



**“Communication works for those who work at it.”**

**— John Powell**

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# KEYS TO EFFECTIVE COMMUNICATION

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ADRION Communication webinars for project beneficiaries

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16-17-18 November 2021

h10-13  
ONLINE

## INTRODUCTION

Interreg ADRION projects play an important role in developing new solutions in several sectors across the eight ADRION Partner States and beyond. Communication is a vital element of a well-managed project, which is required to communicate its activities and results to a wide range of audiences using different tools.

## GOAL

The main aim of the 3 webinars organised by the Programme is to help project partners fully exploit their project communication strategy, dissemination plan and promote their project achievements by increasing their skills on copywriting, video editing and social media management.

## TARGET AUDIENCE

The workshop is intended for beneficiaries of ADRION projects in charge of communication activities (i.e. Communication Officers) and National Contact Points.

## HOW DOES IT WORK

Each webinar is a standing alone interactive session on a specific communication topic. Participants are free to choose to attend the full set of webinars or the most relevant and useful ones for them. Participants shall enrol by using the specific link for registration. **Deadline for registration is 11<sup>th</sup> November 2021.** Webinars are online, the link to the platform will be sent close to the webinar's dates.

## Contact us for more information:

[info@adrioninterreg.eu](mailto:info@adrioninterreg.eu)

## PROGRAMME AND REGISTRATIONS

### Webinar on WEBSITE OPTIMISATION

**16 November h10 - 13**

- How to write for the web
- How to tell project stories
  - Website metrics

### Webinar on VIDEO EDITING

**17 November h10 - 13**

- The art of editing in post-production
- Lighting techniques and equipment
- How to capture sound effectively

### Webinar on SOCIAL MEDIA MANAGEMENT

**18 November h10-13**

- Introduction to main social media platforms
  - How to write for social media
- Tips and techniques on growing and engaging an audience