

How to reach the set goals

Brainstorming EC Day 2017

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 @InteractEU

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HERE ARE SOME BASIC STEPS



ONE

Keep your goal in mind at all times.



TWO

Start early and stay on track.



THREE

Use what you can to cut costs.



FOUR

Use and combine social media platforms.



FIVE

Engage stakeholders and VIPs.



SIX

Collaborate with other Programmes



Keep your goal in mind at all times

Save time:

Knowing your goal will help you make organisational decisions easier and faster.

Ease monitoring and reporting:

When you have a clear goal from the start you can easily prepare for collecting and reporting results.

Improve your message:

Clear goal lets you formulate and communicate a clear message to your audience.



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Start early and stay on track

Deal with surprises

- Having more time will allow you to adjust your plans depending on the circumstances.

Handle bureaucracy

- Bureaucratic procedures take a lot of time even without surprises along the way. Early start will allow you to sell your idea to your boss, organise tenders, and do the paperwork.

Adjust the work burden

- Preparing early as many things as you can will save you a lot of stress.

Allow others to join

- Joining forces with other Programmes/projects can be very successful but can also be very time consuming.



Use available resources

Lack of resources is one of the major obstacles to reaching your goals. Here are some ways to deal with this problem.



Use the social media

Spread your message to thousands to people and, more importantly, encourage them to engage and interact. Use detailed statistics to monitor and report your results.



Facebook

- Create Event option;
- Live streaming;
- Boost and promote.



YouTube

- Upload and share;
- Use our videos;
- Integrate in other media.



Instagram

- Engage cross-channels;
- Hashtags and filters;
- Dynamic photo story.



Twitter

- Make pools;
- Connect to Facebook;
- Use hashtags and images.



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Engage stakeholders and VIPs



GAIN ACCESS TO MORE RESOURCES

Stakeholders can often contribute in terms of helping you find/book the venue, get access to useful contacts, etc.



ATTRACT ATTENTION

VIPs attract both the public and the media
- need we say more?

Collaborate with other Programmes and projects



Join forces

Both in term of resources
and technical skills.



Exchange ideas

Two communication officers
are better than one.



Make friends

Show how cooperation
works in practice.

Cooperation works

All materials will be available on:

www.interact-eu.net

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