

DTP Communication Training

Split, 19th July 2018

A stream of cooperation

Presentation of the agenda and speakers

9:00 - 9:30	<i>Registration</i>
9:30 - 9:35	Presentation of the agenda and speakers
9:35 - 10:00	Introduction: The importance of good project communication and the Kick-off events
10:00 - 10:30	DTP Projects: Mandatory visual requirements
10:30 - 11:15	DTP Project webpages in the DTP website
11:15 - 11:45	<i>Coffee break</i>
11:45 - 12:15	Project communication in Interreg MED Programme
12:15 - 12:45	Good practices from projects
12:45 - 13:30	<i>Lunch break</i>
13:30 - 15:00	Communication techniques and tools: how to best communicate our project activities and results? (including a practical exercise)
15:00 - 15:30	<i>Coffee break</i>
15:30 - 16:55	Project communication activities: how to plan and evaluate them? (including a practical exercise)
16:55 - 17:00	Conclusions and farewell

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



3 invited speakers:

Laura Pugieu
Communication Manager
MED Programme



1st call project
Good practice –
Madalina Corciu
TRASNGREEN project

Gabriel Alvarez
Communication expert

Remarkable presence of DTP at EU level

- 1 DTP project (Iron-Age-Danube) finalist of **RegioStar Awards** + **Austria Mobility Awards** (Transdanube.Pearls) → vote for it!
- 8 DTP projects labelled for the **European Year of Culture Heritage 2018** (more than any other Interreg programme!) → included in an Interact publication



Remarkable presence of DTP at EU level

- Several DTP projects visited in the **Road Trip project**
- More presence than ever in the **European Week and Regions and Cities 2018** → joint exhibition and workshop
- **DTP Capitalisation Strategy:** Reference to other programmes → unique feature: close alignment with the EUSDR
- **Photo Competition** --) Participate!! (deadline 3rd August)



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!!



Project communication: Basic documents

- Visual Identity Guidelines for DTP projects
- Communication Toolkit for DTP projects
- 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!

Download in DTP website

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**)

Download the DTP project logos in different formats (list 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.

Download 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 !***
- All partners should be involved in communication 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



**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 seminars organised by the MA/JS
 - Participation in other DTP events to present project results and Capitalisation
 - Informing JS about all project communication activities!



Project kick-off event

Programme co-funded by the
European Union



Mandatory Events

- Organisation of **at least two public events** to create awareness and disseminate project results:
 - **Kick-off event** within 4 months after project beginning → *Flexible dates* → *Not to confuse with internal partnership meeting!*
 - Final dissemination event at the end
→ *Tips in Communication Toolkit!*



Project events: Types

- 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** !*

- 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



Project events: Preparation

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

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



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 at least two months before the event** 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



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

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
- **Always try to involve media in your public events** → 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

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

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



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



DTP Project Joint Branding and minimum requirements

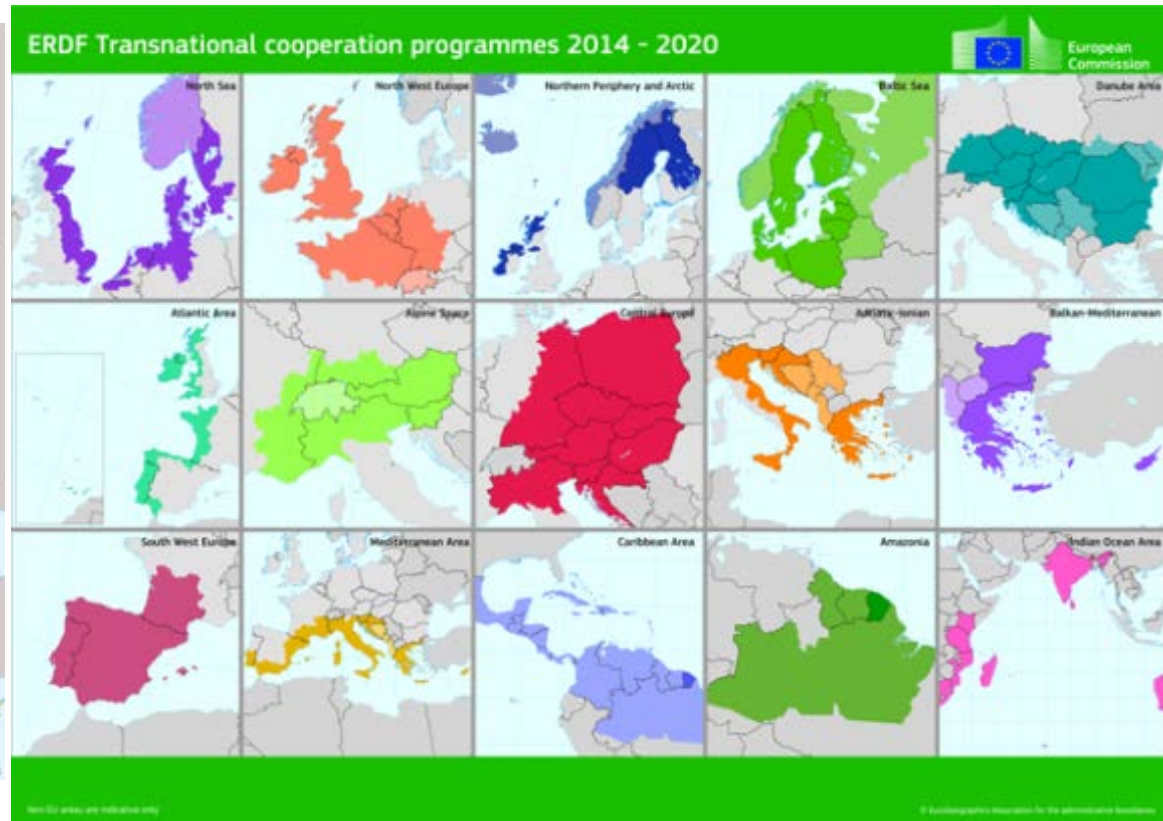
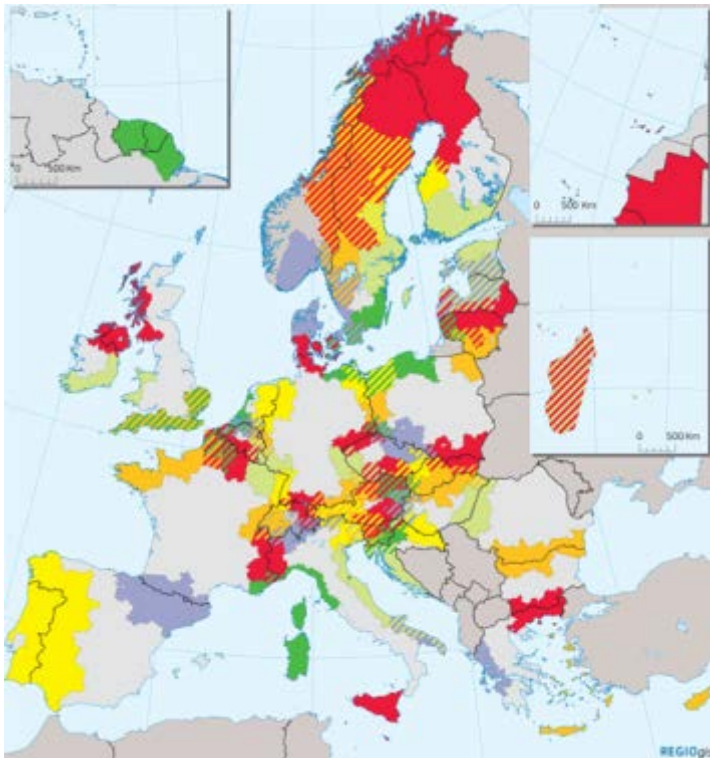
European Territorial Cooperation is now **INTERREG**



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
- Costly



NOW: Common name and common logo

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

Advantages of Interreg joint branding

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

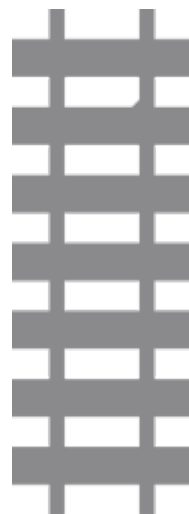
- Better understanding, increased recognition of Interreg, clearer visibility of results

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 ALL communication activities:**
 - Include the project logo with the EU emblem in a visible place (other logos smaller)
→ *Also events, social media!*
 - **Reference to the Fund/s (ERDF, IPA, ENI)!!**
- Include in each partners' **institution website** a short **project description** (aims, results) and EU support
- Place a **poster** (minimum 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*



➤ **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!



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



- 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!!*



Minimum 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



Minimum 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



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



**Read the
User Manual!!**

- Better monitoring and dissemination
- Less human and financial resources
- Longer life

- Home
- Partners
- Library
- News and events
- Gallery
- Newsletters
- Contact
- CultPlatform_21 project partners



In the course of history the Danube area has experienced a chequered past resulting in a culturally and historically rich but fragmented history. It has witnessed the doom of Empires, tragedies of humanity like World Wars I and II, terrible crimes like the Holocaust and the war in the Balkans. At last, two antagonistic political and economic systems have contributed to territorial imbalances. (Im)material cultural heritage is the (in)visible testimony of it. The intention of the project is to expand cultural routes to explore aspects of hidden sites and to give stories to visible and invisible cultural heritage.



Start date
01.01.2017

End date
30.06.2019

Budget in Euro
Overall: 1676878.64
ERDF Contribution: 1331846.83
IPA Contribution: 93500
ENI Contribution: 0

Call number
Call 1

Priority
Environment and culture responsible Danube region

Specific objective
Foster sustainable use of natural and cultural heritage and resources

PROJECT NEWS

CULTPLATFORM_21 - ROUTES4U PROJECT AT 2ND TRANSNATIONAL PROJEC... - 24-06-2018



On 6 June 2018, Ingrid Zimmerman, Senior Counselor at the Austrian Federal Ministry of Sustainability and Tourism, presented the Routes4U project at our 2nd Transnational Project Conference in Linz during the Cultural Routes session. One of the...

[Read more](#)

CULTPLATFORM_21 - PROJECT VIDEO DESIGNED BY THE ARTIST RAINER PRO... - 06-06-2018



The Danube Culture Platform aims at discovering hidden heritage in order convey historic places and events in a contemporary way to an international audience. It seeks innovation, experiments, new strategies and tools. Following a cultural ...

[Read more](#)

CULTPLATFORM_21 - THE "DANUBE ART LAB" IN REGENSBURG. OPEN-MINDE... - 05-03-2018

Project webpages

LIBRARY

Filename	Date of upload
0.4.1 Meetings WG Culture for cultural routes No.1	★ 09-11-2017 16:18:15
> D 4.1.2 Report 1st meeting working group Culture April 2017	09-11-2017 16:28:54
0.3.2 Agreement Danube creative spaces No.1	★ 09-11-2017 16:12:44
> CultPlatform_21 Memorandum of Understanding	03-05-2017 10:09:46
0.3.2 Agreement Danube creative spaces No.1	★ 09-11-2017 16:12:44
> CultPlatform_21 Memorandum of Understanding	03-05-2017 10:09:46
0.3.1 Dialogue and exchange & lessons learnt No.1	★ 09-11-2017 17:29:52
> CultPlatform_21 Kick-off press information	11-05-2017 14:20:10
> D 3.1.3 Report workshop "Discovering Hidden Heritage" April 2017	09-11-2017 16:02:22

[See all](#)

PROJECT PARTNERS

Name	Type	Email	Country
Federal Chancellery of Austria, Division II: Arts and Culture	Lead partner	alisabeth.pacher@bka.gv.at	Austria
State of Upper Austria Directorate Culture	ERDF	m.sturm@oekulturquartier.at	Austria

ESTABLISHING WALKABLE CITIES IN THE DANUBE REGION

07-03-2017



CITYWALK PROJECT STREAMING TOWARDS POSITIVE EFFECTS OF WAKING FOR MORE LIVABLE CITIES



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
- Include always visual elements!

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:** can edit ONLY the section 'Document manager' to exchange documents among partners → *Use this useful section!*



Project communication officer: ask credentials to your LP!

Registration



AUTHENTICATION

Username

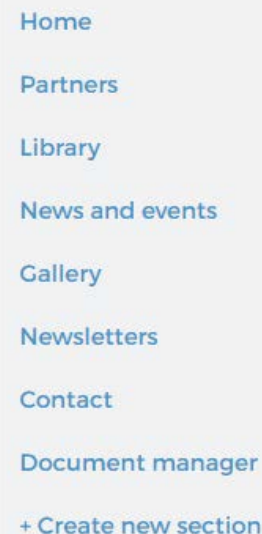
Password

[Forgotten password?](#)



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
- **Library:** *Project deliverables/outputs but not communication materials!*
- **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

Project webpage menu

- **Gallery:** Photos and videos related to project implementation → e.g. *Events!*
- **Newsletters:** List of published online newsletters + Subscription form
- **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; Project communication materials; same sections in other partnership languages)



How to edit sections

576 EOI RECEIVED IN THE 1ST CALL

Interreg Danube Transnational Programme

Search... test@lead.com

ABOUT DTP CALLS RELEVANT DOCUMENTS NEWS & EVENTS APPROVED PROJECTS CONTACTS

Home

TEST

- Home
- Partners
- Library
- Gallery
- Document manager
- Newsletters
- Annual events
- Test new section
- + Create new section

Cupcake ipsum dolor sit amet bonbon pudding. Sesame snaps carrot cake sesame snaps cupcake cookie. Liquorice pie tootsie roll sugar plum gummies chupa chups. Oat cake soufflé sweet. Chocolate cake jujubes jujubes. Tootsie roll gingerbread cake muffin apple pie. Pastry danish donut chupa chups caramels sesame snaps. Cake jelly-o pie oat cake cake jelly. Croissant danish chocolate cake cotton candy gummies ice cream halvah powder lemon drops. Gummies danish lollipop lemon drops. Fruitcake donut chupa chups cookie marshmallow. Topping lemon drops caramels chupa chups pudding pie. Biscuit jujubes tootsie roll toffee cake t

Start date
04-04-2016

End date

[Edit](#)

- Donut danish mar macaroon.
- Cotton candy halv dessert marshmall brownie.
- Marshmallow cam cheesecake.
- Oat cake jelly-o de tootsie roll sweet chocolate cake tart.
- Gummi bears dessert gi

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

No news yet

[+ Add](#)

How to edit sections



Font and size: it's automatically preset



TEST



NEW ARTICLE

Title*

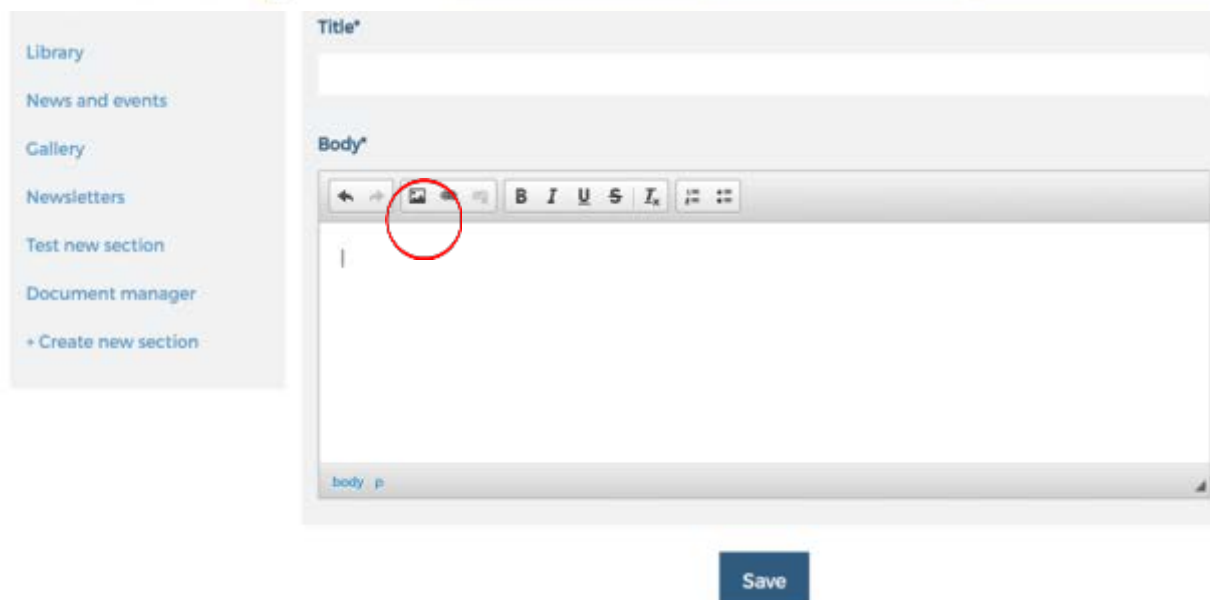
Body*

← →    **B** *I* U **S** *I_x*  

Save

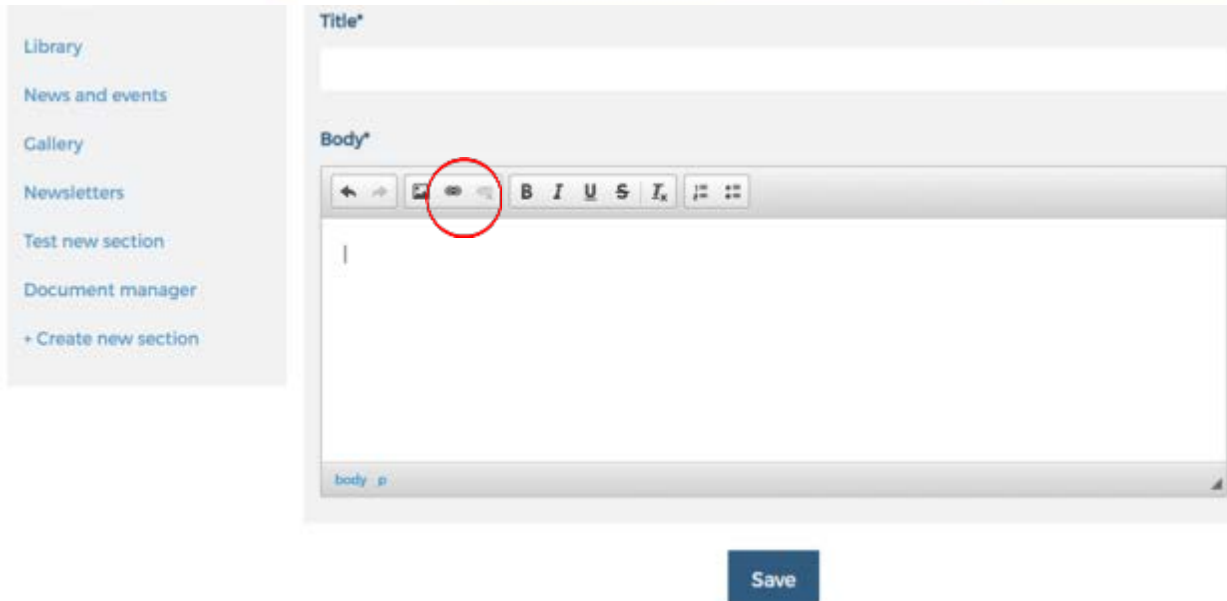


When copying and pasting a text, if the font has changed, select the text and click on Tx button to recover the format !



To insert photos in body texts:

- First upload it in 'Library' (**Public documents** - not in **Gallery!!**)
- You can use the preset blocks of image+text
- 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!***



The screenshot shows the editing interface for a section. On the left is a sidebar with the following options: Library, News and events, Gallery, Newsletters, Test new section, Document manager, and + Create new section. The main editing area has a 'Title*' field at the top. Below it is the 'Body*' field, which contains a rich text editor toolbar. The toolbar includes icons for undo, redo, bold, italic, underline, strikethrough, link, unlink, and list. A red circle highlights the link icon (a paperclip) in the toolbar. Below the editor is a 'body p' label and a 'Save' button.

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*

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!* → *Drag and drop system to change the order*

TEST » DOCUMENTS Add document or media

Filter by name

Category	Filename	Date of upload	Is public	Actions
Public document	Photo example	09-08-2016 13:47:39	public	Edit Remove
Public document	test image	14-07-2016 14:58:23	public	Edit Remove
Photo	logo	30-06-2016 16:38:24	public	Edit Remove
Output document	Test3	30-06-2016 16:19:04	public	Edit Remove
Photo	Photo example	29-06-2016 10:45:06	public	Edit Remove
Photo	Logo2	22-06-2016 16:00:40	public	Edit Remove
Photo	Testlogo	22-06-2016 15:59:13	public	Edit Remove

ion

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

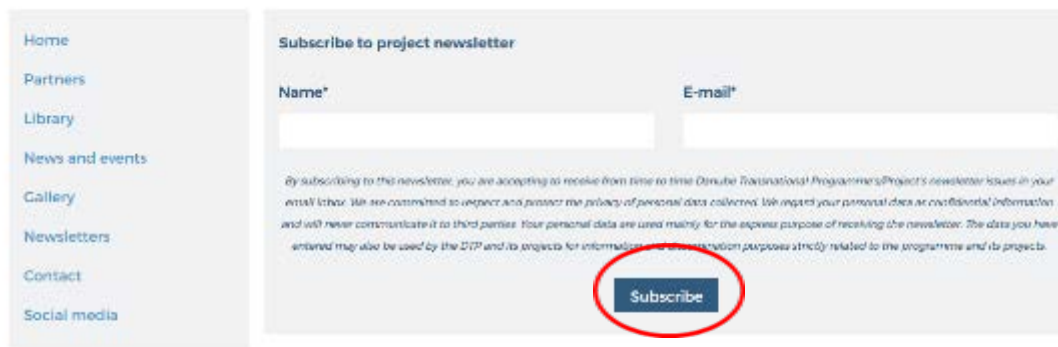
You can send online newsletters to your contacts to inform about project developments (ALL Projects should send online newsletters!!):

→ Ask your project contacts/target groups to **subscribe to your online newsletters!** through the project homepage/ Newsletter section:



ACCELERATOR

Developing accelerators to provide better access to innovation finance for SMEs



Home
Partners
Library
News and events
Gallery
Newsletters
Contact
Social media

Subscribe to project newsletter

Name* E-mail*

By subscribing to this newsletter, you are accepting to receive from time to time Danube Transnational Programme's Project's newsletter issues in your email inbox. We are committed to respect and protect the privacy of personal data collected. We respect your personal data as confidential information and will never communicate it to third parties. Your personal data are used mainly for the express purpose of receiving the newsletter. The data you have entered may also be used by the DTP and its projects for information and communication purposes strictly related to the programme and its projects.

Subscribe

ACCELERATOR - NEWSLETTER01 20-05-2017



ACCELERATOR ACCELERATOR'S main objective is to enhance access to...

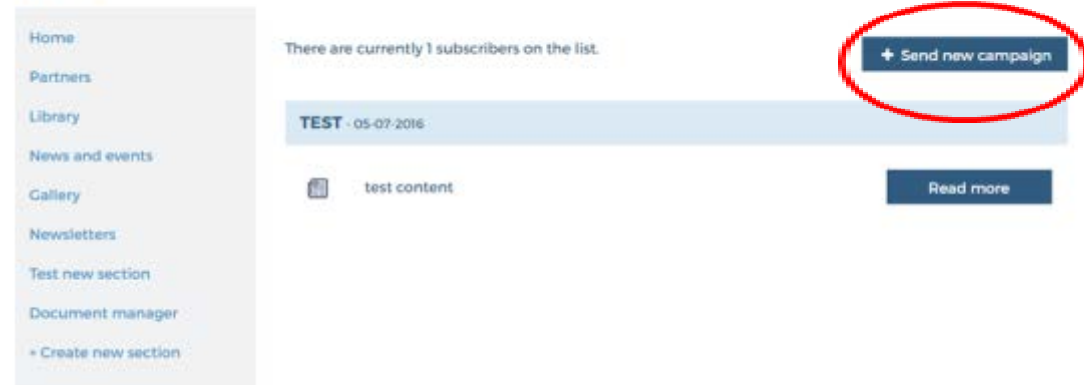
Read more

ACCELERATOR - ONLINE NEWSLETTER 2 20-12-2017

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

TEST

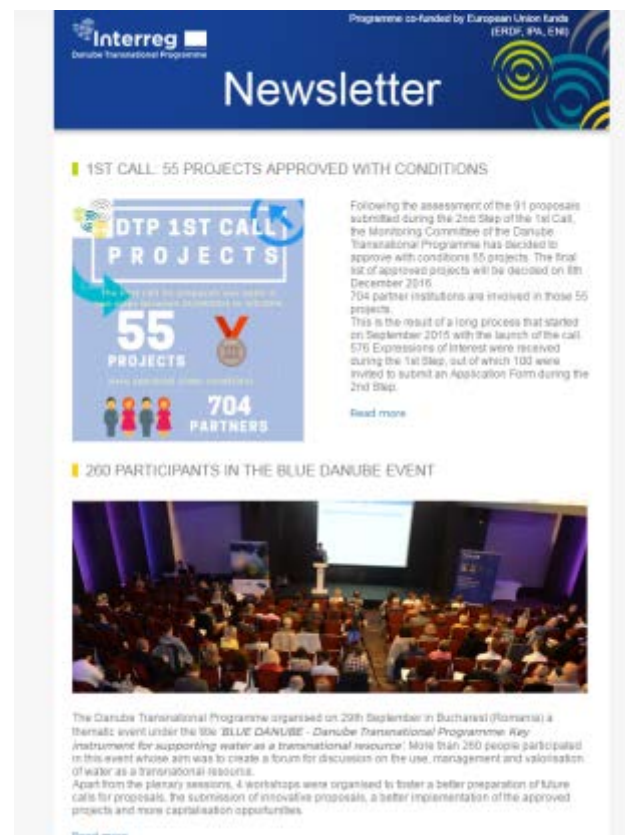


The screenshot shows a web interface for managing newsletters. On the left is a sidebar menu with options: Home, Partners, Library, News and events, Gallery, Newsletters, Test new section, Document manager, and + Create new section. The main content area displays 'TEST' with a date of '05-07-2016'. It shows a status message 'There are currently 1 subscribers on the list.' and a '+ Send new campaign' button, which is circled in red. Below this is a preview of a newsletter block with the title 'test content' and a 'Read more' button.


→ *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



- Ensure that your communication activities are in line with the GDPR and your national rules → **each institution is responsible**
- **Don't share data with third parties** if not strictly linked to programme/project information/dissemination purposes
- At programme level: we have include **disclaimers** in
 - Registration forms for events (consent)
 - Project websites: Partners, Contact sections, Newsletter subscription forms (Homepage and Newsletter sections) and Newsletter templates (possibility to unsubscribe)
 - Other programme website sections: Contacts, Project ideas.
- More information:
www.eugdpr.org



The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years - we're here to make sure you're prepared.

Project communication in Med Programme

- Laura Pugieu, Communication
officer MED JS

Good practice from projects

Communication techniques and tools for your project and how to plan and evaluate the project communication activities

- Gabriel Alvarez, Communication expert

Conclusions and farewell

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

Eloy Gomez Giron
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