

CENTRAL EUROPE PROGRAMME 2007-2013



Lead Partner Seminar
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PROJECT COMMUNICATION AND PUBLICITY MEASURES

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PROGRAMME

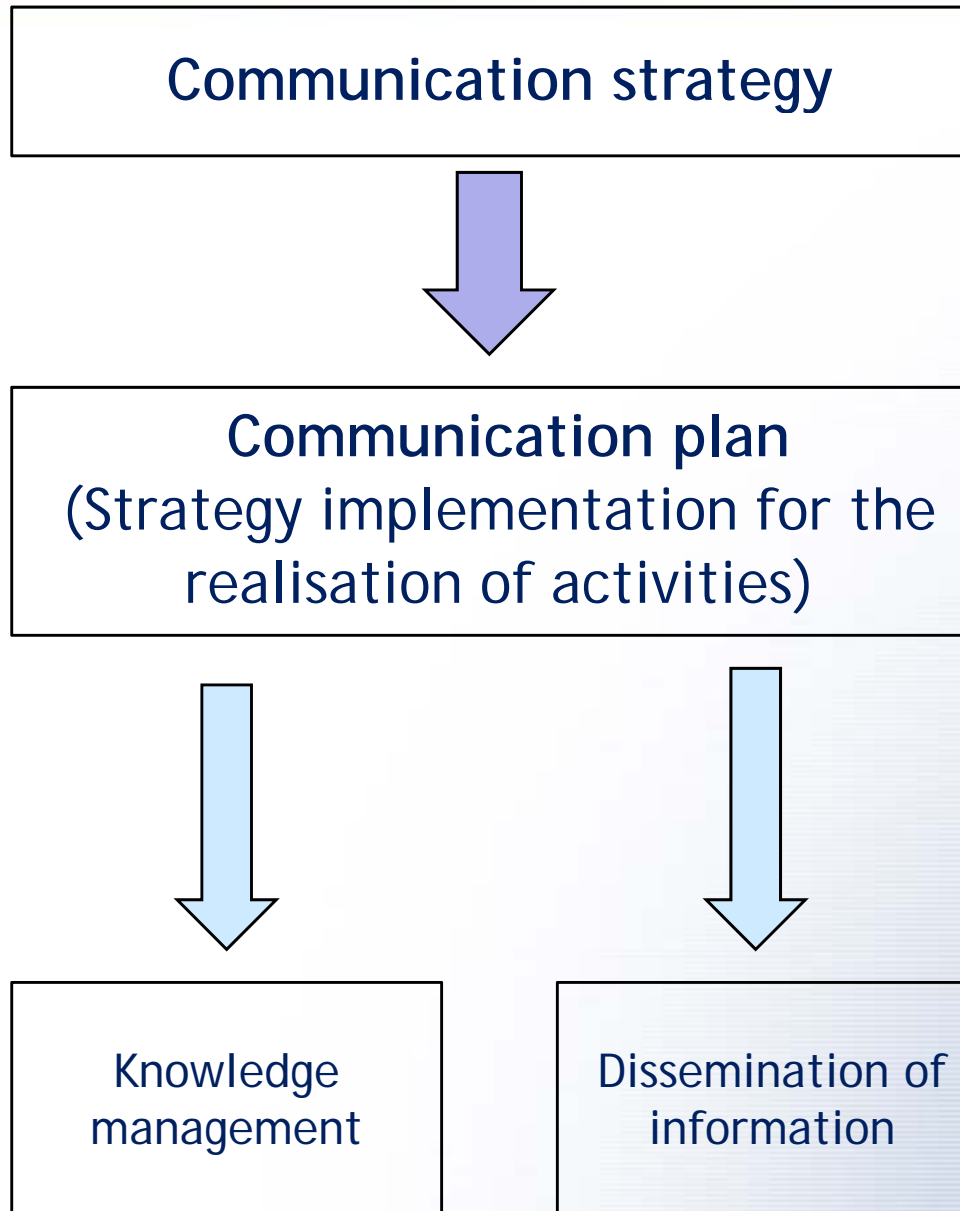
OBJECTIVES OF PROJECT COMMUNICATION



- Informing professional and general public
- Increasing awareness about project progress and achievements
- Implementation and delivery of successful project



PROJECT COMMUNICATION



CONTENTS OF COMMUNICATION PLAN



- **Objectives** (goal of communication, what is to be achieved)
- **Audience** (who will be communicated, target groups, how to acquire targets)
- **Messages** (key messages, marketing slogan)
- **Tools** (media and non-media related tools, communication channels)
- **Evaluation/feedback** (measurement and documentation of achievements)
- **Assignment of roles** (assignment of responsibilities, plan of activities)

- **Media and public relations**
 - Addressing major regional and national media
 - Active involvement of media representatives (invitation of journalists, personal contacts)
 - Publicity work (targeting relevant stakeholders from public and private sector)
- **Creation of project identity**
 - Unique visual presentation of project
 - Branding of communication products
 - Introduction of web page



INTERNAL COMMUNICATION AND KNOWLEDGE MANAGEMENT



- **Goals** (what partnership and individual members want to achieve)
- **Messages** (what is project about, central messages and dissemination of knowledge and best practices)
- **Roles** (tasks of partners and their contribution to communication)
- **Processes** (methods/techniques for achieving tasks and securing efficient information flows within partnership)
- **Relationships** (attitudes and behaviour of partners)

COMMUNICATION INDICATORS



- **Outreach to selected target groups** (Nr. of public authorities, companies, R&D institutions, tertiary institutions addressed)
- **Media contacts** (Nr. of press releases, press articles, TV or radio coverage)
- **Websites** (Nr. of website visits, page views, links to site, average time spent on site)
- **Publications / PR material** (Nr. of publications produced, PR tools)
- **Events** (Nr. of transnational events, national / regional events organised, press reports on events, participants)

BASIC STANDARDS FOR PROJECT WEBSITES

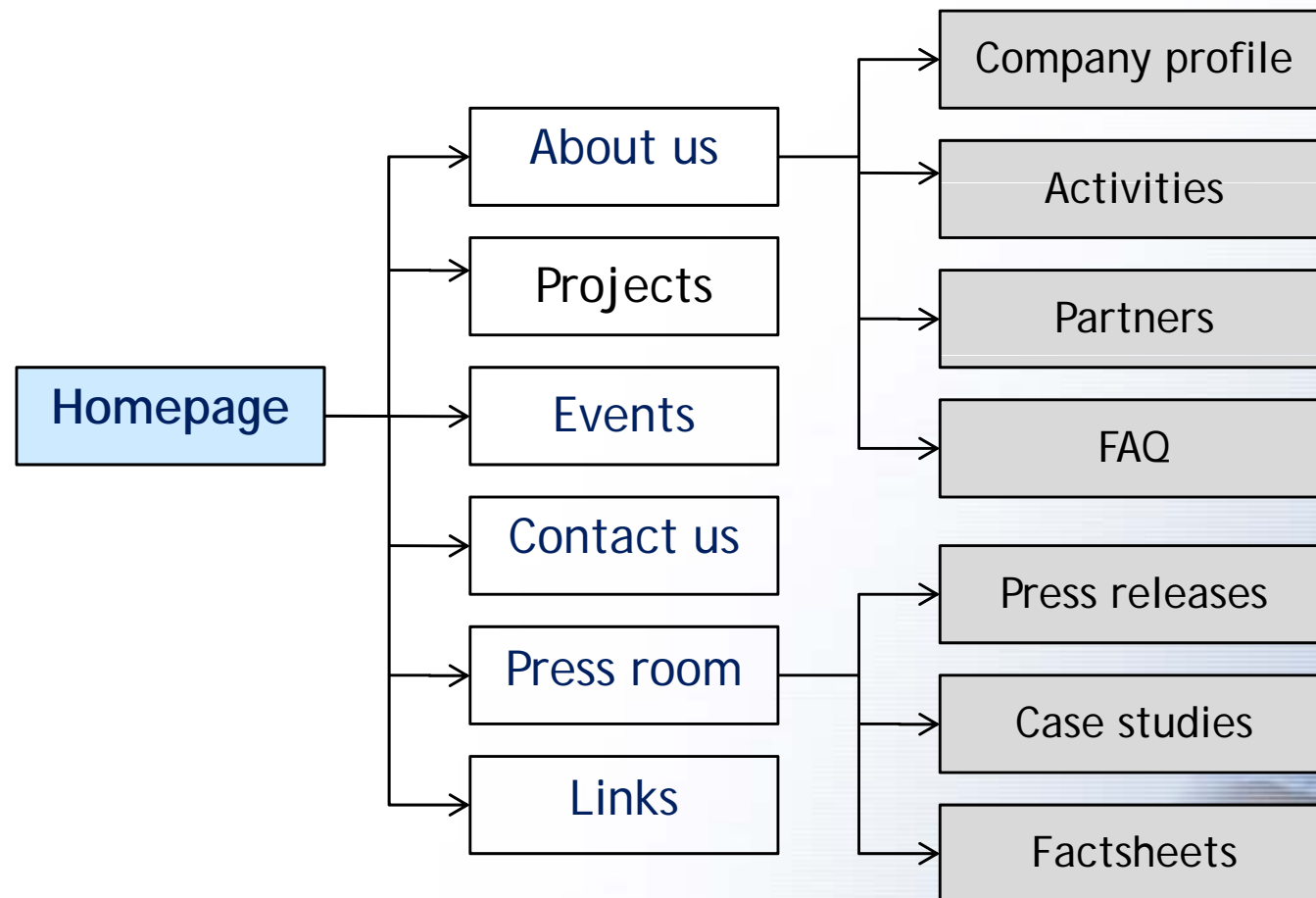


- Website - Important source of information about project, its progress and results
- Name / URL (www.nameofproject.eu / www.organisationname.eu/projectacronym)
- Structure
 - Hierarchical and as shallow as possible
 - Navigation clear, intuitive and straightforward
 - Links to all sections on the front page



BASIC STANDARDS FOR PROJECT WEBSITES

- Example of hierarchical website structure



BASIC STANDARDS FOR PROJECT WEBSITES



- **Design**

- Simple and professional
- Without sound, movement or clashes of colours
- Clear, accessible and user friendly
- Implying compulsory features (Programme logo, EU emblem, links to Central2013 and DG Regio webpage)

- **Content**

- Clear and concise
- Avoiding information overload
- Text broken up with sections and bullet points
- Key words highlighted in bold
- Language - simple and short („KISS“ principle)

- **Statistics** (feedback on traffic and improvement of webpage)



PUBLICITY OBLIGATIONS



- Applicable to all information and publicity measures (Regulations (EC) No 1083/2006 and 1828/2006) :

- Programme logo 

- EU emblem and name of funds 

- Project name and website or contact details of Lead partner

- Placing billboard / placque (infrastructure over € 500.000)

- Logo options:



- Small surface logo

- Combined logo option

RECOGNISING MEDIA OPPORTUNITY



- Think **interest** - will this be interesting for other people?
- Think **news** - when informing try to think about how your local paper or radio would report it
- Think **local** - the media like stories with local perspective, involving people in their area
- Think **people** - the media are more interested in what are people doing than just in what projects or companies are doing
- Think **communities** - what contribution has your project or people made to local community initiative?

EVENT MANAGEMENT



- **Media events may include:**
 - Press conferences
 - Media briefings for one or more journalists
 - Media visits to facilities
 - Seminars or round tables
 - Speeches at conferences
- **Phases of event preparation**
 - Planning (purpose of event, what is to be achieved)
 - Selection of theme (fitting objectives and strategy)
 - Allocation of proper budget (adequate to scope of event)
 - Timing (collision with national holidays or other events)
 - Determination of facilities needed (matching the needs and objectives of event)
 - Ensuring speakers and attendance (fitting the topic)
 - Inviting media (on time, with relevant coverage)

When preparing press release

- Make sure all standard formal preconditions are fulfilled (logos, date, dateline, page numbers, notes for editors)
- Provide excellent consistency and professionalism of contents
- Secure spelling and grammar
- Check and recheck facts, numbers, dates, names and places
- Attach accompanying documents (fact sheets, photos, press kits)

Distribution (based on contact/press lists)

- Email distribution
- Fax distribution



Thank you for your attention!



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