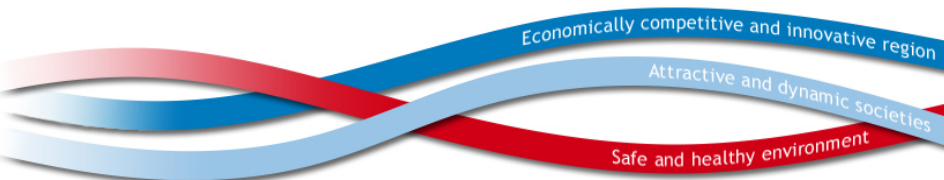



# CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013

HOW TO DEFINE YOUR MESSAGE



Economically competitive and innovative region  
Attractive and dynamic societies  
Safe and healthy environment



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## EACH PROJECT IS INDIVIDUAL - EACH TARGET GROUP IS INDIVIDUAL TOO!

- There is clearly too much information in the world  
– we need communication!
- **Who** do you want to talk to? **Why** them?
- **What** do you want them to understand and remember?
- **How** do you do it?



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## COMMUNICATION OBJECTIVES

- It all starts from the **communication objectives!**
  - What do you want to achieve by your project communication?
  - NB! Project objectives are not necessarily the same
- **EXAMPLE:** The Central Baltic INTERREG IV A Programme 2007-2013
  - Communication objectives, examples:
    - To inform the general public about the EU funds and their benefits in their region
    - To attract applicants to apply for funding
  - Programme objective, example:
    - To generate good projects



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## WHO DO YOU WANT TO TALK TO?

- To YOUR target groups!
- Think all the way – who would you call up / write to?
  - "Politicians" don't have a phone number  
... but "politicians dealing with labour market issues" most likely do
  - "Media" may not find your project interesting  
...but "media with food industry background" may be waiting to hear from you!
- **Why** is each group important?



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## WHAT DO YOU WANT TO ACHIEVE?

- Remember you – why?
- Understand something – why?
- Change their opinion – why?
- Do something – why?

- Different groups are targeted for different reasons
  - Personalise your message and wake them up!
- We don't want to see messages in bottles!




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## DIGGING INTO THE TARGET GROUPS' NEEDS

- **Familiarity**
  - How much does your target group know about you and your key issues?
- **Favourability**
  - Do they feel positive, neutral or negative about it?
- **Channels**
  - What channels do they use and trust?



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## EXERCISE

- Define 3 target groups for your project.
- Think of how they perceive your key issues at the moment.
- Think why do you want them to hear you, what should be the outcome of making the contact with them?

Target group	What do they know/think now?	What should they know/think/do afterwards?
Potential applicants	Either nothing or they think that it is hard to get the EU funds	That the funding exists, become interested



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## DEFINING THE MESSAGES

- The Central Baltic INTERREG IV A Programme 2007-2013...
  - ...promotes territorial cooperation in the central Baltic Sea region.*
  - ...invests 96 MEUR of EU money on cooperation projects over the nation state borders of Estonia, Finland, Latvia, Sweden and Åland, with its focus on environment, competitiveness and attractiveness of our societies. Different organisations can apply for the money now!*

Good for them.  
Why should I care?  
What is in it for me?  
Next...

Sounds interesting,  
maybe we could get  
some money too.  
Let's find out more!



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## EXCERCISE

- 3 key messages:
  - What does your project do?
  - Why does it do what it does?
  - Why is it so important?
  
- Write these 3 key messages for your own project!
  - Shortly, clearly

Keep well in mind who you are talking to!



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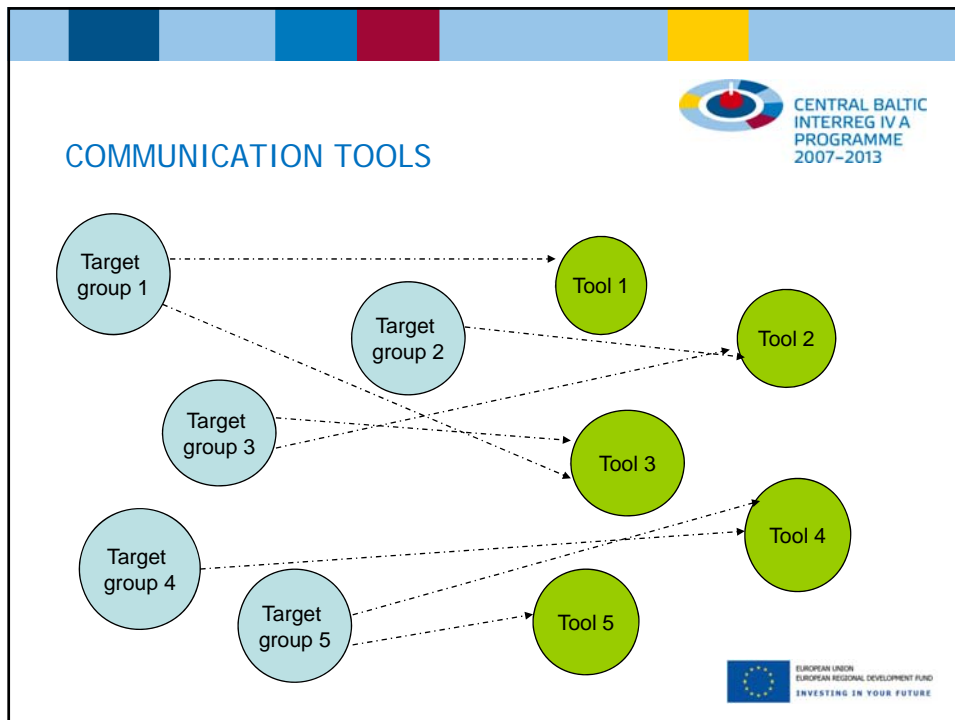
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## TARGET GROUP / MESSAGE MATRIX

Target group	What do they know/think now?	What should they know/think/do afterwards?	Message
Potential applicants	Either nothing or they think that it is hard to get the EU funds	That the funding exists, become interested	The Central Baltic INTERREG IV A Programme offers funding in your region. There is plenty of help available to guide you through the application procedure!
TG 2...			



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## TARGET GROUP – MESSAGE – TOOL

- Don't stick to the ordinary
  - with good message it's worth getting the attention too!
- Many new tools available, don't be blinded by the variety
- Whenever possible, be personal
  - E-mail? What about a call, even a meeting?
  - Pay attention to the level of formality
    - most people like to talk to people


**BE HUNGRY WITH YOUR COMMUNICATION!**


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## EVALUATION

Target group	What do they know/think now?	What should they know/think/do afterwards?	Message	Tool to be used	Proof of the message going through
Potential applicants	Either nothing or they think that it is hard to get the EU funds	That the funding exists, become interested	The Central Baltic INTERREG IV A Programme offers funding in your region. There is plenty of help available to guide you through the application procedure!	<ul style="list-style-type: none"> <li>- Mailing list</li> <li>- Promotion in others' events</li> <li>- Organising own events</li> </ul>	Number of received applications
TG 2...					



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## THANK YOU AND GOOD LUCK!

Target group	What do they know/think now?	What should they know/think/do afterwards?	Message
The Joint Technical Secretariat	They think their projects are really good and doing well, want to constantly hear more about them	That the projects are even better than they thought, that the project communication towards its target groups is going well and they keep the JTS very well informed	We're reaching all our target groups and the communication tasks are following the communication plan 1:1.



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