



Networking and Learning event for Communication Managers in Cross-border programmes

25 - 26 May 2009 | Vienna, Austria

Outline

Although communication is often treated as an “add-on” to daily programme management tasks, it undoubtedly constitutes an essential and ever more important part of the management of European Territorial Cooperation Programmes. With the new programming period 2007-2013, new obligations were introduced such as the drafting of a communication plan to define a real communication strategy for the whole lifecycle of the programme. Many programmes lack experience in this field and more training and exchange are needed.

Target group: The event is directed at Communication Officers/Managers working for CBC European Territorial Cooperation Programmes, which have not yet been approached by INTERACT (a regional network of communication managers already exists for the CBC programmes around the Baltic Sea).

Content: The seminar in Vienna therefore aims at discussing the programmes’ current needs and challenges in the area of communication and to exchange experience on successful or “failed” communication actions.

We will then spend some time on the issue of “media outreach strategy” which is a real and urgent challenge for many programmes: how can we reach out to the media? What interests the press? Which media are more likely to be interested? What is the right timing, setting, format etc for a press conference? These and many other questions will be discussed, including expert input.

In addition, there will be a related session about KEEP. The KEEP Initiative, launched by INTERACT during an EU-wide Conference in Bratislava on 23-24 March 2009, is a key instrument for the joint promotion of European Territorial Cooperation and for the capitalisation of project results on a EU-level. The KEEP online platform will be presented during the event, with the aim of raising awareness among communication managers about how they might use this new instrument for their own communication activities, including media outreach strategies.

The second day will consist of a workshop run by a communication expert concerning the development and implementation of a successful media outreach strategy. The lessons learned from this event are expected to be further disseminated to other programme stakeholders as well as final beneficiaries.

Working language: English (other languages, e.g. French or German, may be used for the group work, but no simultaneous translation will be provided)

25 May 2009

9.00-9.30 **Registration**

9.30-10.15 **Welcoming words and introduction to the meeting**
INTERACT

Presentation by the European Commission: State of Play, Expectations, Perspectives

European Commission, DG Regional Policy (tbc)

10.15-11.30	Workshop: getting to know each other What are the challenges and strengths of European Territorial Cooperation Programmes with respect to communication? What are programme needs? How can INTERACT help?
11.30-12.00	<i>Coffee break</i>
12.00-13.15	Examples of effective communication actions from the programmes Focus on media outreach strategy, media campaigns, use of new media (video, web 2.0 etc) etc - interested programmes are invited to express their interest via the registration form
13.15-14.30	<i>Networking Lunch</i>
14.30-16.00	Work with the media - What do the media need? Presentation and discussion with journalists and PR specialists (names tbc)
16.00-17.30	The INTERACT KEEP initiative Francesco Saverio Liguori, INTERACT Programme Secretariat Followed by a discussion on the KEEP Initiative
17.30	Conclusions
19.30	<i>Networking dinner</i>

26 May 2009

9.00 - 11.30	Practical workshop on Media Outreach Strategy How to obtain media coverage of European Territorial Cooperation Programmes and develop media outreach strategies? Which communication tools are most appropriate for this? Run by an expert
11.30	<i>Coffee break</i>
12.00	How to use the lessons learned for our projects? Discussion on outcomes of the group exercises Run by an expert
13.00	Conclusions and lunch