



## How do we communicate SCOs?

### 8 September 2022

### Online

**CET** **Thursday, 8 September 2022**

**09.00 – 09.15** **Check-in and onboarding**

**09.15 – 09.20** **Introduction and objectives of the event**  
*Interact*

**09.20 – 10.05** **Communication in the spotlight**  
*Interact*

Objectives of the session: to illustrate principles and good practices of good communication as a point of departure.

**10.05 – 10.20** **How do we communicate SCOs?**  
*Interact*

Objectives: to learn tips and hints on how to communicate SCOs in an effective way.

**10.20 – 11.15** **Group work – taking the fear out of communicating SCOs to different target groups**  
*All participants*

Objective of the session: to share hands-on reflections for communicating SCOs to different target groups (e.g., beneficiaries, and MC members). Our communication expert will provide feedback on each groups' work.

**11.15 – 11.30** Comfort break

**11.30 – 12.15** **Exchange on good/ bad practices on communicating SCOs to different programme bodies**  
*Interreg programmes, tbc*

Objective of the session: to exchange on different good/ bad practices programmes experienced when developing SCOs and lessons learned (MA/JS/AA cooperation, MC members, external providers).

**12.15 – 12.30** **Wrap up and closure**