



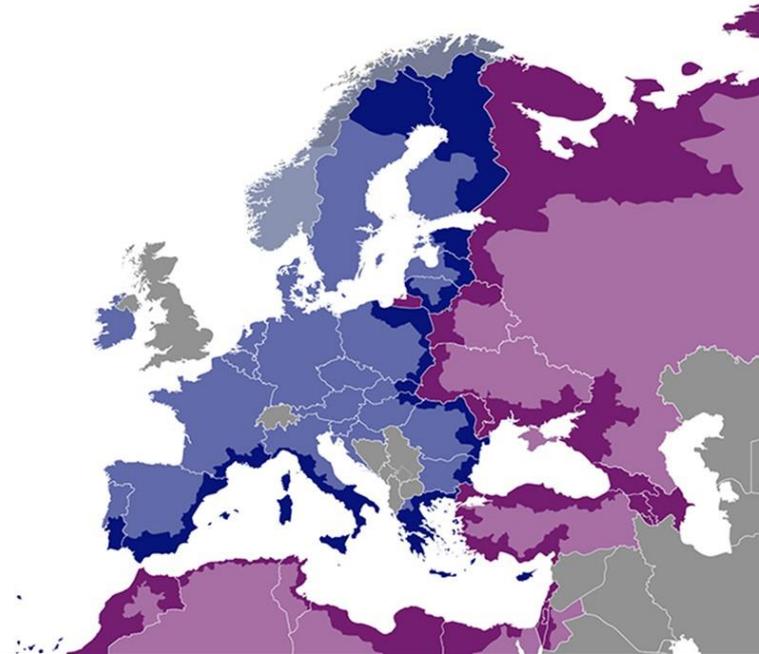
TESIM

Technical support to the implementation
and management of ENI CBC programmes

Project communication in ENI CBC

Capacity building workshop
for project beneficiaries

CONCEPT AND AGENDA



A project funded by the European Union

Implemented by a consortium led by



 **particip**

Background

The cross-border cooperation programmes supported by the European Union (EU) and the Russian Federation needs to show concrete results of its cooperation and development actions, and so does the ENI CBC community. At all times, communication activities should pursue the overall objective of increasing the knowledge of cross-border cooperation at the external borders of the EU and its position as a valuable, strategic tool for the EU and its neighbours. When projects reach the implementation phase - and outputs/results start to be delivered and achieved - it becomes essential to focus on them. It is thanks to the actions pursued in the field, the problems solved and the changes implemented, that the awareness and appreciation of cooperation can increase and yield its fruits.

Objective of event is to:

- Highlight the **basic rules of communication**
- Increase the capacity to **work with journalists/media** through tips and practical exercises on how to write press releases and how to face interviews
- Boost the practice of **social media** within project communication
- Explain and practice the use of a **storytelling pattern** to improve the reach of written and audio-visual content (with practical exercises)
- Enhance participants' capacity to **find a story in (every) project**

Managing communication as a set of stories about people, their environments and their daily challenges, serves the purpose of amplifying the projects' outreach, and will build longer term narratives.

Let's communicate!



AGENDA

Workshop for beneficiaries on developing Effective Communication 15 April and 22 April 2021

Day 1: 15 April 2021

9:45-10:00	Registration & Technical preparation
10:00-10:15	Welcome and opening of the meeting
10:15-10:30	Requirements to ensure visibility
10:30-11:15	The ABC of communicating cooperation <ul style="list-style-type: none"> Why, how, to whom, where, when to communicate: the 5 rules applied to cooperation
11:15-11:30	Coffee break
11:30-12:15	How to find a story in a project <ul style="list-style-type: none"> The storytelling structure: from “the problem” to “the solution” Building stories on <u>results</u> (exercises)
12:15-13:15	Dealing with media <ul style="list-style-type: none"> The golden rule of communication: the pyramid approach How to write a <u>press release</u> (exercises)
13:15 – 13:30	Final questions and remarks Wrap-up and closing the day 1



Day 2: 22 April 2021

9:45-10:00	Registration & Technical preparation
10:00	Introduction: Overview of the second day agenda
10:00-11:15	Social media <ul style="list-style-type: none">• Building a plan: why, who, where, what, when, how• A tour of social media channels: Facebook, Twitter, Instagram, YouTube• Content creation (native tools, visuals, writing) and online design tools: Canva etc.• Checking the performance
11:15-11:30	Coffee break
11:30-12:30	Cooperation in pictures <ul style="list-style-type: none">• Basic elements: movement, context, outputs, timing, emotions• The copyright issue• The GDPR for pictures• Thematic sectors: the photographic approach
12:30-13:00	Videos <ul style="list-style-type: none">• How to build a <u>script</u>• The shift from 20 to 2 minutes
13:00-13:15	Wrap-up and closing the event