

INFO DAY ON PROJECT IMPLEMENTATION 1ST CALL FOR PROJECT PROPOSALS

Thessaloniki, 20th September 2017

PROJECT COMMUNICATION & DISSEMINATION

Journey to Growth!

General Objectives

Awareness

Highlight of the role of the European Union and the Structural Funds



Transparency

Access to the Funds



Equal Opportunities

Ensure Accessibility



Journey to Growth!

Project Brand

A corporate
must be bu
coherent in
the Project.

It will be us
communic
material

Interreg



EUROPEAN UNION

Balkan-Mediterranean

PROJECT ACRONYM

Application of the Visual Identity

Poster



Website



Stickers

Billboards

Plaques

 Balkan-Mediterranean PROJECT ACRONYM	<Name of the Project> <Name of the Project Partner>
Project Budget: € ERDF contribution: € IPA contribution: € Lead Partner: <name of the Lead Partner, Country>	
	<Project website>

Project co-funded by the European Union

Newsletters

Event materials

Communication Toolkit

Communication Plan

Keep in mind that.....

The specifics of communication, including the method and frequency, vary depending on your Project's needs. Thus, the Project Partners need to develop tailor made communication plan that fits to their Project's nature

Communication plays an integral role in keeping a Project on task. A solid communication plan increases the consistency of how the Project is handled

Communication Toolkit

Communication Plan

The Project's Communication Plan should be developed as soon as the project starts and should be submitted to the JS.

- Objectives & Priorities
- Target Group
- Tools & Activities
- Budget
- Responsible Partner
- Staff
- Evaluation Criteria



Communication Toolkit

Organise Events

Before the event

- Organisers
- Audiences
- Budget
- Name
- Timing
- Agenda
- Speakers
- Moderators
- Venue
- Catering
- Accommodation
- Invitation
- Registration
- Rehearsal Meeting

During the event

- Registration
- Technical Equipment
- Media
- Photos

After the event

- Registration
- Technical Equipment
- Media
- Photos

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Special Attention!

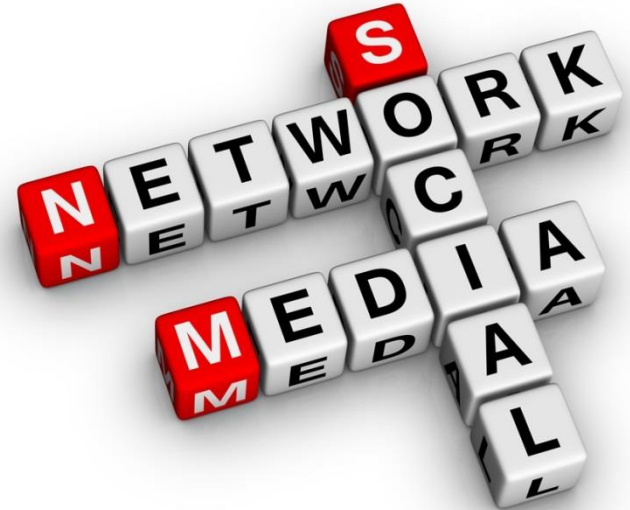
Website

Continuously updated and
maintained

Social Media

The use of Social Media
is strongly recommended,
only in cases where there
is a strong commitment from the
Partners side

Media relations: highly
recommended



Special Attention!

Writing

Clear and Effective writing is of high importance to pass a message.

Clear and plain language, no matter what channel you use.

Avoid “technical aspects of the project – don’t assume your target public is a specialist in your field.



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Thank you for your Attention!

BalkanMed Website

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