



Communication seminar

09-10 December 2019 | Munich

Venue

Bayerisches Landesamt für Umwelt
Joint Secretariat of Interreg Alpine Space
Heßstraße 128, 80797 München

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Why the communication seminar?

With this communication seminar, we invite the project representatives to:

- develop integrated communication strategies,
- create project messages and get practical training on lobbying,
- get support in setting up the project website,
- be reminded / learn about EU and Interreg Alpine Space communication rules and requirements,
- meet and network with other participants.

For whom?

Participation is obligatory for each project and open for up to 2 project representatives.

The ideal project representation would be:

- the project communication manager
- the project manager or alternatively the project website manager, if this role is delegated.

Please note that the afternoon of day 2 is dedicated to website management, i.e. for participants not involved in website management the seminar ends at lunch time on 10 December.

How can I prepare for the seminar?

Please bring a (digital) copy of your application form, and a (digital) copy of the e-mail you received from us on 19 November (subject: "Project communication - useful information") with information on the project communication set up.



Agenda

Monday 09 December

12:00: Welcome with a light lunch - registration

13:30: start

+ Introduction

+ We work together: programme and project communication

+ Let's not forget the rules

15:00 – 15:30: coffee / tea break

+ Communication strategy:

- How to write an integrated communication strategy?
- Let's do it together: practical exercise. => *Bring your application form.*

17:00: end

19:00: networking dinner

Tuesday 10 December

09:00: start (coffee/tea break will take place when appropriate)

+ Advocacy training:

- What makes advocacy and lobbying effective?
- Exercise: mapping and classifying stakeholders
- Persuasion & messaging: make your message stick
- Exercise: craft a message for your project

+ Wrap up of the seminar

12:00 – 13:00: lunch

+ Website training: main functions of the website content management system:

- How does the CMS work?
- Let's go online: hands-on training (homepage, news stories, event entry, newsletter ...) => *Bring any content you would like to publish already (pictures for the banner, news article, event description, etc.)*

15:30: end