Grey FEIPR FPRII**

**Email: [eugenegrey@europeaninstitute.ie](mailto:eugenegrey@europeaninstitute.ie)**

**Twitter: [@EuropeanInst](https://twitter.com/EuropeanInst)**

# What is Story Telling



# What is Story Telling

- Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment.
- Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.
- Crucial elements of stories and storytelling include plot, characters and narrative point of view.
- The term "storytelling" can refer in a narrow sense specifically to oral storytelling and also in a looser sense to techniques used in other media to unfold or disclose the narrative of a story.



# Story Telling Relative to your Project

- A requirement
- Objective and criteria of your funding
- Why
  - To tell your audience the story
  - So that others can learn
- Templates and tips are an inherent built in factor to support and assist your communications strategy



# Story Telling Relative to your Project

- Research and innovation
- SME competitiveness
- Low-carbon economy
- Environment and resource efficiency



# Story Telling Relative to your Project



[My Interreg Europe](#) [Register](#) [Search](#)

[Approved projects](#)

Open Social Innovation policies driven by co-creative Regional Innovation eco-systems

[HOME](#) [NEWS](#) [EVENTS](#) [GOOD PRACTICES](#) [CONTACTS](#) [LIBRARY](#) [IMAGES OF OSIRIS](#)



## Project summary

SHARE



improves design, rapid delivery and implementation of open and social





# Story Telling Relative to your Project



**INNOTRANS**  
Interreg Europe

INNOTRANS maps regional transport capacity and innovation in order to develop guidelines for future policy and action plans for investment, ultimately contributing to the building of regional cultures of continuous innovation.

[www.interregeurope.eu/innotrans](http://www.interregeurope.eu/innotrans)

An interregional cooperation project for improving innovation infrastructure policies.

**Project Partners**  
Coventry University Enterprise Ltd (UK)  
City of Prague (CZ)  
Region of Western Macedonia (EL)  
Abruzzo Region (IT)  
South-East Regional Development Agency (BG)

Research & Innovation  
1.02 M ERDF  
Jan 2017  
Dec 2021

European Union  
European Regional  
Development Fund



# Existing Story Telling Channels

- Make use of the websites to share information about your project.
- The project poster with a very brief project summary
  - Content depends on the project.
- In principle, you should be able to summarise what your project is about .
- The challenge remains
  - How to make it interesting
  - Captivating
  - Relatable and relevant for others
    - Media
    - Stakeholders
    - Colleagues in their own organisations
    - Other partners
    - Public





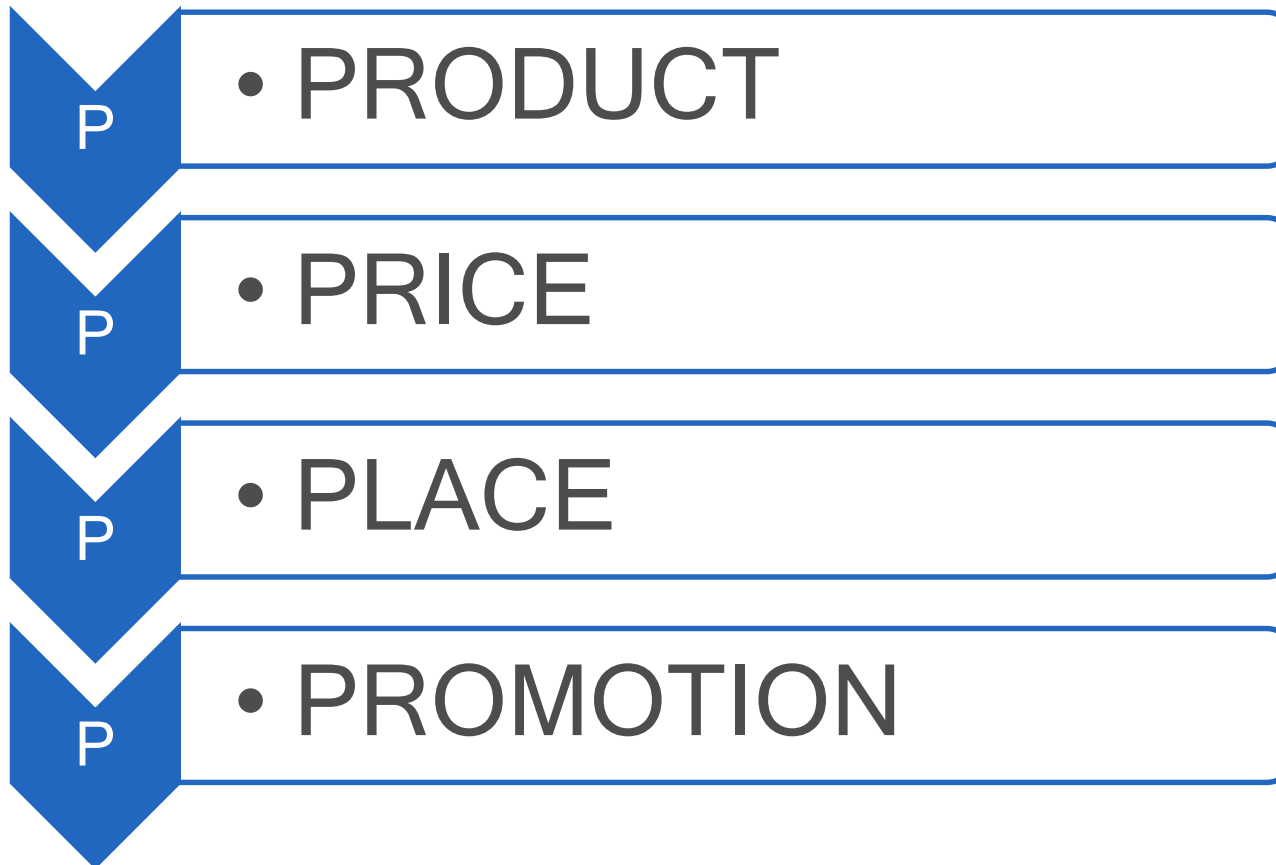
# How to determine your story

- Your application is the business plan
- Translate your business plan into a communications plan
- Both have clear and precise objectives
  - SMART
- Communications plan is aligned to the business plan
  - Remember it's a translation - albeit one segment
- IMC
  - Integrated Marketed Communications Mix



# Communication

- Marketing Mix



# Communication

- Promotion

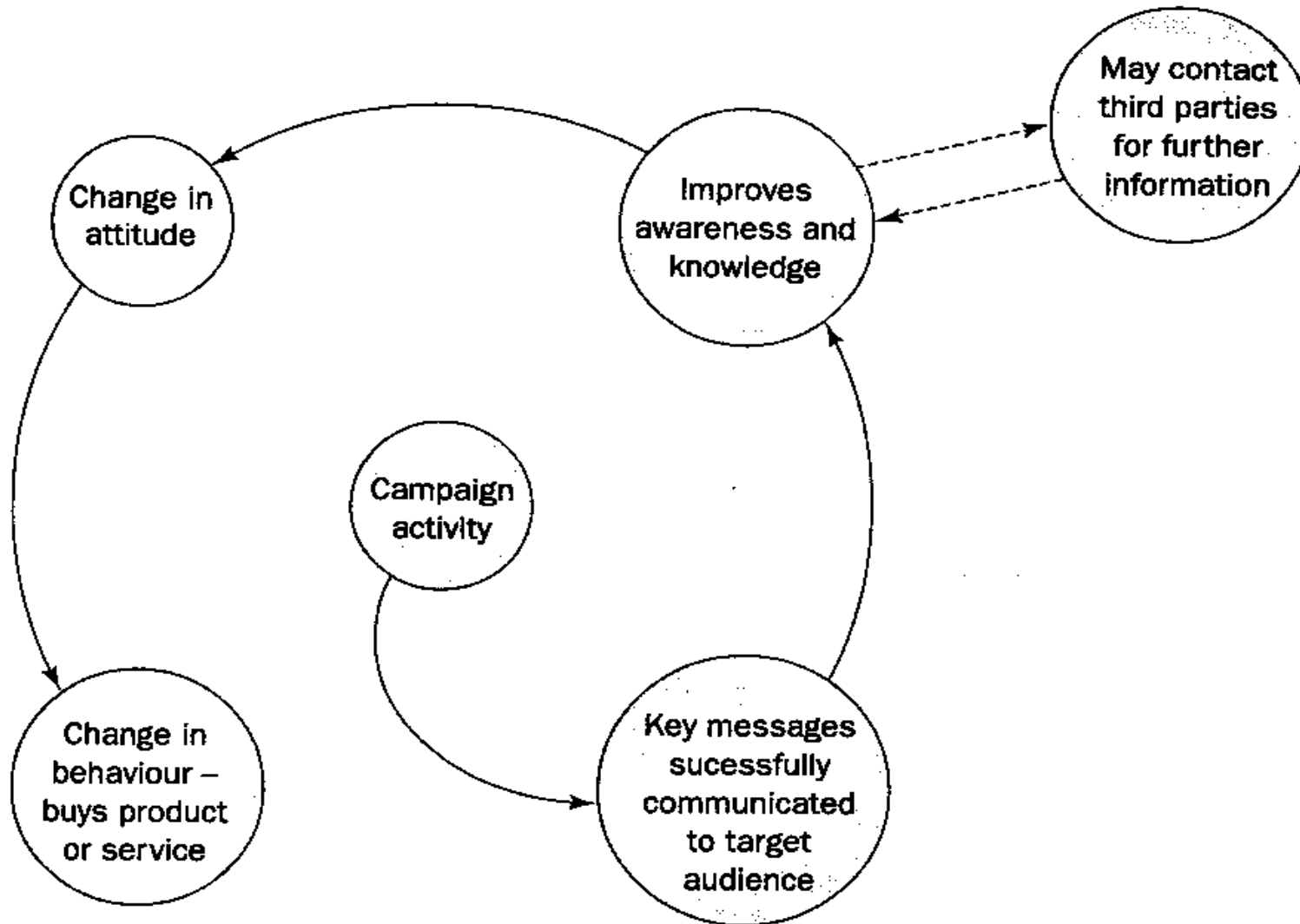


# Project Story Telling is part of your Communication Strategy

- Project Plan Aligned to the Communication Plan



# Story Telling



# Component Parts of a Communication Strategy

## SIX POINT PLAN

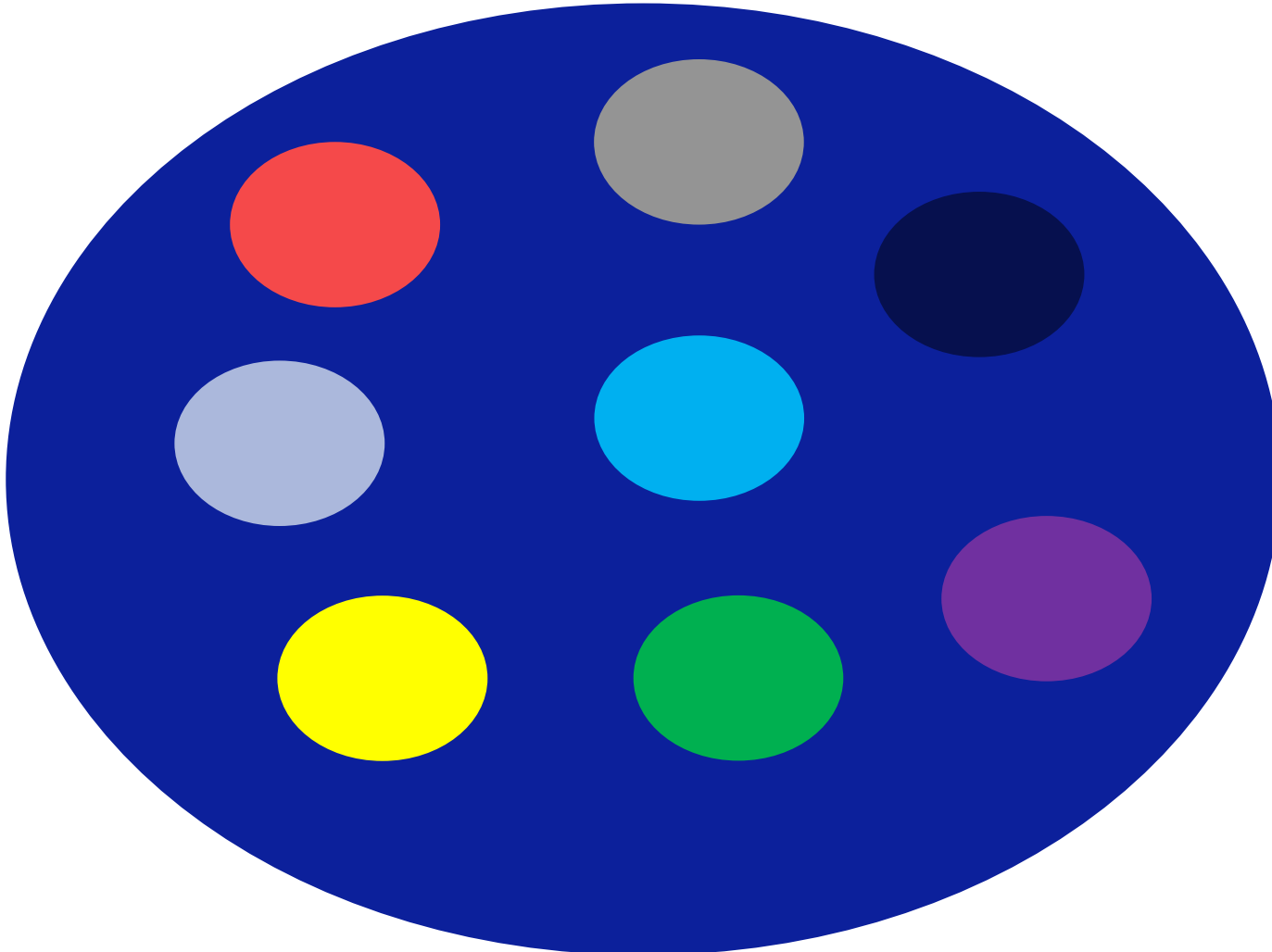
1. Situation Analysis
2. Objectives
3. Target publics
4. Campaign
5. Budget
6. Evaluation





# Communication Strategy

- Project Plan Aligned to the Communication Plan



# Component Parts of a Communication Strategy

- **MARKETING FUNNEL**
  - Awareness
  - Consideration
  - Conversion
  - Loyalty
  - Advocacy



# Communication Campaign

- How can we achieve this: Step 1
  - Cognitive
  - (means related to thoughts, reflections, awareness)
- Encouraging the target public to think about something or to create awareness



# Communication Campaign

- How can we achieve this: Step 2
  - **Affective**
  - (means related to feelings and emotional reactions)
  - Encouraging the target public to form a particular attitude, opinion or feeling about a subject



# Communication Campaign

- How can we achieve this: Step 3
    - Conative
    - (means related to behaviour actions or change)
    - Encouraging the target public to behave in a certain way.
- 



# Where to start

- What is your project plan
- Translate the plan into a story (think communication & think audience)
- Elevator Pitch
- Elements of an Elevator Pitch
  - Succinct
  - Easy to understand - simplicity is the key
  - May differ depending on target audience
  - 150 words





# The Elevator Pitch

- Blank piece of paper
- Make short bullet points
- Prioritise
- Review
- Ensure its simple and understandable
- Write, Review, Proof and REVIEW
- Why
  - Short attention span
  - People scan when reading
  - Get turned off when listening
  - Complex is a NO in this exercise



# Workshop 1

- Explain your project in a story format in the confines of an Elevator Pitch
  - Two targets
    - Reporting to your project stakeholders
    - The general public



# What is the lifespan of your story

- Its duration has:
  - Beginning
  - Middle
  - End
- Just as each subsection of your story has:
  - Beginning
  - Middle
  - End



# Identify the KPIs of your story

- Where have you determined the KPIs are
  - Beginning
  - Middle
  - End
- Gantt Chart

Event / Activity	January	February	March	April	May	June
------------------	---------	----------	-------	-------	-----	------

Launch

Interim Results

Meeting



# Messaging

- Has to be aligned to your project
- Messages have to be linked to your story
- Dependent on your target public
- Dependent on the stage of your story
- Have to be understood
- Need to be translated into simple versions of what can be a complex story
- Need to be reviewed dependent on your
  - KPIs
  - Event /Activity / or stage of the project



# Workshop 2

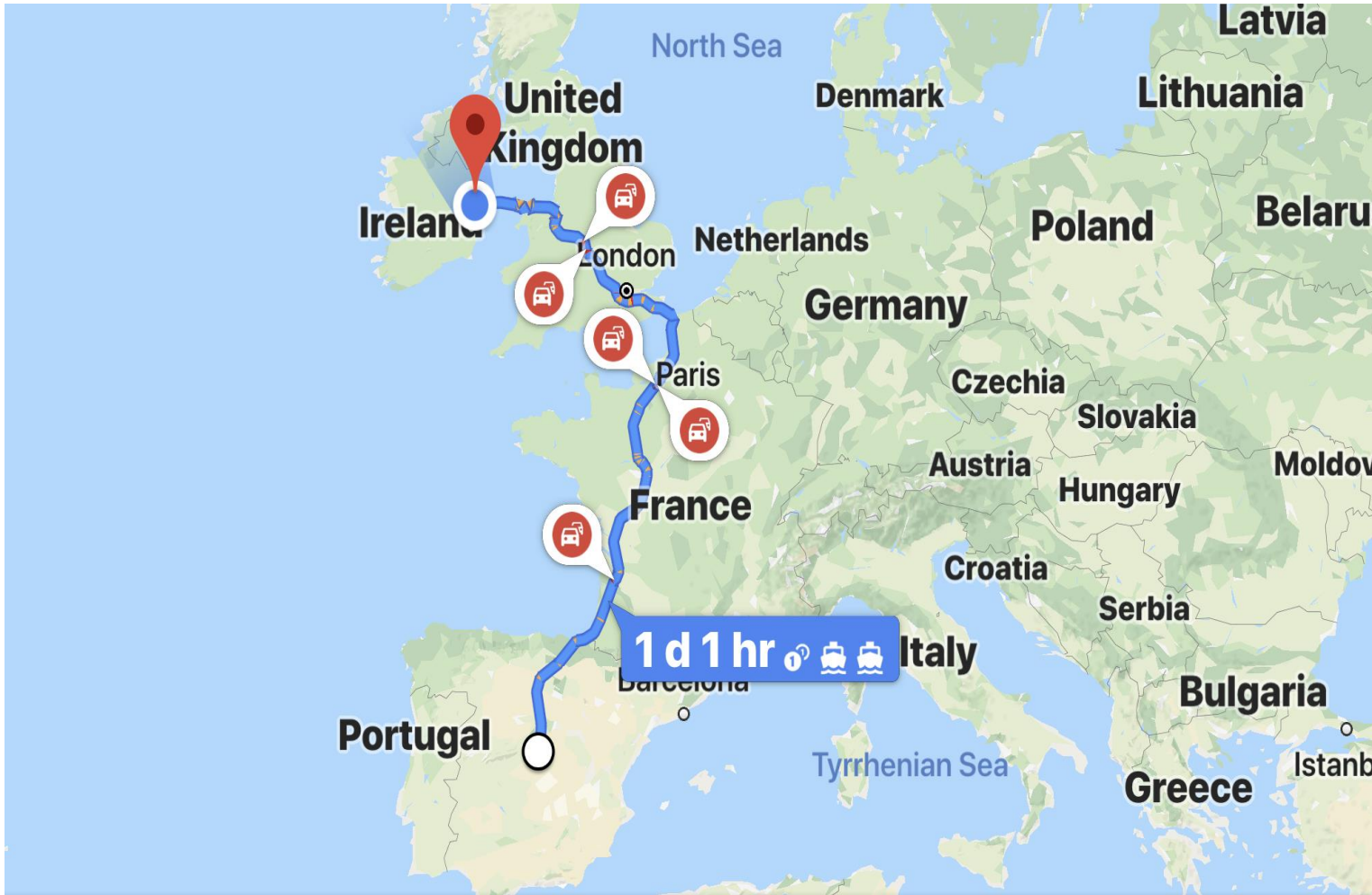
- **What are your key messages:**
  - At the beginning
- **What are your anticipated messages:**
  - In the middle
- **What will be your anticipated messages:**
  - At the end





# How do stories develop

- The journey



# How to prepare to tell your story

- Empower your team
- Teach them how to package the story
- Explain the mediums you will use
- Clarify the objectives and purpose of communication
- Understand the nuances of geographical partners
  - Not one picture suits all
- Create a time line based on your KPIs
- Be flexible in your approach



# How to tell your story

- Determine who you are communicating to
- The apple pie syndrome
- Think what is news worthy and of interest to your target publics
- Align your story back to the overall objectives of your project
- Whereabouts does the story fit into the project lifespan
  - Is it something new
  - Is it an update
- This will determine whether you need to provide an update or overview



# How to tell your story

- What tools have you access to that will allow you to enhance your story





# How to tell your story – the tools

<ul style="list-style-type: none"> <li>■ Television</li> <li>■ Radio</li> <li>■ Magazines</li> <li>■ Newspapers</li> <li>■ Cinema</li> <li>■ Product placement</li> </ul>	<b>Place advertising</b> <ul style="list-style-type: none"> <li>■ Posters</li> <li>■ Billboards</li> <li>■ Transportation (bus, train, tube, etc.)</li> <li>■ Ambient</li> </ul>	<b>Direct response advertising</b> <ul style="list-style-type: none"> <li>■ Direct mail</li> <li>■ Telephone</li> <li>■ Text messaging</li> <li>■ Email</li> </ul>
<b>In-store &amp; point-of-sale</b> <ul style="list-style-type: none"> <li>■ Store signage</li> <li>■ In-store signs and displays</li> <li>■ Shopping trolleys</li> <li>■ In-store events</li> <li>■ Packaging design</li> <li>■ Merchandising</li> </ul>	<b>Sponsorship &amp; events</b> <ul style="list-style-type: none"> <li>■ Sports sponsorship</li> <li>■ Arts and festivals sponsorship</li> <li>■ Charity sponsorship</li> <li>■ Events</li> <li>■ Stunts</li> </ul>	<b>Personal selling</b> <ul style="list-style-type: none"> <li>■ Sales people</li> <li>■ Customer service</li> <li>■ Demonstrations</li> <li>■ Presentations</li> <li>■ Exhibitions and fairs</li> </ul>
<b>Promotions</b> <ul style="list-style-type: none"> <li>■ Special price offers</li> <li>■ Coupons and discount codes</li> <li>■ Samples</li> <li>■ Competitions and lotteries</li> <li>■ Gifts and bonus packs</li> </ul>	<b>Online/digital</b> <ul style="list-style-type: none"> <li>■ Social media</li> <li>■ Websites and forums</li> <li>■ Viral and buzz</li> <li>■ Blogs</li> <li>■ Gaming</li> </ul>	<b>PR &amp; journalism</b> <ul style="list-style-type: none"> <li>■ Press releases</li> <li>■ Media and trade events</li> <li>■ Advertorials</li> <li>■ In-house magazines</li> <li>■ Newsletters</li> </ul>



# Communication

- Creativity is King
- Content is King
- Communication is King
- Getting noticed is King
- Messaging is King
- The Theme is King





# Communication

## MY MANTRA





**Interreg  
Europe**

European Union | European Regional Development Fund



**EUROPEAN  
INSTITUTE OF  
COMMUNICATIONS**

# PROJECT STORY TELLING

## SESSION 1

### Q & A

**Eugene Grey FEIPR FPRII**

**Email: [eugenegrey@europeaninstitute.ie](mailto:eugenegrey@europeaninstitute.ie)**

**Twitter: [@EuropeanInst](https://twitter.com/EuropeanInst)**