



# LEAD BENEFICIARY

#### [INTRODUCTION TO PROJECT COMMUNICATIONS]

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### The Communication Plan, 1

#### ... AND CONSIDER THIS:

Without a <u>relevant budget</u> it is impossible to assess the plan and very difficult make the case towards management,

Without <u>concrete measures</u> the plan will not convince people in your organisation that it matters and there is a risk the entire plan will fall apart,





### The Communication Plan, 2

#### ... There are relevant objectives and... not so strong ones...

#### YES – relevant, correspond to overall project aim and concrete:

- Increase public awareness of IT entreprenurial project in NSR
- Get regional politicians to support contruction of small scale wind farms
- NO relevance questionable, weak connection to project aim, vague and abstract:
- Meet project aim
- Specify list of target groups to increase publicity efficiency
- Achieve press coverage for project





### The Communication Plan, 3

HOW ABOUT A MESSAGE?

Finding the message by looking for the results of the project. Do not describe the project, tell people what it will do!

1.What does the project do (results)

2. Why is it important?



### **Project Communication Plans - Assessment**

We need to remember: Giant step forward since last programme period!

Good: General awareness is rising.

**Common mistake:** Budget missing and connection between budget and measures not clear.

Also common mistake: Too abstract.

- No: "We will generate interest and brand the project."
- **Yes**: "We will send rotten eggs to people by mail to generate awereness of... And by connecting this action to the project increase brand recognition..."



## NEW MEDIA – MAIN POINTS

### GENERAL

- 1. WHY Because print materials are a waste of money and time,
- 2. HOW by setting money aside and building it into the overall strategy.

### **NEW MEDIA**

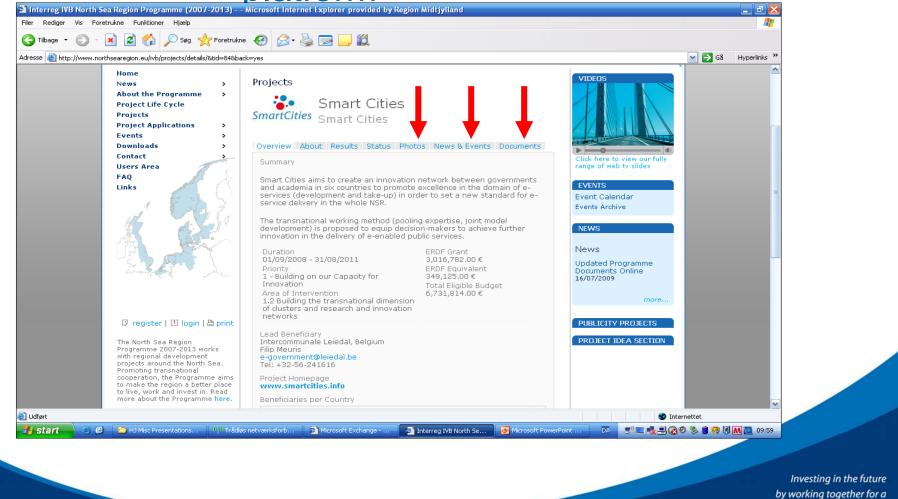
- 1. Is the way forward, but challenges apply,
- 2. Is cost effective and very efficient once produced,
- 3. Must be part of a Communication Plan never ad hoc!



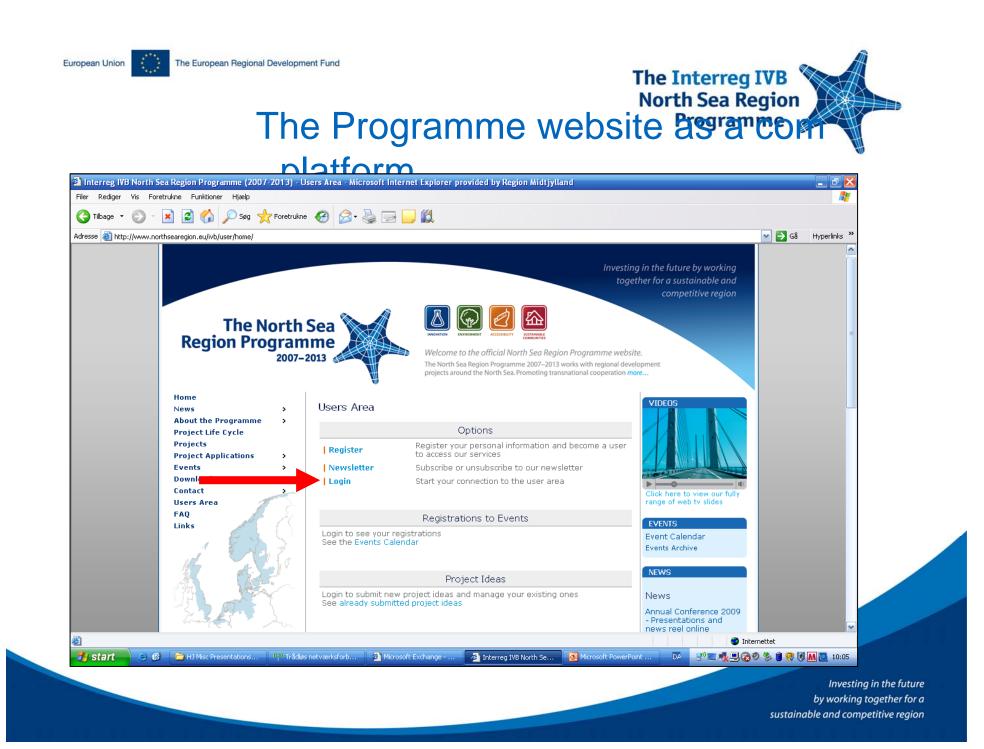
# The Programme website as a com

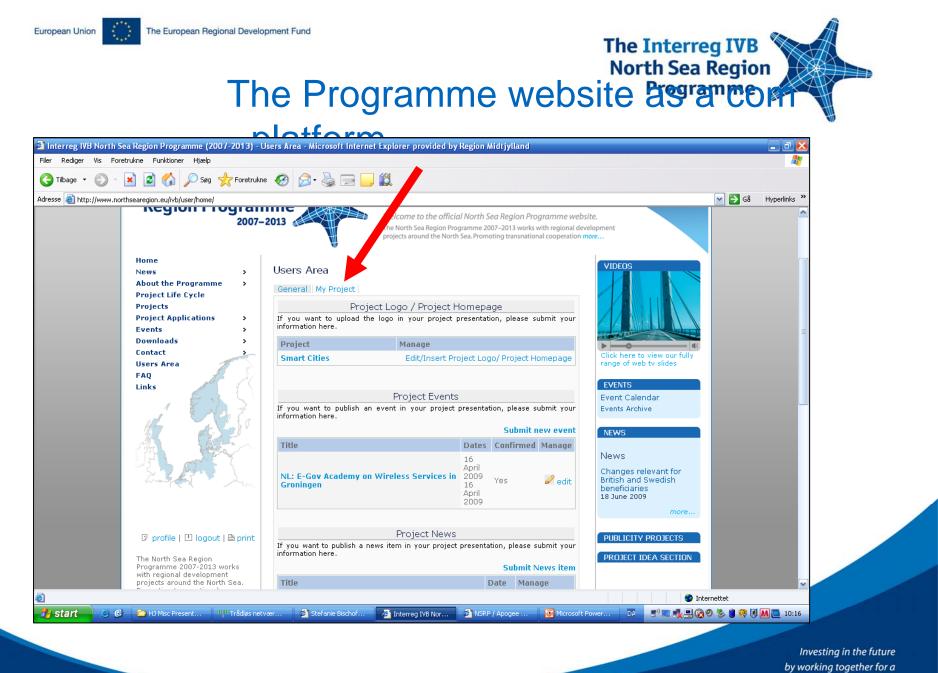
The Interreg IVB North Sea Region

### platform



sustainable and competitive region





sustainable and competitive region



#### The Interreg IVB North Sea Region Programme The Programme website as com platform

### PROMOTE YOUR PROJECT VIA THE PROGRAMME WEBSITE

- Editable parts of the project presentation:
  - Logo, website address, news, events, photos, documents
- The project is assigned to ONE project representative
- Steps to take:
  - Decide who will be responsible
  - Create a user account
  - Send an email to the Secretariat
  - The Secretariat will assign the project to your account
  - Get started!





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