KEYS TO EFFECTIVE COMMUNICATION
23 JANUARY 2019
9.00 - 17.00
MTG ROOM B-C-D
EMILIA-ROMAGNA REGION, VIALE DELLA FIERA 8 - BOLOGNA (ITALY)

Draft Agenda

9.00 – 9.15	REGISTRATION OF PARTICIPANTS
9.15 – 09.30	INTRODUCTION AND WARM UP
09.30 - 10.15	ADRION VISIBILITY RULES AND REPORTING REQUIREMENTS • Refresh on ADRION visibility and branding rules for project beneficiaries • Reporting requirements on communication: what the Programme expects from beneficiaries
10.15 - 10.30	COFFEE BREAK
10.30 – 11.00	HOW TO DRAFT A REALISTIC COMMUNICATION PLAN • Brief overview of the elements that go into a communication strategy that includes setting objectives, analysing target audiences, choosing tools and evaluating project communications
11.00 – 12.00	COMMUNICATION AND DISSEMINATION: HOW TO TARGET PROJECT KEY MESSAGES? The difference between communication and dissemination and how to deliver your messages effectively
12.00 – 13.00	TIPS ON MEDIA RELATIONS AND DISSEMINATION STRATEGIES • how to build relationships with journalists • how to write an effective press release

	• what makes a story worth publishing for a journalist • other dissemination strategies – events, networking • digital communications – website, social media, mailshots
LUNCH	
BREAKOUT SESSIONS	
14.00 – 15.30	HOW TO WRITE FOR THE WEB • learn how people read on-line texts • adapt and edit complex texts • learn the importance of snippets and meta descriptions in web texts • learn about key words so that your website is noticed by search engines • the use of key words for SEO optimisation • how web content is mixed with images, videos and links & HOW TO TELL THE PROJECT STORY The nature of stories and how organisations use them: • the credible, the logical and the emotional • how story ideas stick with audiences • how to make project stories adaptable to different platforms
15.30 – 15.45	COFFEE BREAK
15.45 – 16.45	HOW TO WRITE FOR THE WEB & HOW TO TELL THE PROJECT STORY
16.45 – 17.00	WRAP-UP AND CONCLUSIONS