

Interreg Project Communication Camp



20 – 21 November 2018
Lyon, France





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Outline

The Interreg Project Communication Camp is a hands-on training for Interreg officers. During the camp we will reflect on project communication from the point of view of project partners. The aim is to empower programme officers in helping projects use communication as a means to success. Communication is seen as a horizontal function designed to contribute to the project objectives.

The small size of the group (max 26 participants) will allow for a lot of interaction, and you can expect to be very active during the two whole days of training. Through exercises and discussions we will reflect on the best ways to integrate communication into the project life cycle, and we will identify useful methods for you to help project partners in the process.

Objectives

During the event you will:

- Discuss all stages of an Interreg project communication management cycle, and identify the most challenging aspects that require programme officers' assistance and guidance.
- Recognise the most common communication challenges that project partners may face during project implementation.
- Identify ways of addressing the most challenging aspects in project communication management through exercises based on project case studies.

Target group

This training is for staff working in communication and project/content management at Joint Secretariats and Managing Authorities of Interreg programmes. If you are a project applicant or beneficiary this event is not for you.

The camp is based on the principle that communication is a vital aspect of every stage of project management, which is why we strongly encourage you to attend the camp together with a colleague (communication manager + project/content manager).

Registration

To ensure the quality of the training, participation is limited to **26 people**.

Please wait until your registration has been accepted before you start making travel and accommodation arrangements.



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Duration

The event will take place over **2 whole days**. Although the system will ask you which day(s) you plan to attend, we would like to stress that it is important that you stay from the beginning to the end

Please take into account the starting and finishing times when you are organizing your travel, but do not book anything until you have received our confirmation that your registration has been accepted.

Further information

For more information you can email Eva Martínez Orosa (eva.martinez@Interact-eu.net).



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Day one

Tuesday, 20 November 2018

08.30 – 09.00 Registration and Welcome Coffee / Tea

09.00 – 10.00 **Introduction and warm up**

- Get to know each other
- Recall the objectives for the event
- Agree on work rules

10.00 – 11.00 **What do we mean when we speak about "project communication"?**

- Discuss the broadness of the term and the misunderstandings that such broadness may bring to the work environment, with different people having different interpretations of the term
- Discuss the various roles that communication plays within a project

By the end of the session, participants will be able to:

- Agree on what communication can and cannot do, namely in the context of Interreg projects
- Identify the various roles that communication has played in Interreg projects

11.00 – 11.30 Coffee break

11.30 – 12.00 **Introduction to the project management cycle in the Interreg context with a focus on communication**

- Introduce the project management cycle and the specific characteristics of project management in the Interreg context

By the end of the session, participants will be able to:

- Identify the main stages of the project management cycle and allocate the main activities pertinent to each stage of the cycle, with a special focus on communication

12.00 – 13.00 Lunch break

13.00 – 14.30 **Project idea generation**

- Discuss the role of communication in bringing together a variety of partners from different cultural and professional backgrounds, engaging them to develop the project idea



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- Discuss *why* and *how* to involve stakeholders at this early stage of the project.

By the end of the session, participants will be able to:

- Explain the communication process required to attract and engage relevant project partners in the project idea
- Agree what the term *stakeholder* means in the context of an Interreg project
- Explain how to communicate with stakeholders to help achieve the project objectives

14.30 – 15.00 Coffee break

15.00 – 16.30 Project development

- Discuss why the project communication strategy is an integral part of the project development process
- Examine common practices in project communication
- Practice the tasks involved in designing a communication strategy.

By the end of the session, participants will be able to:

- Give reasons why project communication should be integrated in the project development phase
- Explain the steps needed to design an effective communication strategy
- Explain and apply techniques to select audiences and set up communication objectives
- Describe the main components to be included in a communication evaluation plan

16.30 – 16.45 Conclusions and evaluation of the day

19.00 Networking dinner



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Day two

Wednesday, 21 November 2018

08.30 – 09.00

Welcome Coffee / Tea

09.00 – 09.15

Recalling the main take-away messages from day 1

09.15 – 12.15
(with a coffee
break)

Project development continued

12.15 – 13.15

Lunch break

13.15 – 14.15

Project development continued

14.15 – 14.45

Project start up and contracting

- Discuss how communication can help partners agree about their roles and responsibilities within the project

At the end of the session, participants will be able to:

- Explain the role of internal communication within the partnership and its influence in the success of the project
- List the key elements for successful internal communication.
- Give examples of solutions to overcome language, remote working and cultural barriers

14.45 – 15.15

Coffee break

15.15 – 16.15

Project implementation

- Discuss how projects can review the effectiveness of their communication efforts and use the results to steer their activities

By the end of the session, participants will be able to:

- Identify the key elements in measuring effectiveness of communication during project implementation
- Discuss how and when communication processes can be adjusted during project implementation, to achieve better results

16.15 – 17.00

Conclusions