

# How to build a programme communication strategy



**16 June 2020 (10.00 – 11.30, CET)**

**Programme Communication Strategy – Online session**

A link to connect to the session will be shared with confirmed participants





## **How to build a programme communication strategy**

**16 June 2020**  
**Online session**

### **Outline**

A programme that succeeds is also a programme that communicates well. We all know that, but how to go about it? How to design a communication strategy that produces effective results?

We have organized this 90-minute online session to reflect on this question collectively within the Interreg community and inspire each other.

### **Objectives**

During the session we will:

- Reflect on the lessons learnt from the current period.
- Exchange about crucial elements of the communication strategy.

At the end of the session we hope you'll be inspired and energized to carry on this exciting task in your programme.



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16 June 2020

Online session

**Tuesday, 16 June 2020**

### **09.30 – 10.00 Check-in to virtual meeting room and technical settings**

The virtual room will be open half-an-hour before the meeting starts. Please join with sufficient time to test your technical settings and ensure they enable you to actively participate in the session. During this half an hour we will be answering your technical questions in the virtual room's chat function.

### **10.00 – 10.05 Introduction to the session**

- Objectives of the session
- Ground rules

### **10.05 – 10.30 Lessons learnt from the 2014-2020 period**

Interact will share the information collected from a pool of Interreg programmes about:

- how they designed their communication
- what worked well and what could be improved in 2020-2027

The whole group will discuss the implication of these lessons learnt for the design of 2020-2027 communication strategies: What are your pain points?

### **10.30 – 10.35 Short break**

### **10.35 – 11.25 Focus on communication objectives**

Short introduction followed by exercises in groups.

- Why do communication objectives matter – a lot?
- How to build realistic and measurable objectives that guide you into a successful communication.

### **11.25 – 11.30 Wrap up**