

Cap&Com workshop



Agenda, 5-6 July 2017

How to link capitalisation and communication: the power of communicating good stories and results to reach relevant target groups and the lobbying.

Novotel Budapest Centrum, Rákóczi Út 43-45
Budapest, Hungary





Cap&Com Workshop

5-6 July 2017
Budapest, Hungary

Outlines

In the framework of Interact capitalisation plan, a series of events/workshops are tailored to support Interreg Programmes in establishing a strategic approach to capitalisation, as an integrated process of the Programme Management. Communication should be an integral part of this capitalisation approach. In this context it is necessary to strengthen the focus on tailored communication activities focusing on the visibility of Interreg results in different contexts.

Objectives

The main objectives of the workshop are:

- To explore and define the process of turning capitalisation results into communication stories - how to link communication and capitalisation results as part of the main content of programme communication activities;
- To learn about the most effective approaches to extracting and communicating capitalisation content from multitude of thematic projects to the appropriate target groups – lobbying and how it can help making Interreg more visible in the policy context.

Content and topics:

- Defining the role of the communication officers in the capitalisation processes and the role of capitalisation officers in the communication processes;
- How to integrate capitalisation within the communication strategies on both the Programme and project levels;
- Using the storytelling techniques for effective communication of capitalisation results;
- How to select and communicate the relevant capitalisation results to different stakeholder and policy-maker groups –lobbying.

Target group:

- The workshop is limited to 30 participants;
- Interreg programmes management staff involved in capitalisation, especially the heads of MAs/JSs and Unit Manager as the agents of change in promoting more pronounced role of communication.
- Interreg programmes communication managers will only be accepted together with these managers etc.;



Cap&Com Workshop
5-6 July 2017
Budapest, Hungary

Timetable

Day 1 – 5 July 2017

09.00 – 09.30 Registration and Welcome

09.30 – 11.00 Introduction: capitalisation vs. communication

- *the concept of capitalisation in Interreg, Interact*
- *the role of communication in Interreg, Interreg Programme*
- *practical exercise*

11.00 – 12.00 Round table discussion

- *when and how to train the projects on capitalisation?*
- *what is the place of capitalisation within communication process on both programme and project levels and vice-versa?*

12.30 – 13.30 Buffet Lunch

13.30 – 17.30 Practical training: How to turn capitalisation results into engaging communication stories

An external storytelling expert will share examples and know-how Q&A session

Coffee Break

World Café discussion

- *what are the main tools to seek for good results and stories?*
- *what elements should be taken from projects' implementation and monitoring?*
- *how to build the knowledge and capital from project level?*

17.30 – 18.00 Wrap-up and main remarks for Day 2

18.00 Closure of Day 1



Cap&Com Workshop
5-6 July 2017
Budapest, Hungary

Day 2 – 6 July 2017

09.00 – 12.30 **Practical training: How and when to communicate the capitalisation results – the importance of lobbying**
Interact

Coffee Break

12.30- 13.00 **Wrap-up and closure of the workshop**

13.00 – 14.00 **Buffet Lunch**



Cap&Com Workshop 5-6 July 2017 Budapest, Hungary

Venue

The venue of the workshop is :

NOVOTEL BUDAPEST CENTRUM

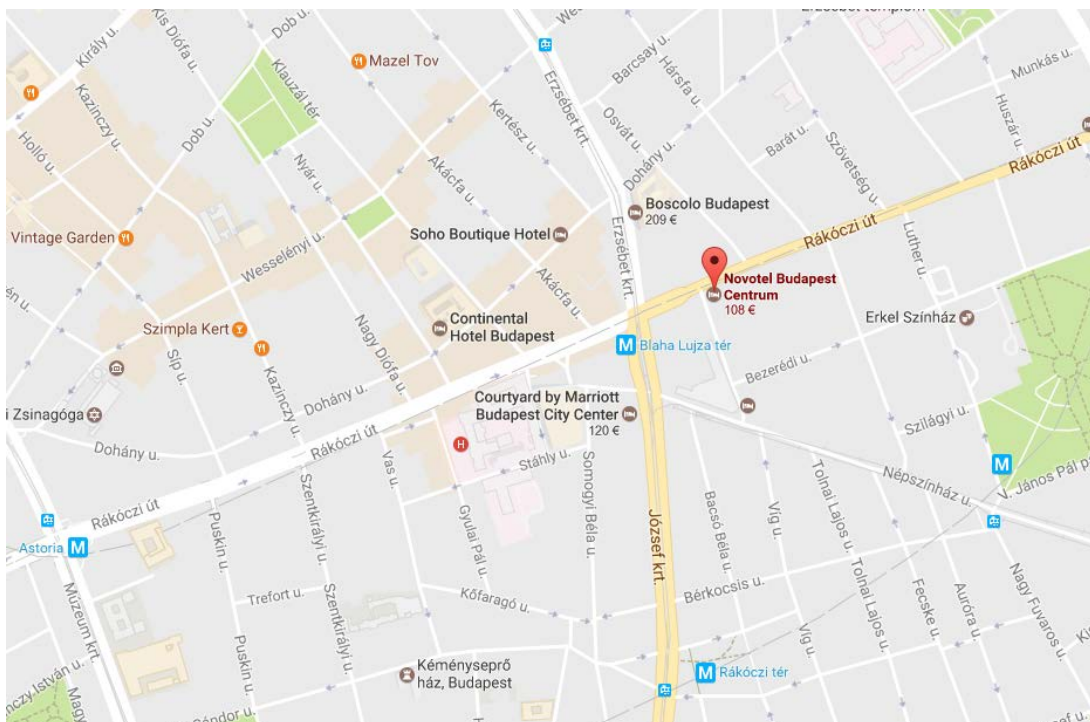
RÁKÓCZ ÚT 43-45, 1088 BUDAPEST – HUNGARY

T: +36 (1) 477 5300

F: +36 (1) 477 5353

E-mail: h3560@accor.com

Website: www.novotel.com, accorhotels.com



Novotel Budapest Centrum is located in the city centre with easy access, close to Keleti Railway station as well to Blaha Lujza square on Pest side of Budapest, with easy access to public transportation,

- BY BUS: take lines 5 7 7E 173 178, BLAHA LUJZA TER
- METRO RED LINE: M2, BLAHA LUJZA TER
- BY TRAM 1: 4, BLAHA LUJZA TER
- BY TRAM 2: 6, BLAHA LUJZA TER
- EASTERN RAILWAY STATION KELETI At 1km
- WESTERN RAILWAY ST NYUGATI At 4km



Cap&Com Workshop
5-6 July 2017
Budapest, Hungary

Important Information

The workshop availability is limited to 30 participants. Max. 2 participants per programme could be accepted.

For any information you can contact: ivano.magazzu@interact-eu.net

Get ready for the workshop

The workshop will explore and define the process of turning capitalisation results into communication stories - how to link communication and capitalisation results as part of the main content of programme communication activities; to achieve the best of this activity, participants must be able to discuss about their project monitoring and reporting processes, as well as the working methods and internal communication and roles, within and among MA/JS staff. Furthermore, participants are invited to share their experience related to capitalisation and promotion of project and programmes' results.