

# PLANNING COMMUNICATION FOR CAPITALISATION AT PROJECT MID-TERM

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Communication Seminar  
2<sup>nd</sup> call projects  
12-13 July 2018

Danube University Krems  
Dr.-Karl-Dorrek-Straße 30  
3500 Krems

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## 12 July

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| 13.30 | <i>Registration</i>  |
| 14.00 | <b>Introduction and warm up session</b>  |
| 14.30 | <b>Ingredients for improving your project communication</b><br><i>Presentation: How to structure a good project communication</i>  |
| 15.30 | <i>Coffee break</i>  |
| 16.00 | <b>Pitch exercise on interesting project communication activities</b><br><i>Individual 3 minutes presentation on the most effective communication activity performed: what was done, why it worked, what was the result. Followed by a feedback round.</i> |
| 18.00 | <i>End of first day and dinner</i>   |

## 13 July

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| 09.00 | <b>Storytelling as an essential creative technique for project communication - part 1</b><br><i>Presentation and division into groups</i>   |
| 09.30 | <b>Storytelling as an essential creative technique for project communication - part 2</b><br><i>Group exercise and discussion: developing stories in small groups and presenting them to the other participants.</i>  |
| 11.00 | <i>Coffee break</i>   |
| 11.30 | <b>Storytelling as an essential creative technique for project communication - part 3</b><br><i>Wrap up and feedback session</i>  |
| 12.00 | <b>Our multichannel strategy for storytelling &amp; Effective website communication</b><br><i>Presentations on how we work with stories and promote them on social media, website through our #cooperationiscentral campaign and how to make the most out of the project website. Followed up by group discussion</i> |
| 13.00 | <i>End of seminar</i>   |