

TAKING
COOPERATION
FORWARD

 Communication seminar for second call projects
12 July 2018 | Vienna, Austria

 **Ingredients of good project communication**

 Joint Secretariat | Communication Unit

Ingredients of good project communication



Research



Strategy



Creativity

Research

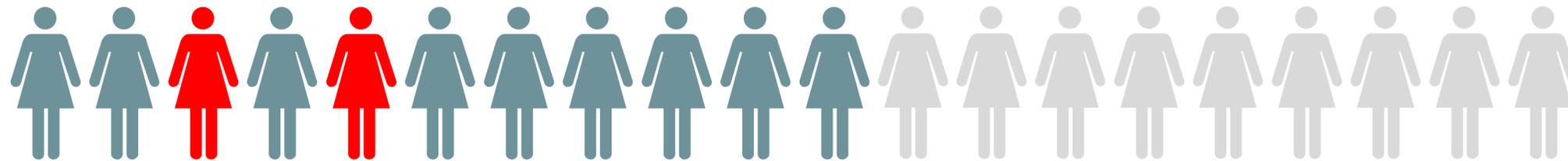
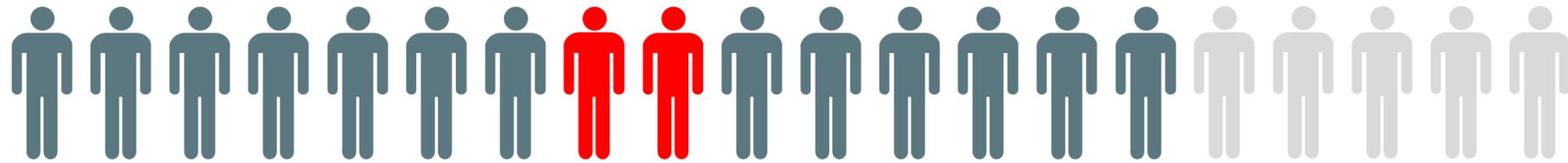
Why do we communicate
and who do we communicate to?



1. Know **WHY** you communicate

...and you will know how to do it in the best way

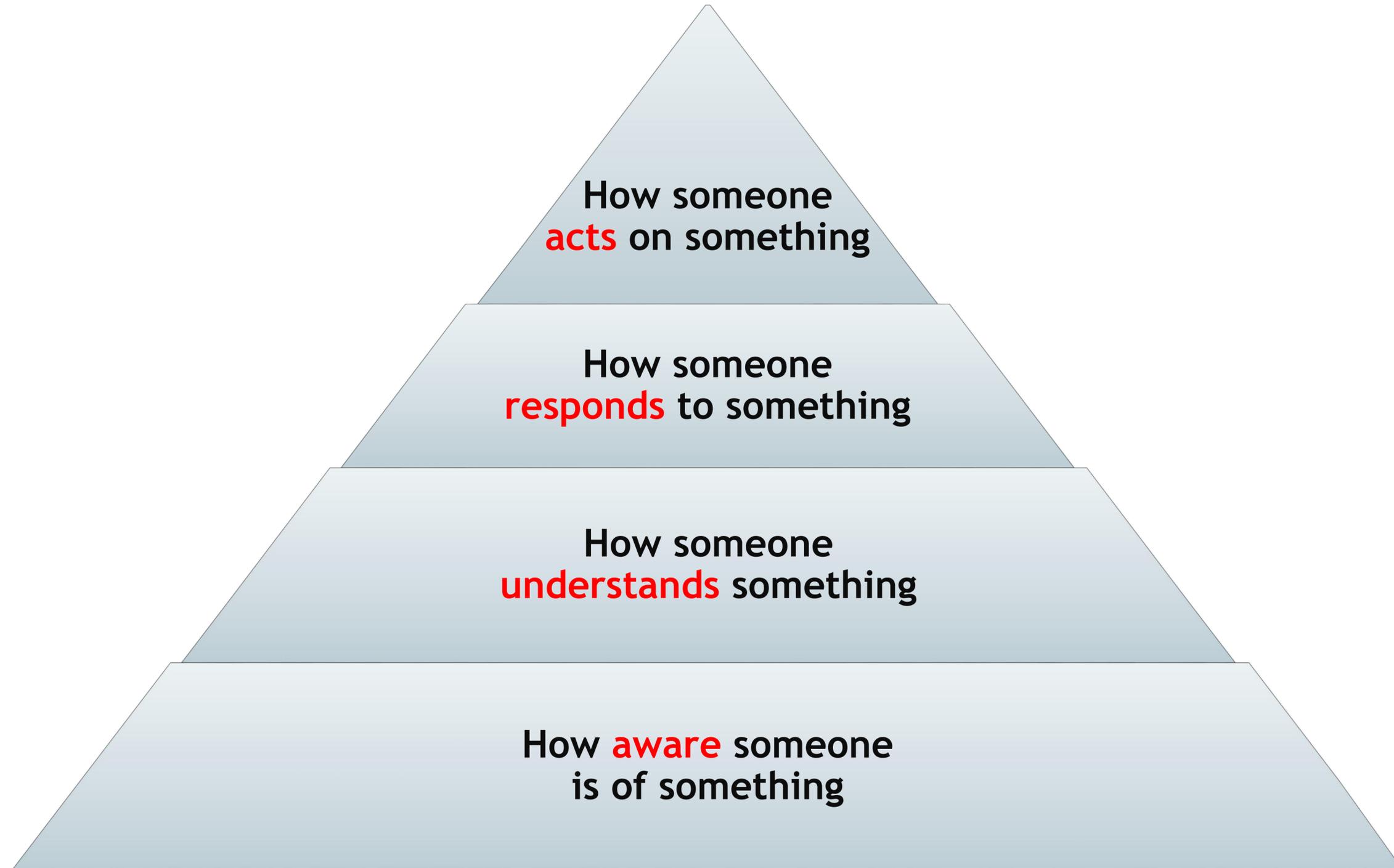
We always communicate with **someone specific...**



...and we do it for a **reason.**



We communicate to change



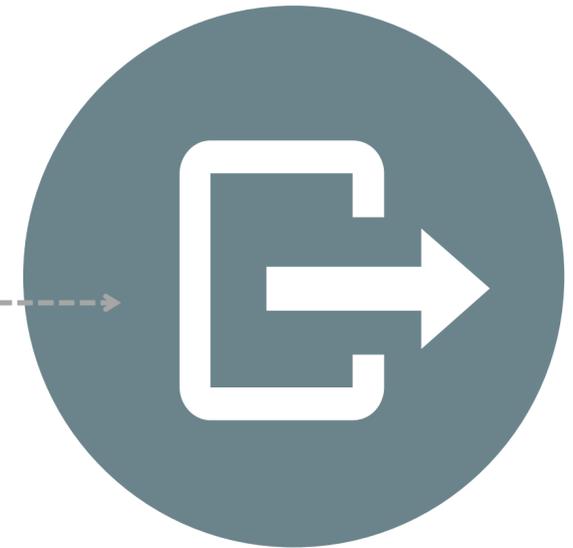
Why do you communicate?



Motivate and
engage the
partnership

Involve people
in project
activities

Create interest
in and **transfer**
outputs



2. Know **WHO** you communicate to

...and you will be successful in sustaining and transferring your project outputs and results

Who do you communicate with?



Motivate and engage the partnership

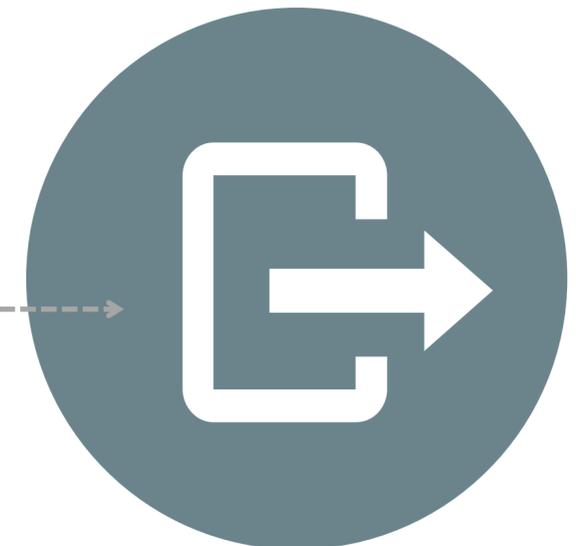
Project partners

Involve people in project activities

Thematic experts and policy makers

Create interest in and transfer outputs

Citizens, policy makers, thematic experts, media, ...



How much do people know about what you do?

And why is it important?

The more someone knows about a subject, the more specific a message can be.

Messages have to respect the knowledge of an audience.



What do you know about Wimbledon?

Communicate in a way
that your audience understands.

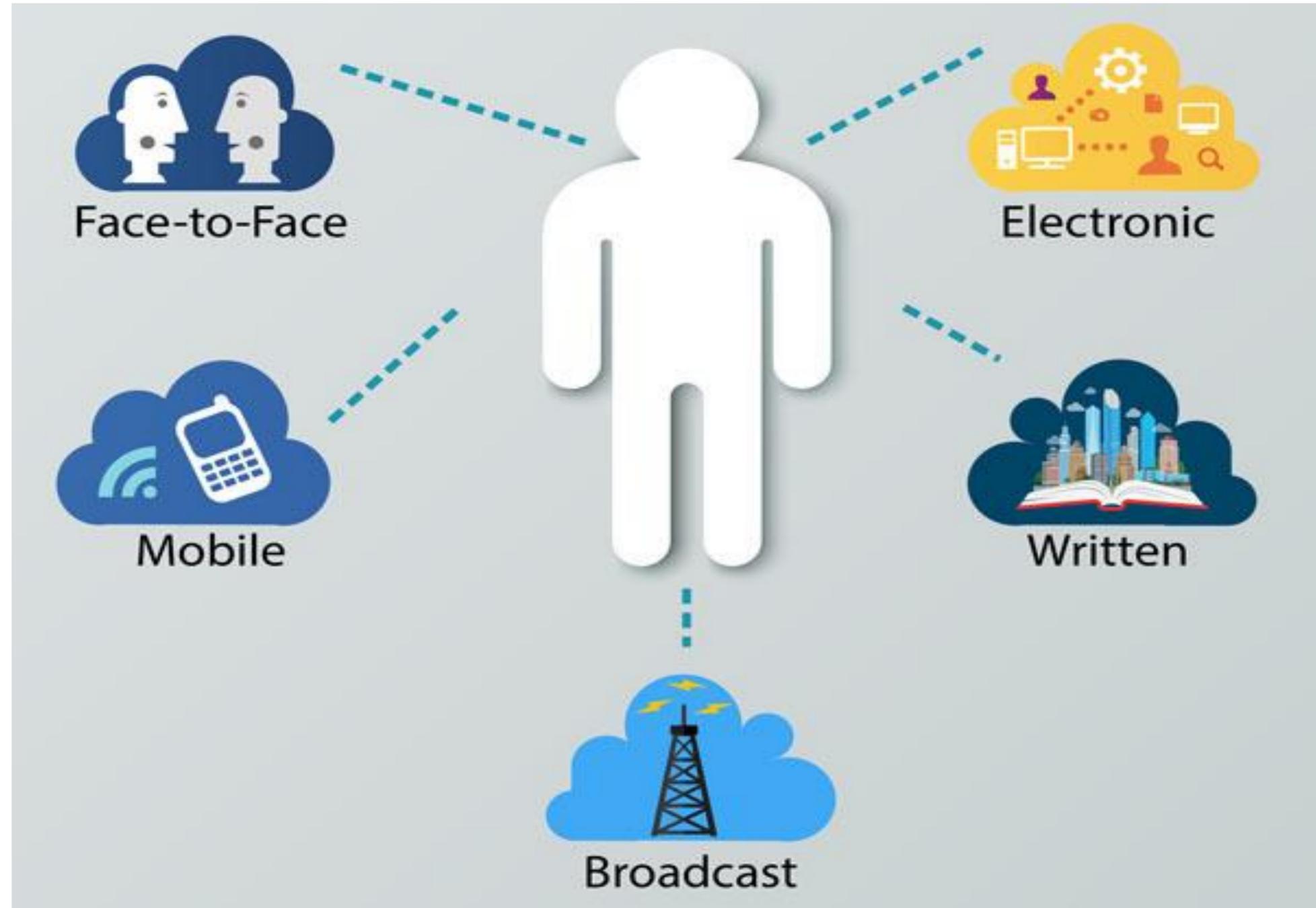
**Adjust content and language
to the people you talk to.**

3. Know **WHERE** you communicate

...and you will communicate more efficiently
your outputs and results

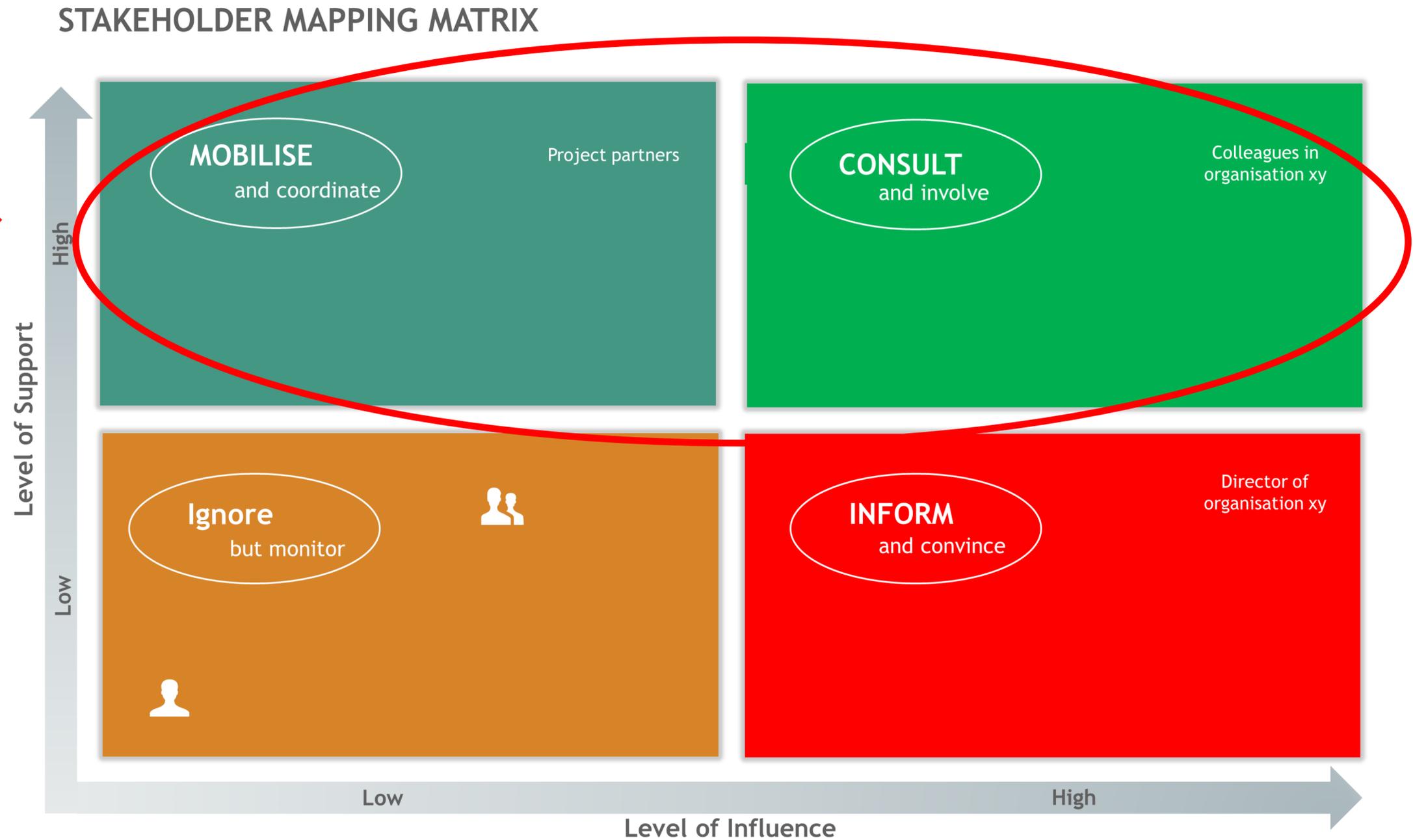
Where do you reach your audience?

Opportunities for communication are endless



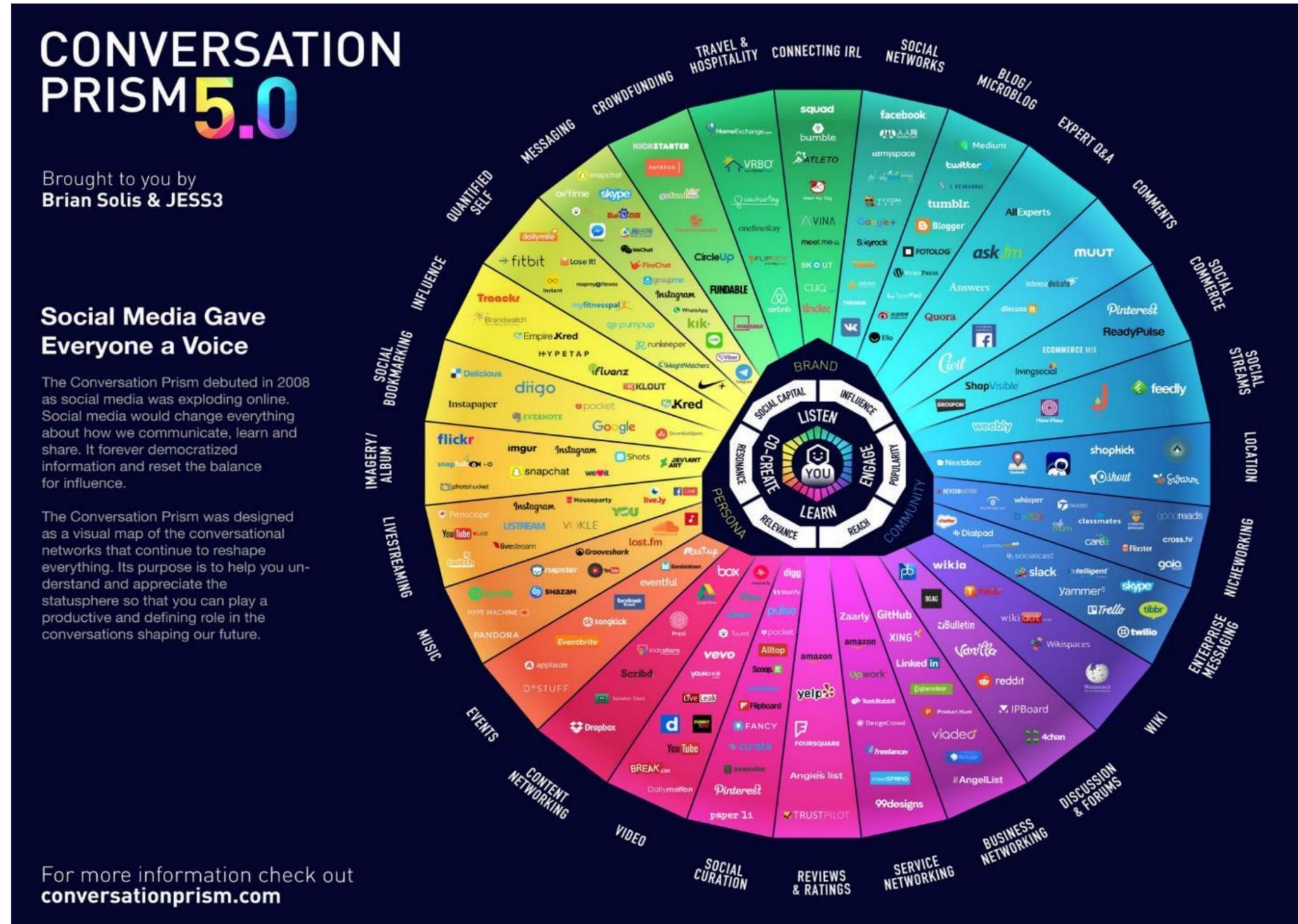
Face-to-Face: Directly or indirectly?

Do you reach your audience directly or do you have to **mobilise partners?**



Social media: Where do you reach your audience?

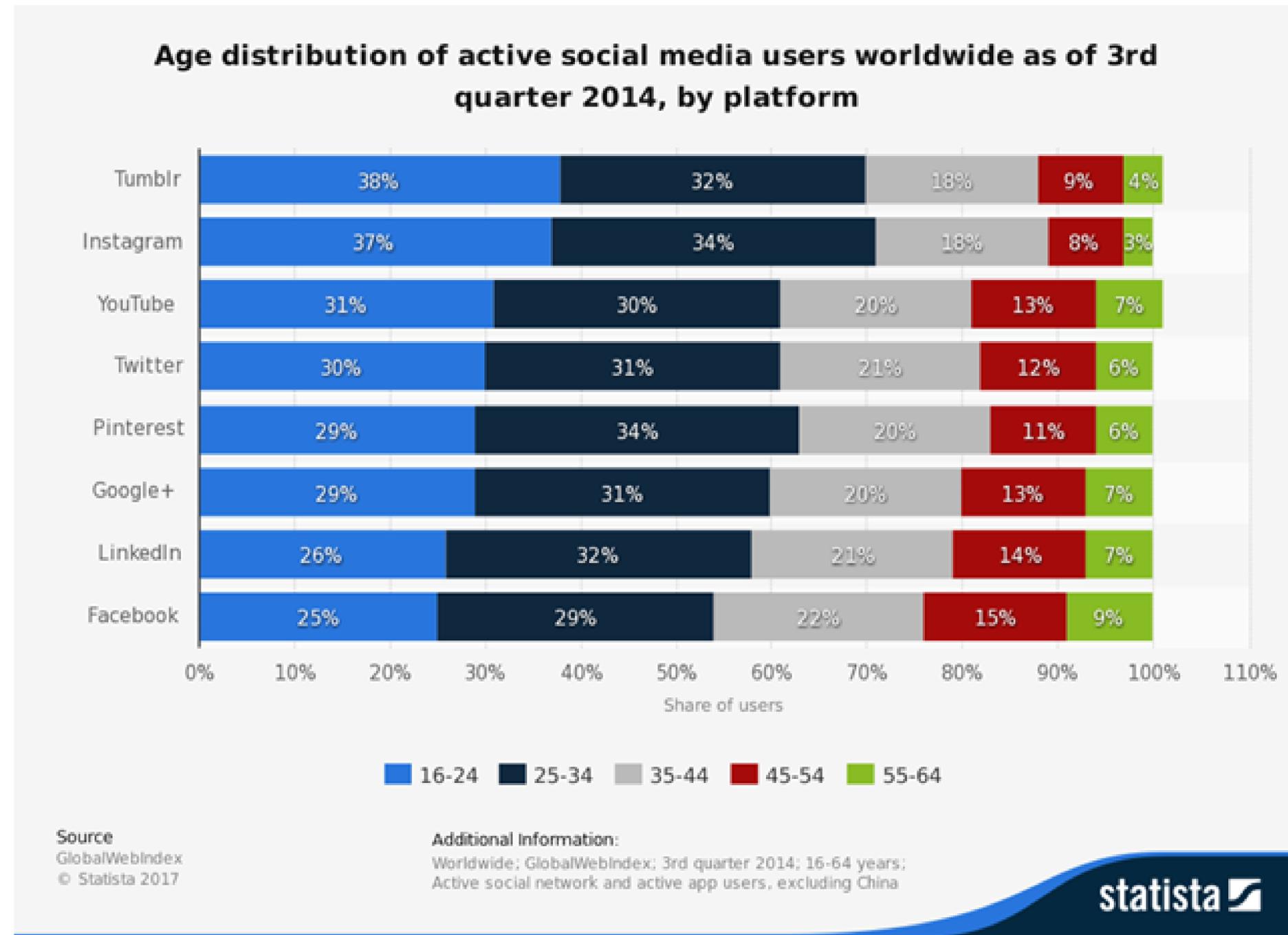
And that's only the social media options...



Social media: Where do you reach your audience?

Where will you reach your audience best?

Example: Social media channels

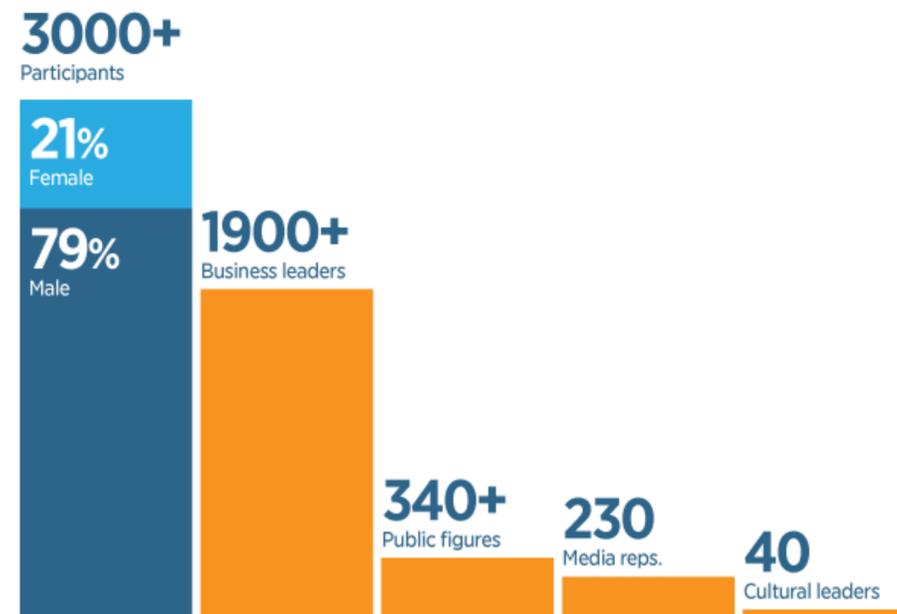


Events: Where do you reach your audience?

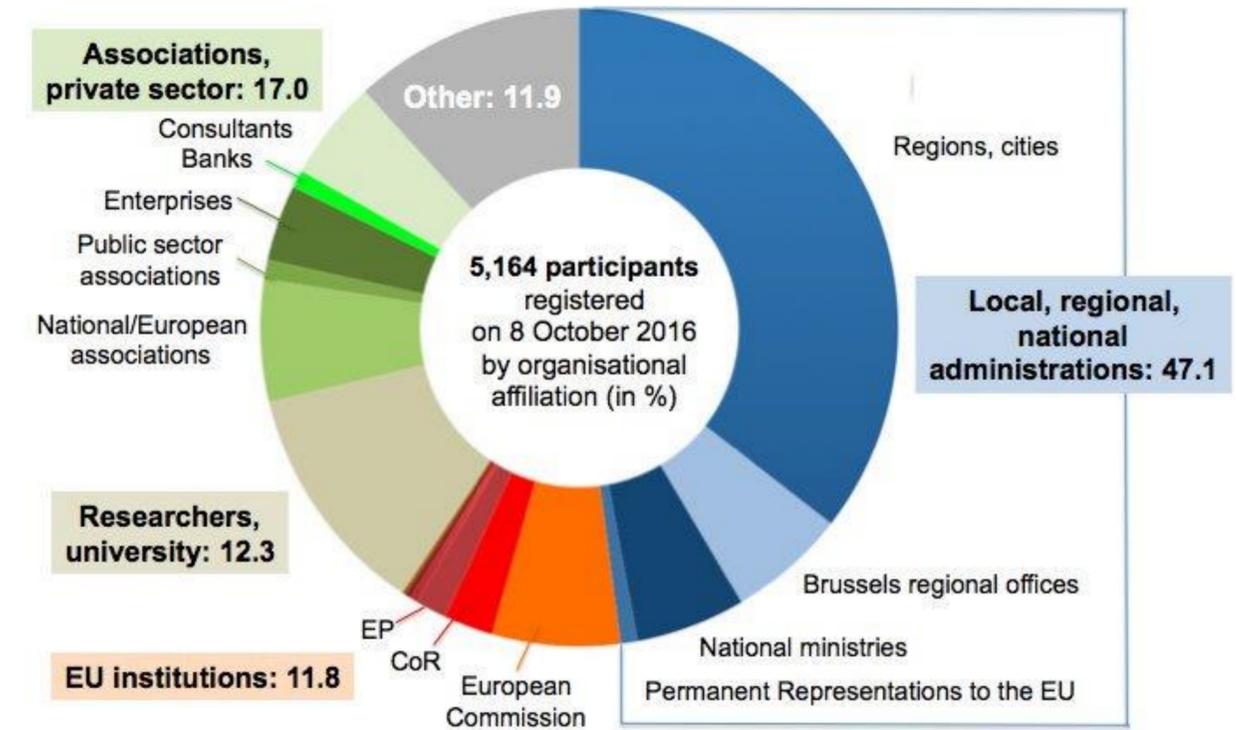
Where will you reach your audience best?

Example:
Davos conference and EUWRC

Meeting attendees: Who are they?



Source: World Economic Forum



Media: Where do you reach your audience?

Where will you reach your audience best?

Example:
Guardian and Daily Mirror

- DEMOGRAPHICS
 - GENDER: FEMALE +
 - AGE: 55+ +
 - SOCIAL GRADE: C2DE +

- TOP REGIONS +
 - NORTH WEST
 - YORKSHIRE
 - WALES AND AVON



- DEMOGRAPHICS
 - GENDER: MALE +
 - AGE: 18-24 +
 - SOCIAL GRADE: ABC1 +

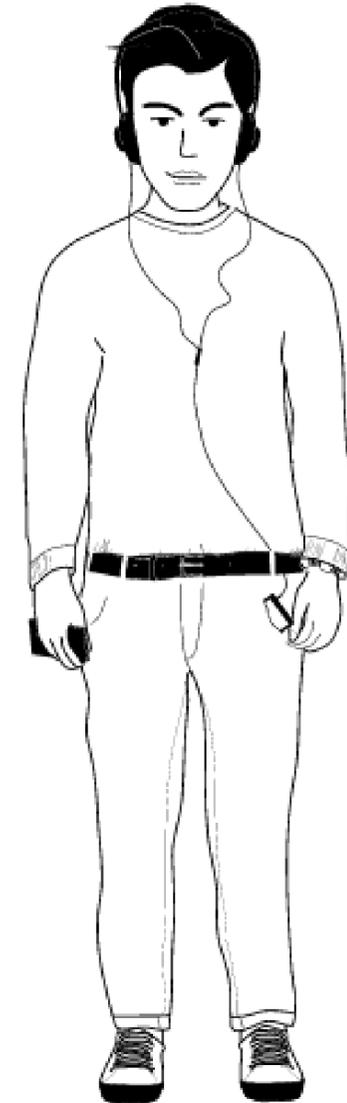
- TOP REGIONS +
 - LONDON
 - CENTRAL SCOTLAND
 - WALES AND AVON

POLITICS
LEFT RIGHT



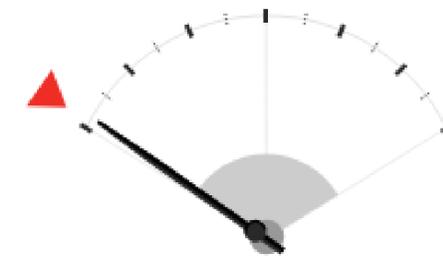
- + PROFESSIONS
 - CONSUMER GOODS
 - HOME AND GARDEN
 - ENTERTAINMENT

- + MONTHLY SPARE £
 - LESS THAN £125



POLITICS

LEFT RIGHT



+ PROFESSIONS

- CIVIL SOCIETY AND CHARITY
- MEDIA AND PUBLISHING
- GOVERNMENT & CIVIL SERVICE

+ MONTHLY SPARE £

£125 TO £499

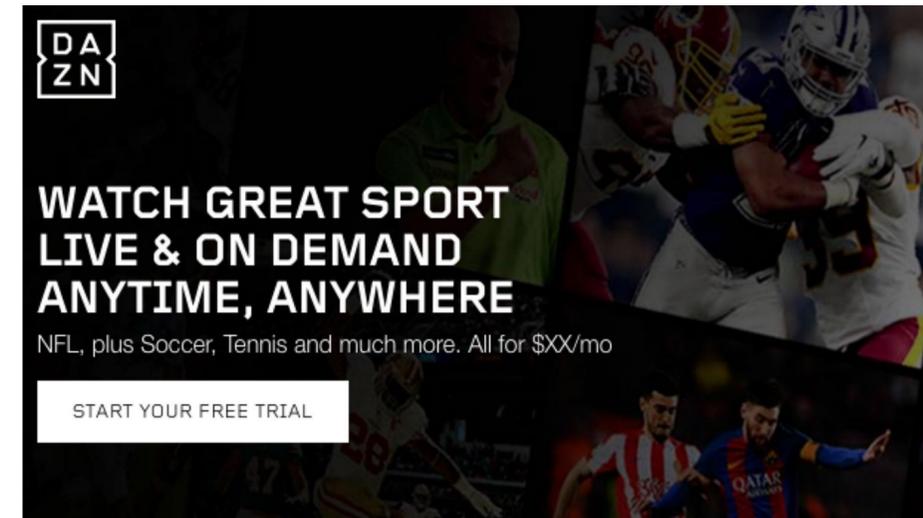
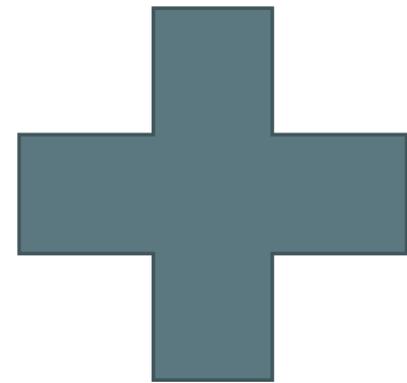


Focus your communication
on channels where your audience is.

**Use data to find out
where your audience is**

and do not waste resources on irrelevant channels.

Examples for good audience-channel-message fits?





Strategy

How to fine-tune your
project communication

4. Plan your **TACTICS** for each audience

...and create the right content to be successful

Before you choose your tactics...



...let's take a brief look
at how people take decisions.

Short exercise: How many colours are in this painting?

Summary

Display caption

Catalogue entry

Light Red Over Black is a large oil painting on a rectangular, vertically oriented canvas. As is suggested by the work's title, the painting consists of two large black rectangles enclosed by a thick, vivid scarlet border, recalling the structure of a window. The unmodulated paint of the scarlet section contrasts with the blurred rectangles it surrounds. These areas of black paint have been sparsely applied and blended with blue pigment, creating pulsating, hazy forms that give the canvas a sense of movement and depth.

ARTIST

[Mark Rothko](#)
1903–1970

MEDIUM

Oil paint on canvas

DIMENSIONS

Support: 2306 x 1527 x
38 mm

COLLECTION

Tate

ACQUISITION

Purchased 1959

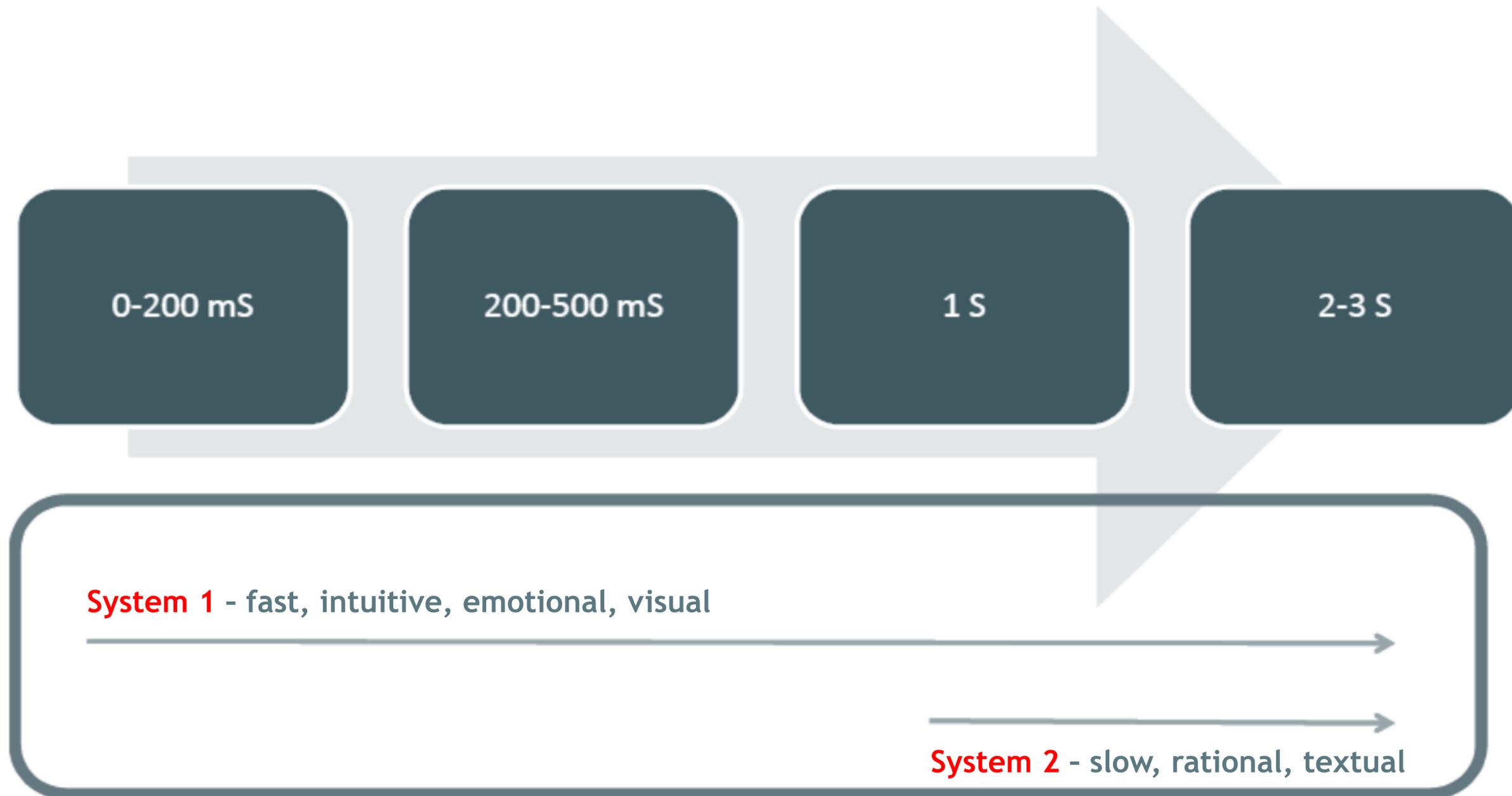
And how many
colours are in
this one?



Which painting do you like more?

Which painting do you know more about?

Two decision-making systems: Emotion and reason



Two decision-making systems: Emotion and reason

Address the right system
at the right time

System 1 is about **emotion**. It hits you much faster than reason.

This system is best addressed when your audience knows very little or nothing about what you do.

Create experiences - visual, personal and story-driven content to raise awareness and interest or to change short-term attitudes.



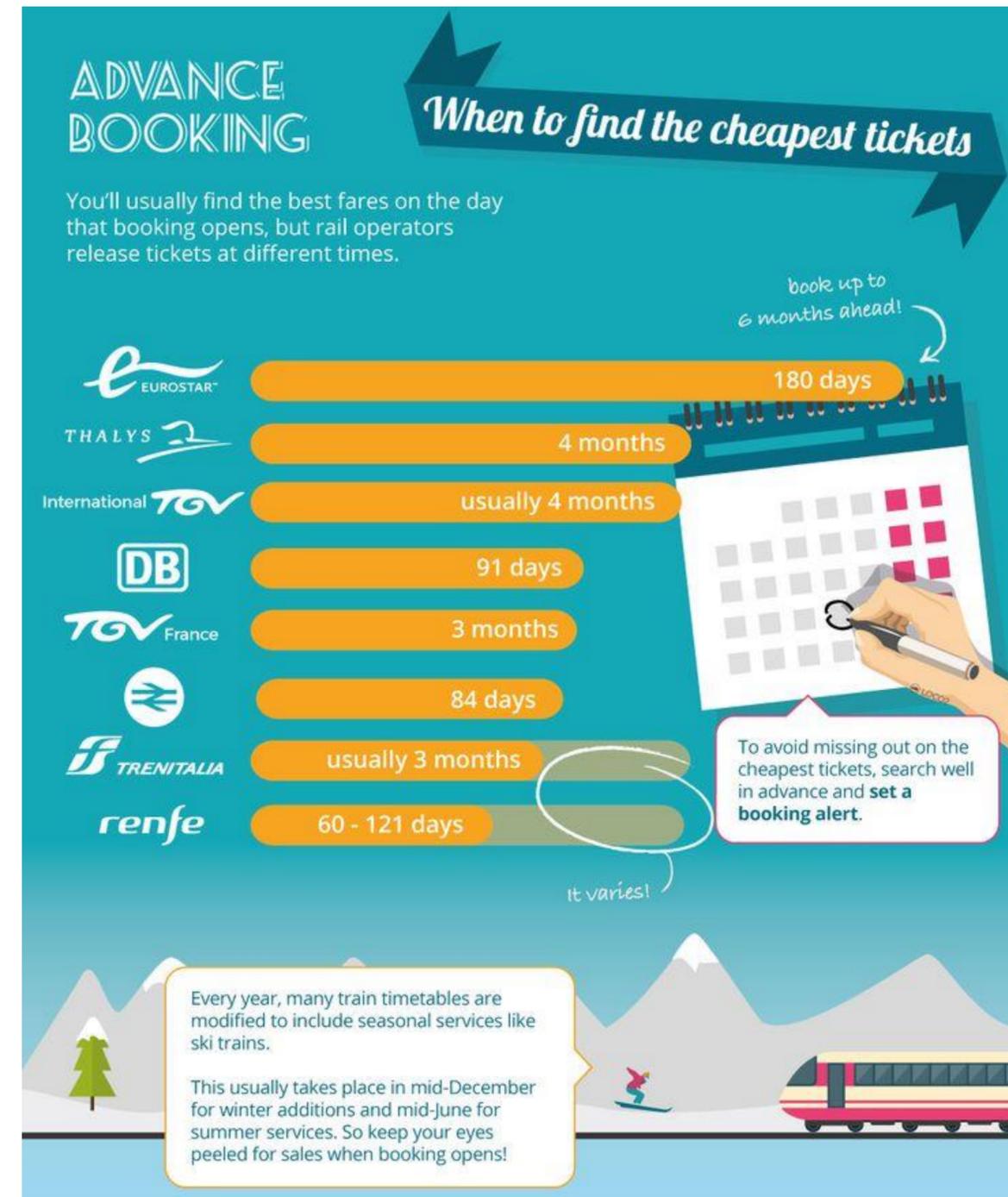
Two decision-making systems: Emotion and reason

Address the right system
at the right time

System 2 is about **reason**. It follows
emotion logically.

This system is best addressed when people
have shown initial interest and sympathy.
They are then ready to think further about
what you do.

Provide facts - textual, informative, data-
based content to **increase knowledge and
change attitudes in the long-term.**



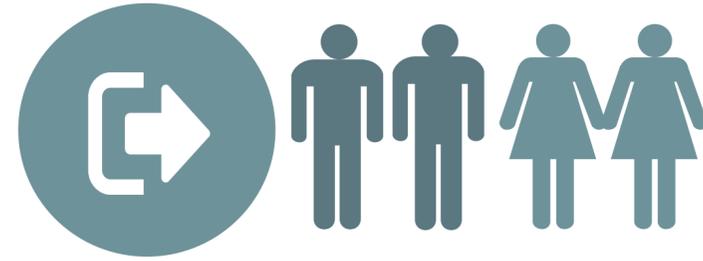
5. Bring it all together
in your **STRATEGY**

...and your communication will be more logical

The strategy logic



Choose the **subject**
about which to communicate



Decide on an **objective**
in view of a specific **audience**



Choose **tactics** per audience
and create **messages**



Design **activities**
per audience

A project output

To inform policy
makers about the
project output
so that they know
more about it

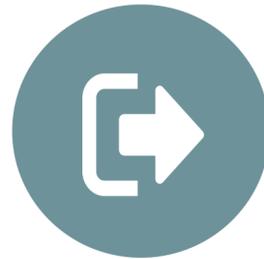
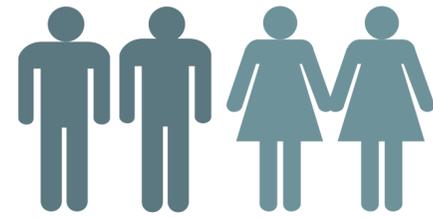
**Disseminate the
output and engage
in dialogue**

Publications
Infographic, layouted
document etc.

Digital activities
Social media campaign,
direct mailings etc.

Meetings
Presentation of policy
recommendations etc.

How to structure



ID	Subject	Audience	Status quo	Objective	Tactics	Messages	Activities
1.1	Policy recommendations	Policy makers	Know nothing about them	Are aware of them	Broad-scale dissemination and dialogue	Our project developed recommendations that deal with... to improve... in cities that...	<ul style="list-style-type: none"> Infographics Social media Newsletter Roadshow
1.2	Policy recommendations	Policy makers	Are aware of them	Changed behaviour (e.g. take them into account in their work)	<ul style="list-style-type: none"> Create emotional experiences Enter into dialogue 	In your city, the recommendations will specifically allow you to improve...	<ul style="list-style-type: none"> Pilot site visits Focus groups Bilateral meetings

Good practice: COME-IN!



Selected output



Selected objectives and audiences



Selected tactics and messages



Selected activities

Transnationally developed and tested guidelines on how to make museums more accessible

Inform policy makers and journalists about the new guidelines

Change attitude of museum stakeholders to take up the guidelines

Present pilot actions and make the audience experience the positive results

“The new, transnationally developed and tested guidelines will help museums save money and resources when making exhibitions more accessible.”

Visits to pilot sites where the guidelines are presented and the audience gets to experience the consequences

How to evaluate

ID	Indicator	Unit	Baseline value (if applicable)	Target value (201x)	Source of data	Reporting
1.1	Positive feedback on events and meetings organised by project <i>Positive defined as: Participants scoring “very good” or “good” on a scale from 1-4</i>	Percentage	-	At least 75%	Electronic feedback survey on satisfaction	After each event

Creativity

How to tell your project story



You always design project stories for a purpose.

**Content and style depend
on the story objective.**

6. Know what makes **NEWS**

...and you will create better media stories

News Values

Significance

The scale of impact or the number of people affected by your project is important. Something that will save millions of EUR is more significant than what saves only a few thousand EUR.

Timing

The word news means exactly that - things which are new. Journalists are used to receiving the latest updates, and there is so much news that old news is quickly discarded.

Human interest

Personalised storytelling will work better than trying to present the complete picture. Offer stories of individuals profiting from what your projects does.

Proximity

Stories which happen near us have more significance. The closer the story to home, the more newsworthy it is. That's why every partner in a project has to be a communicator. And an ambassador of the project.



Surprise

Stories work best when they counter expectation and have an element of surprise. Present the change your project wants to achieve in an interesting way.



Prominence

Famous people get more coverage just because they are famous. Find testimonials that support your project and ask them to open a new site etc.

