

# Interreg Project Communication Camp



**12-14 November 2019**

Barcelona, Spain





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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. We look at communication as a horizontal function, designed to contribute to project objectives.

During the camp we will reflect on project communication **from the point of view of project partners**. The main focus will be on the typical tasks of a project partner and **we will not discuss programme practices in detail**.

The training is for a maximum of 26 participants. The small size of the group will allow for a lot of interaction, so 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, identifying useful methods for you to help project partners. 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 the whole project life cycle.
- Identify ways of addressing the most challenging aspects in project communication management. You will do that through exercises based on a project case study.

### Target group

This training is for **staff** at Joint Secretariats and Managing Authorities of Interreg programmes **whose main job is to advise project partners and applicants in communication and content-related issues**. If you are a project applicant or beneficiary this event is **not** for you. Nor should you apply if your job does not involve advising projects in their communication or content-related issues.

The camp is based on the principle that communication is a vital aspect of every stage of project management. 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 both communication managers and project or content managers to attend**.



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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](mailto:eva.martinez@Interact-eu.net)).



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### **Day one**

**Tuesday, 12 November 2019**

**08.30 – 09.00**

Registration and Welcome Coffee / Tea

**09.00 – 10.15**

#### **Introduction and warm up**

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

**10.15 – 10.45**

#### **Introduction to the project management cycle in Interreg's 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 connected with each stage of the cycle, with a special focus on communication

**10.45 – 11.00**

Coffee break

**11.00 – 12.00**

#### **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
- Practice Plain Language Skills

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
- Understand how and when communication processes can be adjusted during project implementation, to achieve better results



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- 12.00 – 13.00** Lunch break
- 13.00 – 15.45** **Project idea generation (continued)**
- (Coffee break included)**
- 15.45 – 16.00** **Conclusions and evaluation of the day**
- 19.00** Networking dinner (offered by Interact)

**Day two** **Wednesday, 13 November 2019**

- 08.45 – 09.00** Coffee / Tea
- 09.00 – 09.15** **Introduction game**
- 09.15 – 12.15** **Project development**
- (Coffee break included)**
- 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
- 12.15 – 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



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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

**14.45 – 15.15** Coffee break

**15.15 – 16.45** **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
- Understand how and when communication processes can be adjusted during project implementation, to achieve better results

**16.45 – 17.00** **Conclusions and evaluation of the day**

**Day 3** **Thursday, 14 November 2019**

**08.45 – 09.00** Coffee/Tea

**09.00 – 09.15** **Introduction game**

**09.15 – 11.45** **Project implementation (continued)**

**(Coffee break included)**

- Discuss project support needs from the programme and how they could be best addressed
- Practise Plain Language skills

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

- Define challenges in project communication, where support from the programme side could help
- Identify programme processes where the needed support could be provided

**11.45 – 12.15** **Conclusions and feedback**

**12.15 – 13.15** Farewell lunch