



CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013

Communication seminar 1st call projects



Economically competitive and innovative region

Attractive and dynamic societies

Safe and healthy environment



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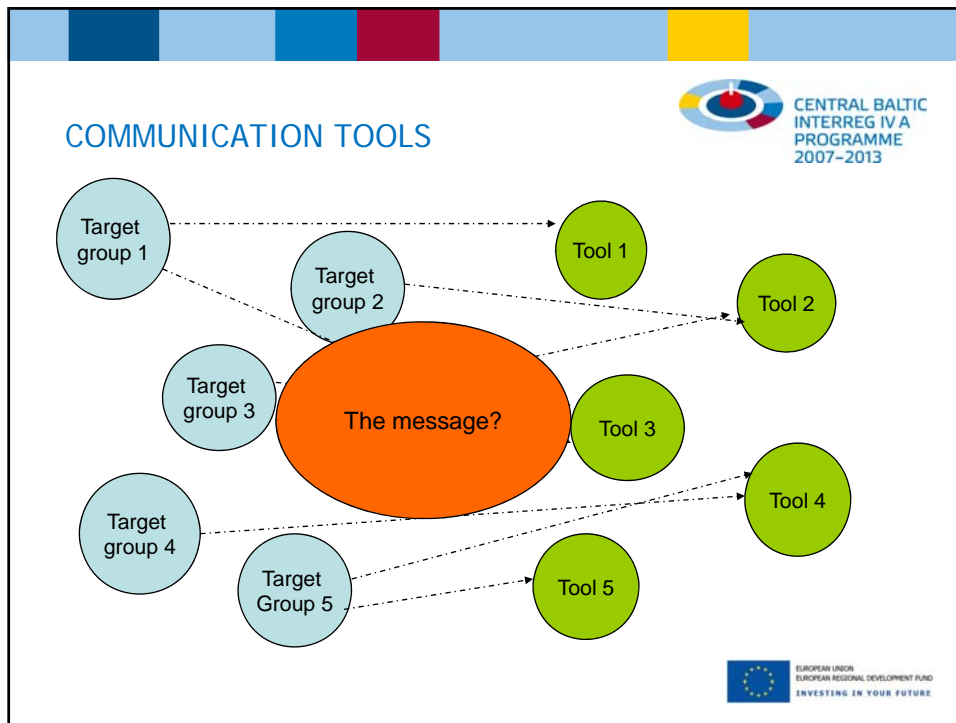
PROGRAMME



- Communication tools - best practices
- Experience exchange on the development and implementation of the communication plan
- Ideas for web solutions to facilitate the project's work



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TARGET GROUPS

Question:

- What are your main target groups?
- What are your main communication tools for reaching each of these target groups?

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TARGET GROUPS



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Main target groups found:

- Media
- Other stakeholders
 - various professional groups related to the project
- General public
- Politicians/ policy makers
- Internal target groups
 - project partners, other departments of project partners, steering groups, national co-financiers, JTS



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TOOLS FOR MEDIA



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Main tools found in your Communication Plans:

- Press releases
- Press meetings/conferences
- Embedded reporters
- Advertisements in television, radio, newspapers
- Information on web site



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TOOLS FOR EXTERNAL STAKEHOLDERS

(includes various professional groups related to the project)



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Main tools found in your Communication Plans:

- Project website (some with feedback possibilities)
- Invited to key events
- Participating in reference groups
- Receiving bulletin/newsletter/e-newsletter
- Invited to mailing lists
- Articles in professional papers
- Anonymous submission of comments to material on web site
- Project result presentation in other meeting events
- Audiovisual media (dvd, cd etc)



TOOLS FOR GENERAL PUBLIC



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Main tools found in your Communication Plans:

- Public project website/ info abt. project on partners web sites
- Publicity in media (articles, advertising)
- Emailing
- Invitation to key events
- Promotional materials (leaflet, posters etc)
- Publication of project result
- Taking part in events where general public are
- Social networking web site
- Possibilities to blog/chat online
- Reading politicians blogging
- Public meetings



TOOLS FOR POLITICIANS/ POLICY MAKERS



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Main tools found in your Communication Plans:

- Engaged as columnists/bloggers in politicians' own blog or on project web site blog



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MATERIAL PRODUCED



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Main material mentioned in your Communication Plans:

- Brochures
- Business cards
- Roll-ups
- Event specific material
- Audiovisual media



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EXAMPLES OF WEBSITES

LEMON: lemonproject.ning.com

CADDIES: www.caddiesproject.eu

PROFIT: www.smestrade.com

GEOISLANDS: www.centralbalticgeotourism.eu

MUSIC FOR ALL: www.projectmusicforall.eu






DEVELOPMENT AND IMPLEMENTATION OF THE COMMUNICATION PLAN

General findings of the 1st call communication plans

- Often very general – be more specific!
- Communication aim missing or misunderstood (is not project aims)
- Include both, internal and external communication
- Media relations often neglected
- General public often neglected
- Connection **target group – message – measure** often not clearly defined
- The data in the Application Form must be in line with the data in the communication plan

DEVELOPMENT AND IMPLEMENTATION OF THE COMMUNICATION PLAN



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- Include indication in each plan about “following the publicity and communication requirements laid down in...”
- Budget in application form is the binding one
- Sometimes overall coordination of communication activities seem scattered and weak.
- Evaluation means more than just listing (quantitative) indicators (remember target values!) i.e. what is being done with the indicators most of you say you compile.



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Discuss with your colleague project




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- Talk about the aim of your communication work – why is it important for your project to communicate? What would you like to achieve through your communication work?
- What aspect of your communication plan are you most satisfied with?
- What do still find as a challenging part of your communication plan/activities?
- Describe how you see the Communication Plan as a tool for your communication work, coordination between various project partners communication work, show material produced, talk about your web site, etc




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WEB SOLUTIONS



- How do you communicate in between yourselves in your project?
- What technical solutions do you use to communicate? To keep each other updated on calendars? To have access to the same documentation?



Meeting/talking




Main tools found in your Communication Plans:

- Web meetings
 - Skype www.skype.com
 - WebEx www.webex.com
 - Adobe Acrobat Connect Pro www.adobe.com/products/acrobatconnectpro/
- Other tools for videoconferencing






Documentation storing/sharing




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- Content management system
 - software that keeps track of every piece of content on your web site, much like your local public library keeps track of books and stores them. Content can be simple text, photos, music, video, documents etc.
- Intranet of your web site as a sharing point has been stated in many Communication Plans




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Documentation storing/sharing

Building web sites' extra- and intranet




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Main tools found in your Communication Plans:

- Wikisite
- Joomla
- Microsoft SharePoint
- Moodle.org
- Various project management tools online

• *Note! These are just examples of web solutions you state you are using. Others are available that may be as good as the ones in this list*



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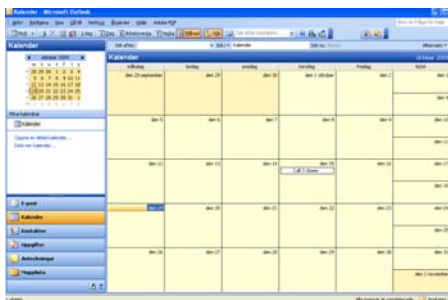
Coordinating calendars



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Main tools found in your Communication Plans:

- Microsoft Office outlook
- Yahoo calendar
- Google
- etc



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