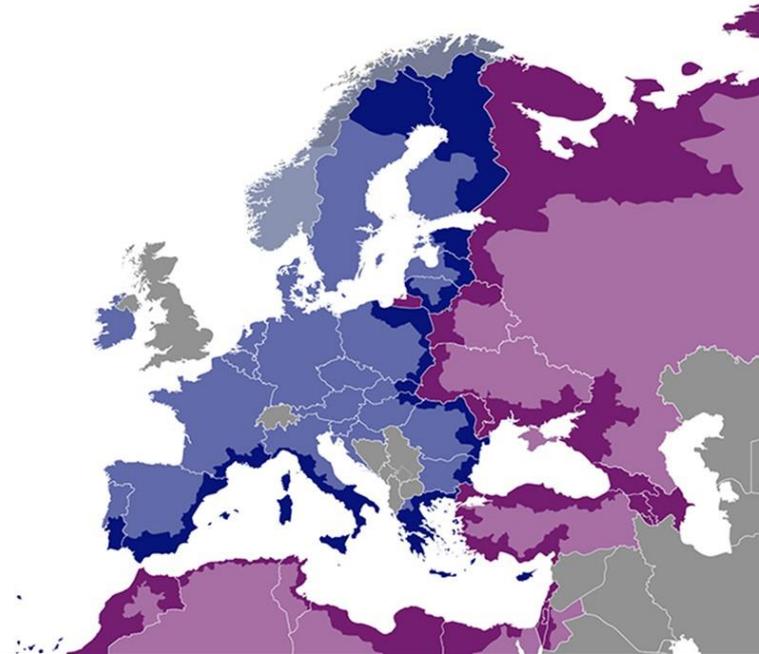# TESIM

Technical support to the implementation
and management of ENI CBC programmes

Project communication in ENI CBC

Capacity building workshop
for project partners

On-line sessions
CONCEPT AND AGENDA

Background

The European Union (EU) needs to show concrete results of its cooperation and development actions, and so does the ENI CBC community. At all times, communication activities should pursue the overall objective of increasing the knowledge of cross-border cooperation at the external borders of the EU and its position as a valuable, strategic tool for the EU and its neighbours. When projects reach the implementation phase - and outputs/results start to be delivered and achieved - it becomes essential to focus on them. It is thanks to the actions pursued in the field, the problems solved and the changes implemented, that the awareness and appreciation of cooperation can increase and yield its fruits.

Proposal

This event is meant to:

- Highlight the **basic rules of communication**
- Boost the practice of **social media** within project communication
- Explain and practice the use of a **storytelling pattern** to improve the reach of written and audio-visual content (with practical exercises)
- Enhance participants' capacity to **find a story in (every) project**

Managing communication as a set of stories about people, their environments and their daily challenges, serves the purpose of amplifying the projects' outreach, and will build longer term narratives.

Let's communicate!

AGENDA

Workshop for beneficiaries on developing Effective Communication

17 November 2021

Timing in CET

From: 8:30	Registration & Technical preparation
8:45-9:00	**Welcome and opening of the meeting**
9:00-9:30	**The ABC of communicating cooperation** • Why, how, to whom, where, when to communicate: the 5 rules applied to cooperation • *What*: the pyramid approach
9:30-10:30	**Social media** • Building a plan: why, who, where, what, when, how • A tour of social media channels: Facebook, Twitter, Instagram, YouTube • Content creation (native tools, visuals, writing) • Checking the performance
10:30-10:40	**Break**
10:40-11:40	**Grabbing attention: how to find a story in a project** • The storytelling structure: from "the problem" to "the solution" • Building stories on results (exercises)
11:40-12:00	**Coffee break**
12:00-13:30	**Cooperation in pictures** • Basic elements: movement, context, outputs, timing, emotions • The copyright issues • The GDPR for pictures • Thematic sectors: the photographic approach

	Videos
	• How to build a <u>script</u> • The shift from 20 to 2 minutes
13:30-13:45	**Wrap-up and closing the event**