

Interreg Project Communication Camp



2 – 4 July 2019

Talent Garden Rainmaking
Danneskiold-Samsøes Allé 41,
1434 Copenhagen, Denmark





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Outline

The Interreg Project Communication Camp is a hands-on training to **help programme staff** support project partners with their communication. The aim is to empower programme officers in helping project staff use communication as a means to success. Communication is a horizontal function, designed to contribute to project objectives.

How will we do this? During the camp we will reflect on project communication from the point of view of project partners. The training is for a maximum of 26 participants. The small size of the group will allow for a lot of interaction, and you can expect to be very active during the whole 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. In addition, you will be training your plain language skills.

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. And we also know that it is a fact of life in programmes that colleagues other than communication managers are dealing with project communication issues. This is why we encourage you to attend in pairs; a communication manager and a project or 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 **2.5 days**. Although the registration form 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 organising 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, 2 July 2019

8.30 – 9.00

Registration and welcome coffee / tea

9.00 – 10.15

Introduction and warm up

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

10.15 – 10.45

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

10.45 – 11.15

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

11.15 – 11.45

Coffee break

11.45 – 12.45

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
- Discuss *why* and *how* to involve stakeholders at this stage.



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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

12.45 – 13.45

Lunch break

13.45 – 15.30

Project idea generation (continued)

(Including a coffee break)

- 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
- 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

15.30 – 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, including a plan for monitoring and evaluation.
- Explain and apply techniques to select audiences and set up communication objectives



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16.30 – 16.45 **Conclusions and evaluation of the day**

19.00 Networking dinner at *Sult* restaurant, Vognmagergade 8 B
1120, Copenhagen.



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Day two

Wednesday, 3 July 2019

8.50 – 9.00

Welcome coffee / tea

9.00 – 9.15

Recalling the main takeaway messages from previous day

9.15 – 12.45

Project development (continued)

(Including a coffee break around 10.45)

- 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, including a plan for monitoring and evaluation.
- Explain and apply techniques to select audiences and set up communication objectives

12.45 – 13.45

Lunch break

13.45 – 14.30

Project development (continued)

14.30 – 15.00

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

15.00 – 15.30

Coffee break

15.30 – 17.00

Project implementation

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



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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

17.00 – 17.15 Conclusions and evaluation of the day

Day 3 Thursday, 4 July 2019

8.50 – 9.00 Welcome coffee / tea

9.00 – 9.15 **Recalling the main takeaway messages from previous day**

9.15 – 11.00 **Project implementation (continued)**

11.00 – 11.30 Coffee break

11.30 – 12.30 **Project implementation (continued)**

12.30 – 12.45 **Conclusions**

12.45 – 13.45 Farewell lunch

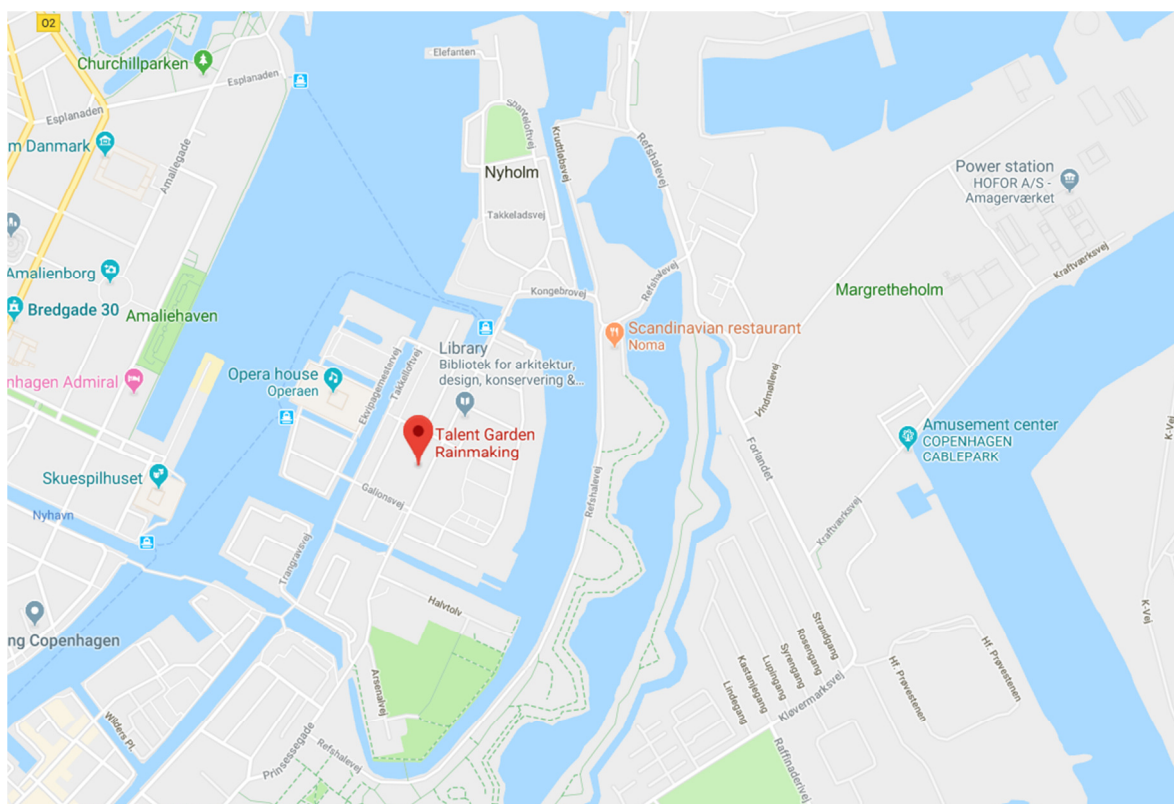


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Practicalities

Venue

The Interreg Project Communication Camp will take place at Talent Garden Rainmaking.
Address: Danneskiold-Samsøes Allé 41, 1434 Copenhagen, Denmark.



Travel

- From the airport (Kastrup): Metro line M2, stop Christianshavn St. or Kongens Nytorv (25 min)
- From the central train station: Bus stop Galionsvej, Operaen (16 min)