

# Cap&Com workshop 2



**Final Agenda, 28-29 November 2017**

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

HOTEL SILKEN INDAUTXU  
Plaza Bombero Etxaniz s/n  
Bilbao, Spain





## **Cap&Com 2 Workshop**

**28-29 November 2017**  
**Bilbao, Spain**

### **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 a fundamental part of Programmes' capitalisation approach. In this context there is a need 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.;



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**Timetable**

**Day 1 – 28 November 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 – Mrs. Galina M. Georgieva - Interreg “Greece–Bulgaria 2014–2020”*
- *practical exercise*

*Coffee Break*

**11.00 – 12.30      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**

*Mr. Charlelie Jourdan - external storytelling*

*“There are methods to make any story better - so that others go with the flow and do not switch off their computer after 5 seconds. We will practice these methods together. We will make one “bad” story better by structuring it better. We will also unearth good stories by using a pattern to recognise what is the best angle for our audience.*

*We will go back home with a method, a checklist and a plan to track good stories and pass them onto people.*

*In a world where everyone has the choice to listen or not by just clicking on a button, we are competing against the profusion of amazingly good content on the Internet. We cannot force people to listen about Interreg, we cannot force them to listen about projects or about the European Union, but we can work in finding the most compelling way to craft our stories on digital so that we attract at least the most curious of people”.*

- *Q&A session*

*Coffee Break will take place during the training*

**17.30 – 18.00      Open discussion**

**18.00                      Wrap-up and main remarks for Day 2**

**Closure of Day 1**



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**Day 2 – 29 November 2017**

**09.00 – 12.30**    **Practical training: From results to policy change, the impact of Interreg results and lobbying**

- *Mrs. Mercedes Acitores - Interact*
- *Talk show with Mrs. Agnès Monfret - Head of Communication Unit – DG REGIO*
- *Mrs. Andréa Rodríguez – Interreg SUDOE 2014-2020*
- *practical exercise*
- *open discussion*

**12.30- 13.00**

*Coffee Break*

**13.00 – 14.00**

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

**Buffet Lunch**



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### Venue

The venue of the workshop is :

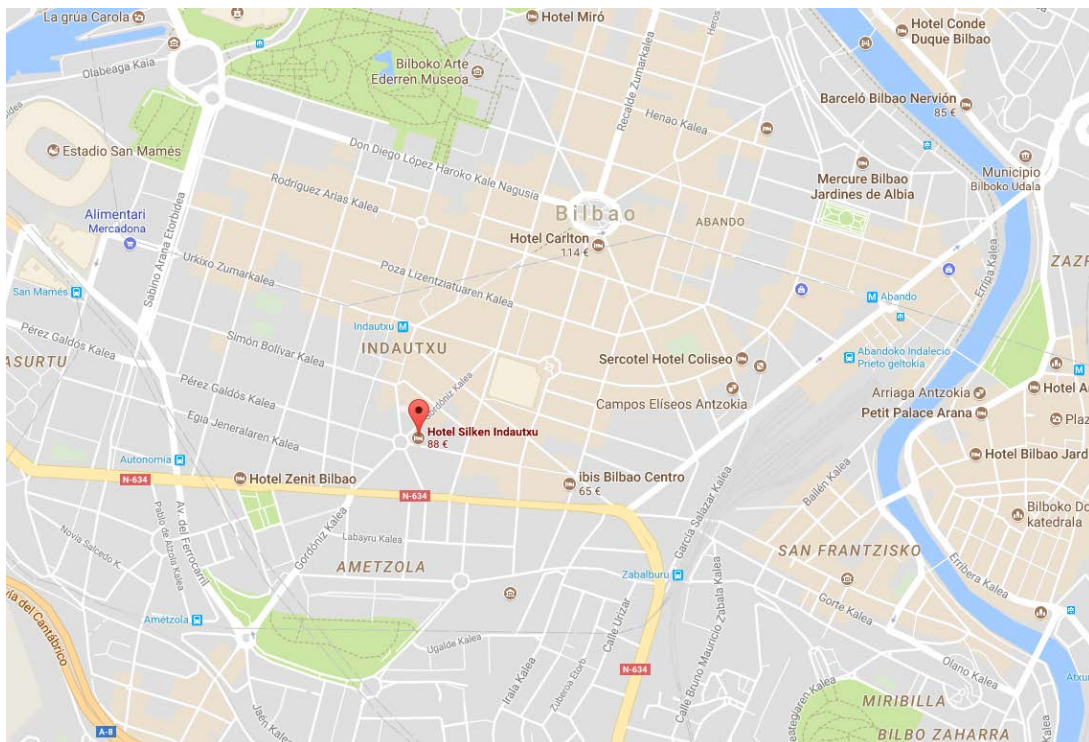
#### **HOTEL SILKEN INDAUTXU**

Plaza Bombero Etxaniz s/n

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[www.hoteles-silken.com](http://www.hoteles-silken.com)



The venue is situated in the center of Bilbao, close to the financial and commercial hub of the city. The hotel is only a 10-minute walk from the Guggenheim Museum and other places of interest such as the Bilbao Fine Arts Museum and the Euskalduna Conference Centre and Concert Hall. The Abando and Concordia train stations are a 15-minute walk.

- BY PLANE: Loiu airport is only 14 km from the Silken Indautxu Hotel. Airport buses stop at less than 500 metres from the hotel.
- BUS FROM THE AIRPORT: Bizkaibus Line A3247 Bilbao-Airport Service connects the Bilbao Termibus with the airport with stops in Gran Vía 79, Plaza Moyua and Alameda Recalde 11. On the arrivals floor there is a customer services desk and ticket office.
- BY METRO: The Indautxu metro station is just 200 metres from our central Bilbao
- BY TRAIN: The Abando and RENFE train station are just 15 minutes from the Silken Indautxu Hotel.



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**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](mailto: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.