Interreg
Danube Transnational Programme

DTP Communication Training – 1st call

Budapest, 26th January 2017

A stream of cooperation

Presentation of the agenda and speakers

Agenda

09.35 – 10.00	Introduction: The importance of good project communication and the Kick-off events
10.00 – 10.30	DTP Project Joint branding and minimum requirements
10.30 – 11.00	*Coffee break*
11.00 – 11.30	DTP Project Communication Plan
11.30 – 12.30	Practical exercise on the Communication Plan
12.30 – 13.30	*Lunch break*
13.30 – 14.00	DTP Project webpages in the DTP website
14.00 – 14.30	Social media for projects
14.30 – 15.00	*Coffee break*
15.00 - 15.30	Storytelling and media for projects
15.30 - 16.25	Practical exercise on Storytelling
16.25 – 16.30	Conclusions and farewell

Speakers

Eloy Gomez Giron
Communication Officer
Danube Transnational Programme
eloy.gomez@interreg-danube.eu

➤ **2 Invited speakers for 2 sessions:**

Social media	Story-telling + Practical exercise
Julia Chenut **Communication Manager** **Alpine Space Programme**	**Frank Schneider** **Head of Communication Unit** **Central Europe Programme**

A stream of cooperation

Introduction: The importance of good project communication

COMMUNICATION: ESSENTIAL ELEMENT OF A SUCCESSFUL PROJECT

➢ Integral part of project implementation → Linked to all WP

➢ Communication objectives linked to project objectives and results

➢ Communication activities linked to project activities

➢ Communication aimed to reach the project goal/s and informing about achievements

Good planning and enough resources

COMMUNICATION: ESSENTIAL ELEMENT OF A SUCCESSFUL PROJECT

Make aware of it to all project partners! → Not to be considered a secondary task!!

A stream of cooperation

Project communication: Basic documents

- ➢ Visual Identity Guidelines for DTP projects
- ➢ Communication Toolkit for DTP projects   Download in DTP website
- ➢ DTP Project webpages – User Manual
- ➢ Project logo and posters in different formats
- ➢ EC Regulation 1303/2013 (Annex XII, section 2.2)
- ➢ Communication Plan → *To be submitted by each project along with its first Progress Report!*

COMMUNICATION TOOLS

VISUAL IDENTITY MANUAL AND DTP PROJECT LOGOS

Document including all the regulations and requirements that DTP project partners must follow in their communication materials and activities.It includes examples of templates and the COMPULSORY LOGO in different formats.

Download Visual Identity Manual for DTP projects (**version 01/2017**)

Dowload the DTP project logos in different formats (1st call):
- Logos projects Priority 1
- Logos projects Priority 2
- Logos projects Priority 3
- Logos projects Priority 4

The 'Standard logo' version (full colour) should be given priority, and only in exceptional cases, the rest of logo formats can be used. For printing purposes, the 'Standard logo for printing' (or, exceptionally, the other pdf formats provided) should be used. The RGB colour mode provided may be needed to be converted to CMYK mode before printing.

COMMUNICATION TOOLKIT FOR DTP PROJECTS

Document to support DTP project partners in their communication activities, including advice and tips on how to better implement the communication of their projects.

Download the Communication Toolkit for DTP projects

USER MANUAL FOR DTP PROJECT WEBPAGES

Manual addressed to DTP project Lead partners to guide them in the technical development of the DTP project webpages, including functionalities such as updating information, publishing news, sending online newsletters, sharing documents among partners, publishing outputs, etc.

Dowload the DTP Projects webpages - User Manual

➢ All partners to follow regulations → namely acknowledge the DTP / EU support and adequate project promotion → ***Otherwise: not eligible cost* !**

➢ <u>All partners should be involved in communication</u> coordinated by a **communication manager in the project** → qualified person in charge of:

- Implementing Communication Plan

- Involving all partners

- Checking all rules are followed

- Contacting JS

Roles and Responsibilities!

A stream of cooperation

Successful project = Good results + Good partnership cooperation with good internal communication

➢ Within partnership :
- All partners engagement
- Fluent communication LP – partners ➔ e.g. *Use the 'Document manager' section of the project webpage*

➢ With the MA / JS :
- Participation in LP trainings organised by the MA/JS
- Participation in other DTP events to present project results and Capitalisation
- Informing JS about all project communication activities!

A stream of cooperation

Project kick-off event

Programme co-funded by the
European Union

Interreg
Danube Transnational Programme

➢ Organisation of **at least two public events** to create awareness and disseminate project results:
  • **Kick-off event** within 2 months after project beginning → *Flexible dates* → *Not to confuse with internal partnership meeting!*
  • Final dissemination event at the end
  → *Tips in Communication Toolkit!*

1) **Public events** → not only project partners but key stakeholders/final beneficiaries/decision-makers should attend → audience as wide as possible for Kick-off/Final but maybe other more targeted events

2) **Internal events** → for only project partners

3) **Participation in external events** if relevant for project implementation/dissemination and to meet project target groups

4) **Participation in DTP events** (thematic, capitalisation, training, etc.) → present/discuss/develop/share project results and create synergies with other projects and organisations

During events: Projects encouraged to ***place the EU flag***, *ensure visibility of the* ***project logo*** *in presentations/documents and* ***mention EU funds !***

A stream of cooperation

Project events: General tips

➢ Organise events that are **interesting** for the target audiences and for media to attend

➢ **Join forces** with other thematically relevant projects to organise joint events → DTP Capitalisation Strategy

➢ Possible synergies with **European Cooperation Day (EC Day)** → Aim: highlight results of European cooperation across borders to the general public

EUROPEAN COOPERATION DAY

Sharing borders, growing closer

A stream of cooperation

1. Preparation of the event

Plan it to get a successful event:

1. Objective: What do we want to achieve
with the event? → Main message to be delivered

2. Audience: Who do we want to reach?

3. Method: What is the most effective way of reaching them?

➢ Biggest events: planned already in the annual work plan or project application → *Consider procurement processes which are time consuming!*

➢ In case you have a similar target group with any other project, consider organising one event together → DTP Capitalisation Strategy

2. Organisers

➤ **Build a team** responsible for event and prepare a detailed plan with roles

➤ Set up a script/**roadmap** (agenda, detailed day timeline, venue contact person, speakers' data, etc.)

3. Audiences

➤ Which groups of people should be interested in attending? Have them the potential to help you to achieve your objectives? Who is already involved but could become more committed or useful to your project if you engaged them more closely? How can you make your event appealing to them?

➤ **Do not confuse internal meeting** attended only by project partners **with public event** addressed to general public/external audience which requires good dissemination and invitation policy to have broader participation

Danube Transnational Programme

4. Budget

➢ Plan it according to event objectives, determine where you can hold the event, number of people to invite and quality of support material

➢ A team member responsible for tracking costs

➢ Keep some contingency budget for emergencies

➢ **Be aware of public procurement** procedures and time needed to contract services

5. Name and description of the event

➢ It should let the reader grasp what the event is about at first sight → **short**

➢ Event aim and whom the event targets should be available

6. Timing

➢ **Date and place** should be set **ahead of time** to allow for effective marketing

➢ Check chosen date does not conflict with other events interesting for your target audiences or holidays

➢ Consider organising your event prior or after another event that is thematically relevant to your target audience → **DTP Capitalisation Strategy**

➢ Not on Monday morning or ending on Friday afternoon → Allowing for travel on working days

7. Agenda

➢ Well-planned schedule ➔ Parts following logical sequence with some time flexibility

➢ Parts' aim clear already in agenda for participants to know what to expect

➢ **Keep the event interactive** by introducing panel discussions, workshops and break-out sessions

➢ Allow **plenty of time for questions** and discussion

➢ Regular breaks with enough time to keep people's attention and encourage networking possibilities

➢ Moderation to **keep the schedule**

➢ Content-wise ➔ Remember to always introduce what the project is about, its results and the **EU/DTP funding**

8. Speakers

➢ Interesting, knowledgeable and skilled → **Good at presenting** transform the atmosphere and impact the event

➢ It depends on the event nature: high profile names or well-known organisations to make the event appealing? Or more interesting and effective for the message delivery an end-user of a project result?

➢ When inviting speakers → Provide clear event information and objectives, draft agenda, target audience, what to do and how their contribution links to other parts → *2-4 questions to answer in their presentation* → *Follow up with speakers proactively*

➢ Ask for presentations in advance to check contents and improve presentation → *Pre-load them on laptop*

➢ Discuss and confirm fees, travel expenses etc. in advance

A stream of cooperation

9. Moderator(s)

➢ A good event can become great with an excellent moderator

➢ Make sure he/she can manage the event, lead discussions and debates, keep schedules and make the event interesting and relevant to participants

➢ A moderator from "outside" can be a fresh element to your event and provide an interesting viewing angle but needs to understand the event nature, audience and aim

➢ **Discuss the event** and all related expectations **well before** the event with the moderator

10. Venue: rooms and technical equipment

➢ **Good accessibility** for participants → connections to airports, stations

➢ Right sized rooms for sessions

➢ Think of needed technical equipment

➢ Easy transfer between the rooms during the event

➢ Try to use meeting rooms in project partner institutions, if capacity is enough, to save costs

➢ Define number of expected participants and the need for different auditoriums, room for coffee breaks and lunch etc. → Suitable place for potential catering services → No lines

➢ Arrange a site visit in advance

➢ Consider hiring a professional photographer for bigger events

11. Catering

➢ Buffet allows people to mix and talk

➢ Allow enough tables

➢ Include dietary requirements in registration form

➢ Agree with provider on deadline to confirm final number of participants → *Catering is **the most expensive part**, so accurate number can save costs!*

12. Accommodation

➢ Especially with bigger events, recommend delegates book accommodation in advance

➢ Make a blocked reservation in the venue or nearby hotel → *Try to get special rates*

13. Invitations to participants

➢ Develop the invitation in good time → A **"save the date" message** can be the first announcement

➢ Keep everything **simple and easy to understand** → What, for whom, when and where?

➢ Basic information **to be published on project website <u>at least two months before the event</u>** and updated later

➢ Use newsletters to reach a large number of people

➢ Dedicated e-mails are efficient way to ensure people's attention → *Indicate a contact mail/phone*

➢ If necessary, send a reminder later on and ask to inform about potential cancellation

A stream of cooperation

14. Registration

➢ If foreseen participants more than 70, online
registration saves time → free platforms
(and evaluation form) : https://ec.europa.eu/eusurvey/home/about or
www.jotform.com.

➢ Confirmations or invitations to include practical information (address, map,
transport options, accommodation possibilities)

15. Rehearsal meeting

➢ Hold a rehearsal meeting with the organising team a day before the event →
Go through presentations, anticipate questions, check technicalities work and
whom to contact at the venue if something stops

➢ Make sure you have name badges, place labels for speakers, registration
sheets (→ *Make participants sign***!),** pens and paper

1. Registration

➢ Make people feel invited

➢ Have someone greet the participants

➢ Have plenty of people at registration desks to **avoid long lines** and to answer possible questions

➢ Think of different **lines in alphabetic order** of surnames

➢ Prepare materials beforehand → *Don't waste paper !*

2. Technical equipment

➢ Arrange and check the necessary technical equipment and set-up

➢ If possible, collect all presentations before the event and pre-load them in one large presentation file on the laptop

Interreg
Danube Transnational Programme
EUROPEAN UNION

3. Media

➤ If media attend your event,
  make sure they are well taken care of

➤ Make sure someone responsible for
  introducing the journalist(s) to people
  to interview, explain the project and act as a contact point

➤ Before the event → Send press package with brief background information
  → Additional information and event visuals delivered after the event

➤ **<u>Always try to involve media in your public events</u>** → Try to sell the
  project through a personal story behind (**Storytelling**) and try to have a
  relevant actor as a way to attract media and more likely to be published

4. Photos

➤ Plan the needed photos before the event → Think of their intended use

A stream of cooperation

→ *Check the Communication Toolkit for tips on good presentations!*

If your audience could only remember one thing from your presentation, what should it be?

Project events: After the event

1. Follow-up

- **Upload all relevant documents** in project webpage (presentations, photos etc.)

- Send a thank you note to all participants and guests together with the presentation/photos' link and the **online evaluation** useful for future events → *As soon as possible after the event*

- If media attended, check and document media coverage to spread it with photos via social media, website, newsletter

2. Evaluation

- Hold a debriefing session with organising team

- Once the evaluation is collected, go through the findings with the team

A stream of cooperation

DTP Project Joint Branding and minimum requirements

European Territorial Cooperation is now INTERREG

A stream of cooperation

Interreg 2014-2020

Cross-border cooperation:

Transnational cooperation:
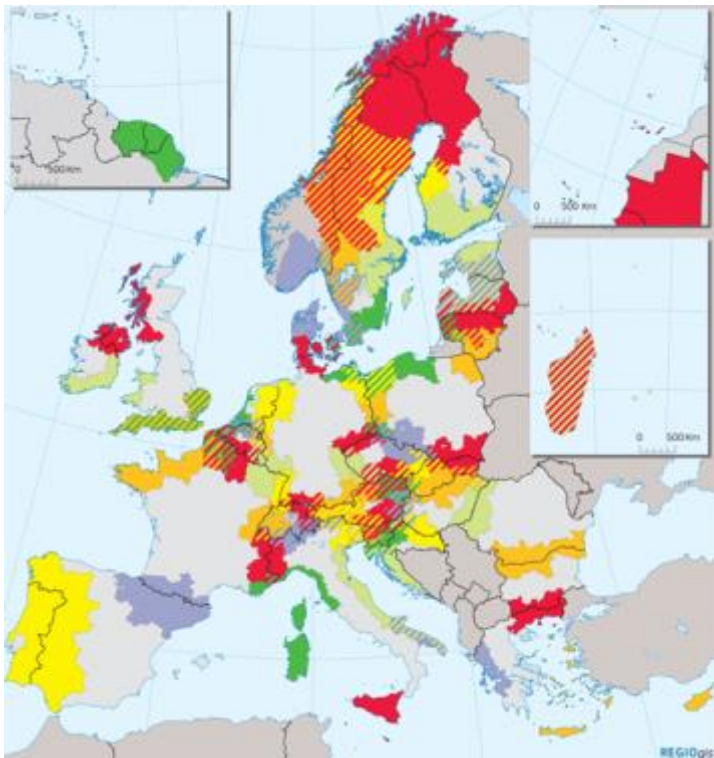
Interregional cooperation:

Interreg Europe   Espon 2020   Urbact III

BEFORE: Too many logos for programmes and projects:

➢ Confusion for the audience → No connection between initiatives

➢ Limited lifetime

➢ Costy

NOW: Common name and common logo

→ 75% of Interreg programmes adopted the Interreg logo and majority of them use them also for the projects

A stream of cooperation

For potential beneficiaries

➤ Easier identification of programmes, funding and potential partners

For beneficiaries

➤ Cost and time savings, easier cross fertilisation among projects and dissemination to decision-makers

For programmes

➤ Relation to EU clearer, better reach potential beneficiaries/policy makers, higher result sustainability, cost savings, easier cross-fertilisation between programmes

For policy and decision makers

➤ Better understanding, increased recognition of Interreg, clearer visibility of results

A stream of cooperation

Icons for thematic priorities

Harmonisation also in 11 icons and specific colour codes for all Thematic Objectives of Interreg programmes

Danube Transnational Programme
→ 4 Thematic Priorities icons and colours:
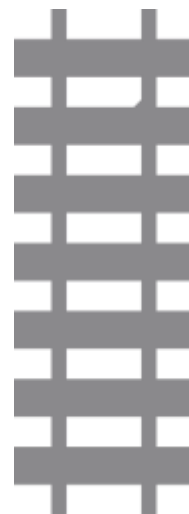
A stream of cooperation

> **Acknowledge support from EU funds in <u>ALL</u> communication activities:**

- Include the project logo with the EU emblem in a visible place (other logos smaller) → *Also events, social media!*

- **<u>Reference to the Fund/s</u> (ERDF, IPA, ENI)!!**

> Include in each partners' **institution website** a short **project description** (aims, results) and EU support

> Place a **poster** (minimun A3) visible in each partner's premises including the EU support

> For small infrastructure of > 500.000 eur: temporary billboard + permanent plaque → *Example of templates in Visual Identity Guidelines*

A stream of cooperation

Mandatory posters

Within 6 months after project approval:
➢ Each project partner to place at least one poster at a location visible to the public (such as the building entrance area)
➢ To stay visible for the whole project duration
➢ Minimum size A3
➢ With information about project including EU financial support
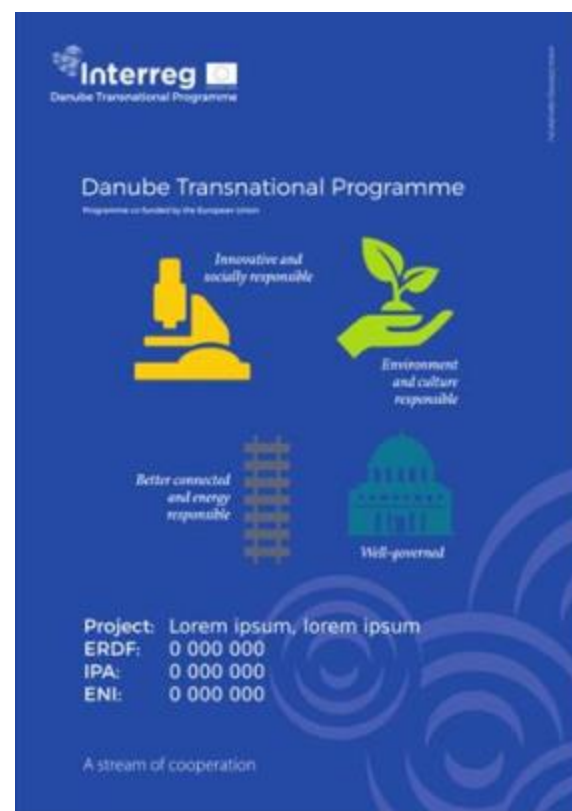
Mandatory posters

→ *Editable templates in DTP website!*

→ *But you can produce your own poster following Visual Identity Guidelines*

→ *Include apart from project acronym + funds:*

➢ Project long name
➢ Project webpage
➢ Project logo

Interreg
Danube Transnational Programme
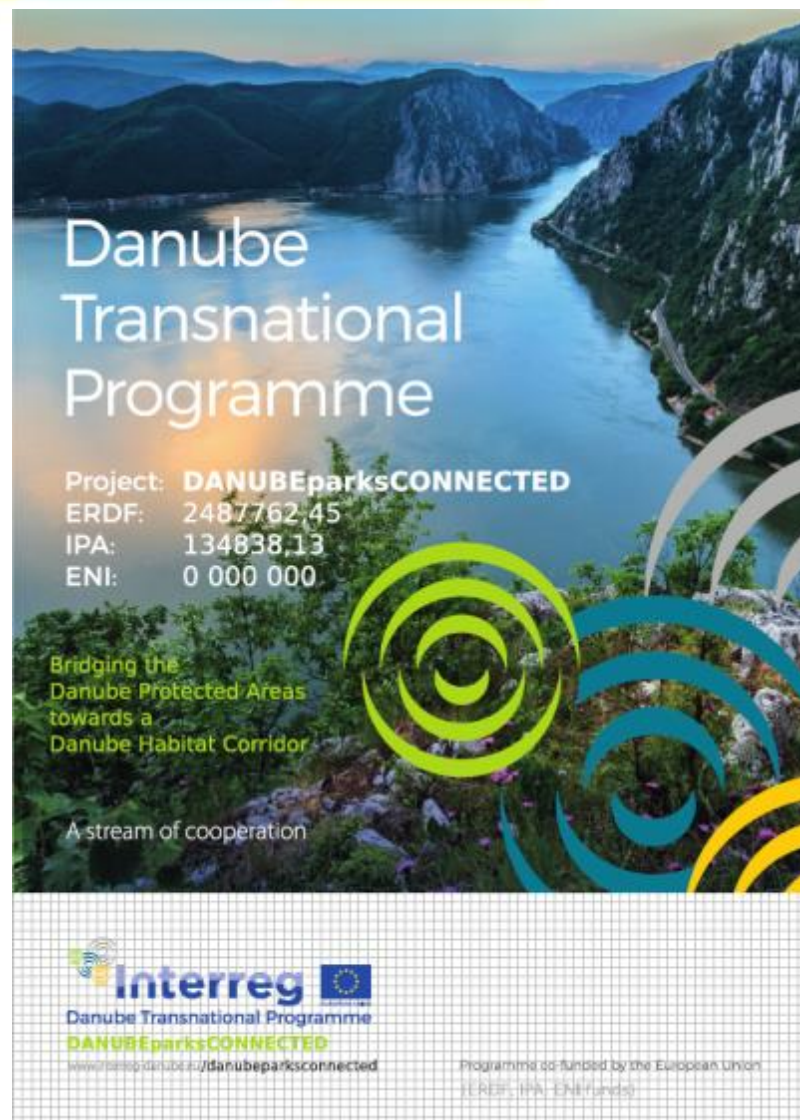
- ➢ DTP Project **Communication Plan**

- ➢ Frequently updated **project webpages** (within the DTP website)

- ➢ At least **2 major events**

- ➢ Use of the **project logo** provided by the JS ➔ *Downloadable in DTP website!* ➔ *Not eligible to create another project logo!!*

DTP Project logos

➢ **Always include the logo in all your written/digital materials, documents, events, social media, etc.!! →** *Otherwise not eligible cost***!!**

- • Acronym in the color of the project priority:

- • Other formats (grey, 1 colour, etc.) to be used exceptionally

- • Only for small items: exceptions are allowed → *Check Visual Identity Guidelines:*

Exceptions just for small items:

Other logos size

➢ Be careful with institution logos or other logos you may want to include: **NOT bigger in height OR width than EU emblem** included in the project logo →
Annex of the Visual Identity Guidelines!

DTP Project Communication Plan

Interreg — Danube Transnational Programme

Bible of project communication

**To coordinate communication activities
and achieve project objectives
→ It includes all planned communication activities**

➢ To be submitted **along with the
1st Progress Report**
➢ To be developed together by all partners
➢ A yearly update/evaluation is adviced
→ *Check Communication Toolkit!*

COMMUNICATION
PLAN

1) Understand the project

➢ Review **project objectives and priorities** → Understanding them is key to identify how project communication will be organised

• What kind of *change* the project aims to bring about → How communication can help to achieve this *change*

• Prepare an introduction about the project to be included in the Plan

➢ Do a **SWOT analysis** of project regarding communication:

• Identify Strengths/Weaknesses/Opportunities /Threats

• Involve partners in SWOT findings and setting up the Plan

The "What is?" Project

2) Identify and analyse your target groups

➢ **Define** project communication **target groups**

➢ **Analyse** your **target groups** (interests, knowledge, information needs, etc.)
   ➔ To identify what messages you want to deliver, how and through which channels

➢ Identify **primary and secondary target groups** to prioritise audiences and determine focus of your activities and messages

3) Define your communication objectives and key messages

➢ Identify your communication objectives and break it down for **each** target group → linked to **overall project objectives** → What kind of *change* do you exactly want to bring about in a target group?

➢ Communication activities should support project objectives in achieving a change in these characteristics of the target groups:

- **Knowledge**

- **Attitudes** (changes in opinions)

- **Practice** (changes in what target group does/new things/ stop doing things)

➢ Think of **key messages** for each objective and audience → Simple and to attract audience

Key Messaging

DON'T Do This

DO THIS

One Message

A stream of cooperation

4) Define your communication channels

➢ Define **tools and activities** to use in addressing your target groups to achieve your objectives:

- Identify best channels to reach specific target groups according to the message and the cost-effectiveness

- Make sure all communication activities/ tools are visually aligned for easy recognition according to DTP Visual Identity Guidelines

➢ Define **budget** for tools, resources

- Describe **responsible partners and human resources** to implement the Plan and how to coordinate them ➔ *Do not overload yourself, be realistic !*

- Inform DTP Joint Secretariat on project communication manager

Minimun sections:

➢ **Project communication main goal and objectives**: What to achieve with the communication activities?

➢ **Target group(s)**: Success of project communication → Continuous relations with key audience, engaging some of them and reaching all when informing about project achievements

➢ **Main messages** to be communicated → Tailored for different target groups

Minimun sections:

➢ **Tools and methods** to achieve the objectives → Foreseen communication activities, **time plan** and which activities to be tailored to different target groups' needs

➢ **Evaluation measures**: check whether activities reach communication objectives, allowing readjustment

➢ **Budget**: reasonable financial resources to be committed

➢ **Overview** of Plan implementation the previous year ➔ Activities indicators

➢ Identify **communication goals and objectives for the year ahead** ➔ According to current stage of project implementation, external factors

➢ Define a **key target group** focus for the year ahead

➢ Describe **channels**

➢ Think of an **annual communication calendar**

➢ Think of the **annual communication budget** ➔ With some flexibility

➢ Set the **annual target values** for the indicators of the Communication Plan

➢ Organise the **work share** for implementation of the annual activities

Follow Up!

➢ Include in your Communication Plan a description on **how** the implementation **will be monitored and evaluated**

➢ Each communication objective should have **indicators** for following up the success in reaching the objective

➢ Plan and describe the data you will collect and how the evaluation process is done

➢ Consider evaluation a tool **for improving your communication** work during the project lifetime

Practical exercise on the Communication Plan

Practical exercise: Communication Plan

1) **Present to the rest of the group your project in 2 minutes** → Just basic information and <u>main result expected</u> → *Be strict with the time*

2) Mention if you have experience with **previous Interreg projects**

3) **Select one of the presented projects** and develop <u>jointly</u> in the group the main lines of its Com Plan according to the provided sheet

4) Don't forget to include all the minimun sections:
Project communication main goal and objectives; **Target group(s)**; **Main messages** to be communicated to each target group; **Tools and methods** → com activities for target groups and **time plan; Evaluation measures**; **Budget**

5) Each member of the group highlights the points included in the Plan that can be taken on board **in their own project Communication Plan**

6) **Select a spokesperson** to present the produced Com Plan to the others, main discussion issues and highlighted points which will serve to other Com Plans

A stream of cooperation

Practical exercise: Communication Plan

PROJECT COMMUNICATION MAIN GOAL AND OBJECTIVES	TARGET GROUPS	MAIN MESSAGES	COMMUNICATION ACTIVITIES	TIME PLAN (When)	EVALUATION MEASURES (How to evaluate: indicators)	BUDGET

A stream of cooperation

DTP Project webpages in the DTP website

Your project webpage

DTP website hosts 1 webpage per approved project →

Approved project section → Not eligible to create its own project website

Disseminate your project webpage domain! (*the short version*!):

www.interreg-danube.eu/projectacronym

➢ Better monitoring and dissemination
➢ Less human and financial resources

A stream of cooperation

Project webpages

ATTRACTIVE DANUBE - IMPROVING CAPACITIES FOR ENHANCING TERRITORIAL ATTRACTIVENESS OF THE DANUBE REGION

Territorial attractiveness (TA) is reflected in the set of specific economic, environmental and social potentials of a territory which make it competitive in comparison to other territories. Through good governance, policies can maximise these potentials to increase attractiveness of the regions for residents, visitors and investors. The main challenge in the Danube Region is lack of capacities of target groups involved in development planning for more efficient and cooperative multilevel governance considering the needs of all stakeholders.

The main project objective is to strengthen multilevel and transnational governance and institutional capacities of policy planners involved in territorial development of the Danube Region, which will result in more harmonised governance system of the area. This will be achieved by firstly establishing a permanent common transnational platform for monitoring territorial attractiveness (CO-TAMP), 11 national platforms (TAMP), and Territorial attractiveness atlas. Secondly, we will implement an intensive capacity building programme for empowering multilevel public authorities and civil society in 11 countries related to development planning resulting in enhanced skills and knowledge. Finally, the policy integration process, including transnational workshops, policy recommendations and memorandum of understanding, will capitalise the results and assure the long-term impact and leverage effect in the society.

Interreg
Danube Transnational Programme
ATTRACTIVE DANUBE

Start date
01-01-2017

End date
30-06-2019

Budget in Euro
Overall: 1860000
ERDF Contribution: 1294550
IPA Contribution: 286450
ENI Contribution: 0

Call number
Call 1

Priority
Well-governed Danube region

Specific objective
Improve institutional capacities to tackle major societal challenges

LIBRARY

No documents have been uploaded yet

See all

PROJECT PARTNERS

Name	Type	Email	Country
Geodetic Institute of Slovenia	Lead partner	blaz.barboric@gis.si	SLOVENIA
URBASOFIA, Town and regional planning company	ERDF partner	sabina.dimitriu@urbasofia.eu	ROMANIA
Bulgaria Economic Forum	ERDF partner	chris@biforum.org	BULGARIA
Institute for Spatial Planning of the Koprivnica-Križevci County	ERDF partner	mladen.matica@kckzz.hr	CROATIA
CENIA, Czech Environmental Information Agency	ERDF partner	jitka.faugnerova@cenia.cz	CZECH REPUBLIC

See all

PROJECT NEWS

No news yet

See all

A stream of cooperation

Interreg
Danube Transnational Programme

One of the main communication tool of your project!!

➢ Keep it **constantly updated** → *News at least every 2 weeks!*

➢ Use an easy-to-understand language → ***Modify the project summary in the Homepage!!***

➢ Include interesting content to attract new visitors → Stories, project added value

A stream of cooperation

Activation email → All partners received an activation email → Check Spam box

> **Lead Partners:** can edit ALL project webpage sections (except section 'Partners' → *Inform JS about any partner change to have updated info + access to webpage*)

> **Rest of partners:** <u>can edit ONLY the section 'Document manager'</u> to exchange documents among partners → *Use this useful section!*

Project communication officer: *ask credentials to your LP!*

A stream of cooperation

Registration

Project webpage menu

➢ **Home:** Project description and main data + Library/Partners/News/Newsletter subscription ➔ ***Update the summary to an easy-to-understand language*!**

➢ **Partners:** List inserted by the JS/automatic from Monitoring System (when available)

➢ **Library:** Documents, project outputs, photo/video gallery (of public or private access) ➔ Outputs to be automatically published in the future programme website Library section

➢ **News and events:** *Update on all project progress! (e.g. Kick off events!) Use an appealing heading an language!*
➔ **Automatically published in programme mainpage and section Project news/events**

Home
Partners
Library
News and events
Gallery
Newsletters
Contact
Document manager
+ Create new section

A stream of cooperation
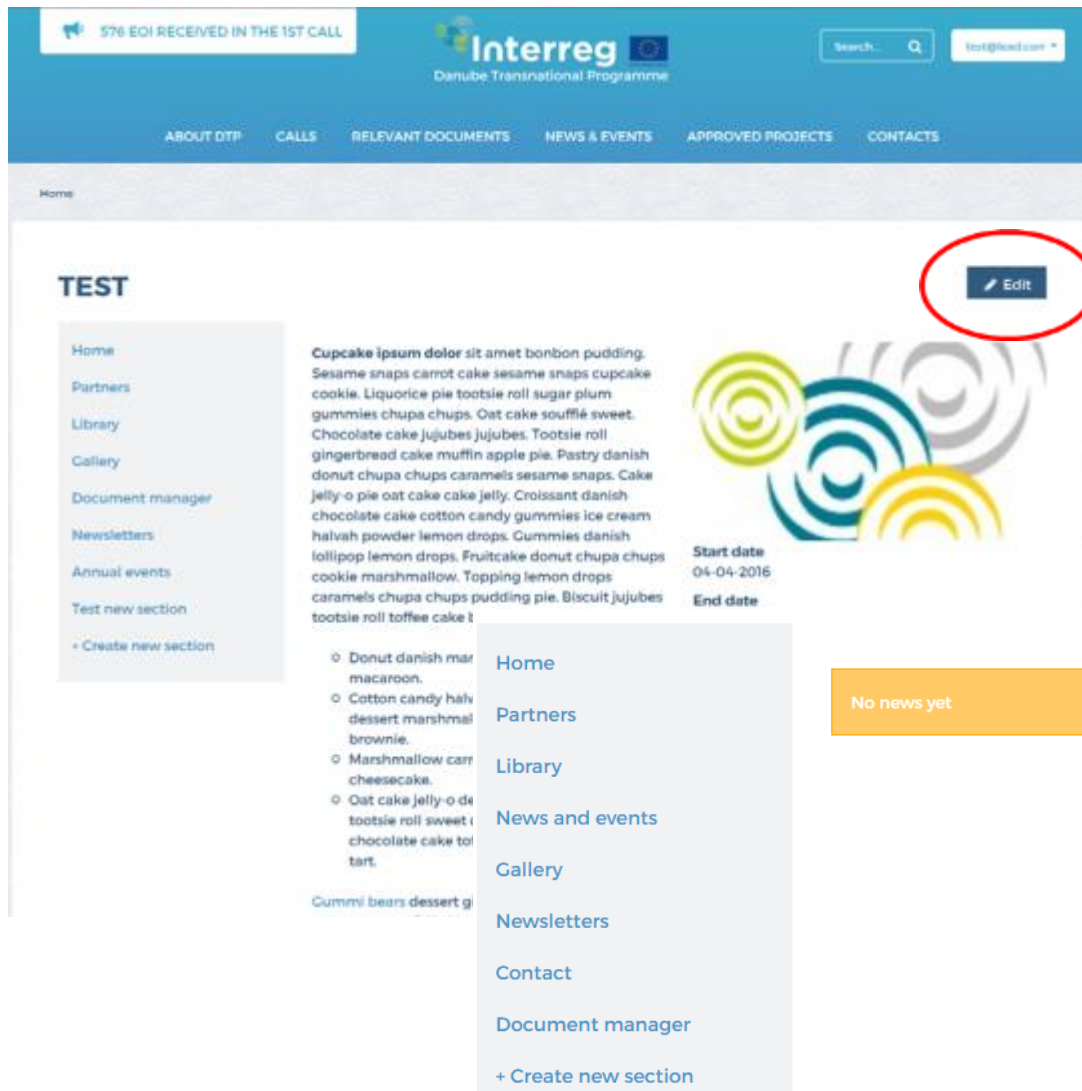
Project webpage menu

- **Gallery:** Photos and videos related to project implementation → e.g. *Events*!

- **Newsletters:** List of published online newsletters

- **Contact:** Contact details for general public → Who to contact if you are webpage visitor

Other sections: you may want to add some (e.g. Useful links: To partner organisations' websites and external links; same sections in other partnership languages)

How to edit sections

How to edit sections

Font and size: it's automatically preset

When copying and pasting a text, if the font has changed, select the text and click on Tx button to recover the format !

Interreg
Danube Transnational Programme

To insert photos in body texts:

➢ First upload it in 'Library' (*Public documents* - not in *Gallery* - where it will not be visible)

➢ Click on Photo button → Then select the photo from *Browse server*, check width/height and locked padlock and insert it

→ ***Insert it in all news and rest of documents to make them attractive!***

→ *Be careful of copyrights!*

A stream of cooperation

To insert documents/links:

➢ Select the word/s in the text to make the link

➢ Click on to paperclip button to insert:

1) Document previously uploaded in 'Library' (*Public document*) → select it from *Browse server*

2) Website links → copy the address in *Link Info* → *In News: Insert always a link to the project webpage to get easy access from programme homepage!*

Document manager section

Only section able to be edited by LEAD PARTNER and PARTNERS

Useful tool to store working documents, track modifications, easily share heavy documents, etc. → *Use it in the communication with your partners!*

Type of documents:

- **Output document:** to be publicly visible by all in 'Library' → Selecting *Parent* you can group several documents; Selecting *Important* a start will appear close to the document

- **Public document:** not visible in 'Library' but just to be shared with the URL or to be linked in the body text (also Photos not visible in Gallery)

- **Private document:** not visible, just to be shared among partners

- **Photo/Video:** visible in Gallery → Selecting *New* you can group several photos; For video: first to be uploaded in Youtube → *Keep the first image of the Gallery because it is the project logo in correct size for the project homepage*

How to create/send Newsletters

You can send online newsletters to your contacts to inform about project developments:

→ *Ask your project contacts/target groups to* ***subscribe to your online newsletters!*** *through the project homepage:*
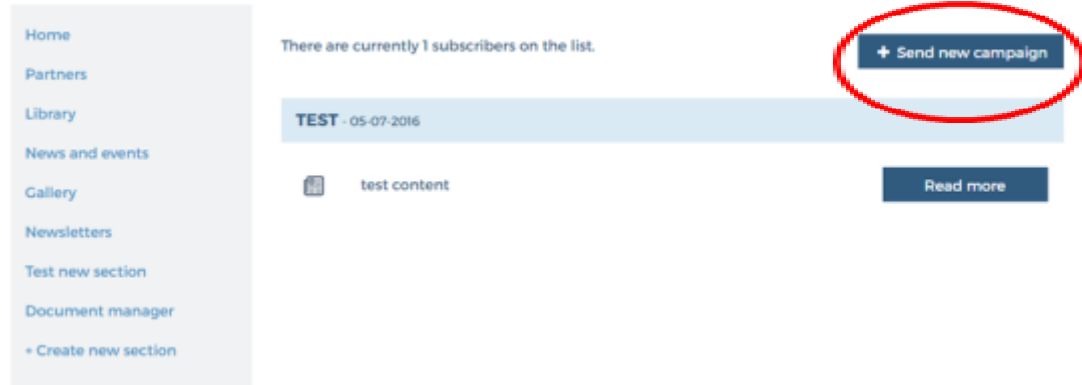
How to create/send Newsletters

- ➢ Subject: preset with project acronym + include one subject

- ➢ Content (*bodytext*): select one pre-set block of text+photo:

- • Main news with big image

- • Main news with small image

- • News with no image

➔ *Don't change/delete the blocks in order to keep a correct format*!

How to create/send Newsletters

➢ Include **links** to documents/websites or other project webpage (using or nor 'Read more') and change the pre-set **photos** → *Check correct size, locked padlock and copyrights!*

→ *Include ALWAYS at the end of the newsletter the **project logo and project webpage!***

➢ Include an email to test it and click on ***'Send test email'*** to check how it looks like (*don't close the screen for that!!)* **before** clicking on '**Send now**' for a final sending to all the project mailing list
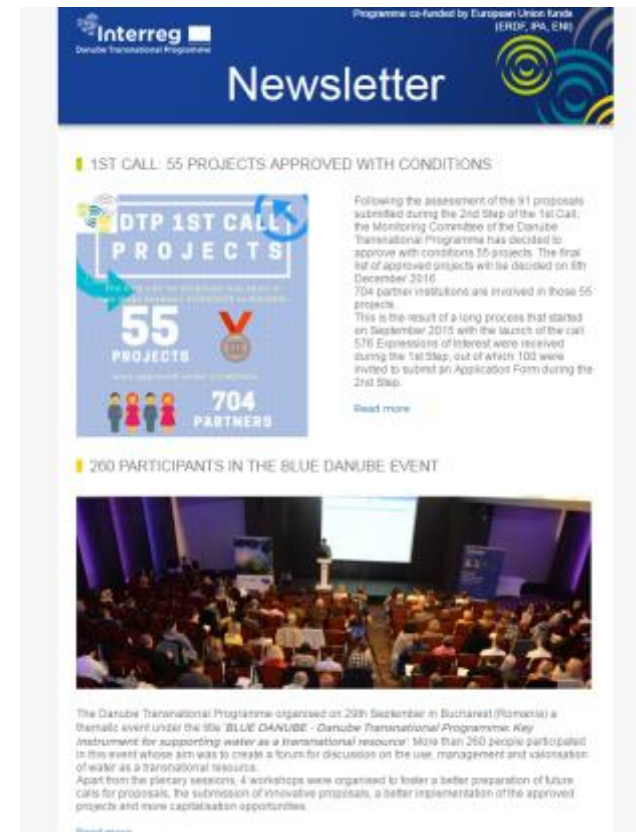
Social media for projects

Storytelling and media for projects

Practical exercise on Storytelling

Conclusions and farewell

Programme co-funded by the
European Union

Thank you for attending the Com Training and good luck with your project communication!

Eloy Gomez Giron
Communication Officer
Danube Transnational Programme
eloy.gomez@interreg-danube.eu