

PRACTICAL SEMINAR
“EU FUNDS 2014 - 2020: INCREASING THE
EFFICIENCY OF COMMUNICATION ACTIVITIES”



18 – 19 May, Warsaw, Poland

PROGRAMME OF THE TRAINING SEMINAR

With experts and case studies from:

- | Public Affairs Council and European Commission (former member of the cabinet of Commissioner Kovács)
- | Ministry of Economic Affairs, Netherlands
- | Interreg Central Europe Programme 2014-2020 (covering 9 EU Member States)
- | ERDF Operational Programme of Western Netherlands (Kansen voor West)
- | External Communication Trainers and Consultants

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ABOUT WORKSHOP AND EXPERTS

WE RECOMMEND THIS WORKSHOP FOR:

Decision makers and managers, as well as communication professionals of ESI funds 2014-2020 (ERDF, ESF, CF, INTERREG, EAFRD, EMFF) from:

- | Managing Authorities;
- | Intermediate and implementing bodies;
- | National and regional institutions and agencies;
- | Local administrations.

Communication/PR specialists, information managers;
External organisations involved in ESI funds communication issues.

BENEFIT FOR PARTICIPANTS

Get acknowledged with various practical communication experiences from a number of EU funded programmes

Learn and discuss with the practitioners about the key elements of an effective communication activity

Learn and exchange experience how to use the potential of your Programme projects in order to deliver communication results

Work on the development of your practical communication activity and discuss it with fellow professionals

Learn about actual practices of monitoring and measuring the communication results

Exchange experience and discuss with fellow professionals from all over the EU

The need for effective communication measures for the implementation and promotion of the EU fund achievements has never been higher. The over-saturation of information in media and public space has created a stronger than ever need to transform traditional programme and project communication actions in order to give the people a memorable message about the good work carried out in your programme or project and the opportunities that have been created as a result.

The content of the event is built around very practical experiences and case studies of the speakers and participants focusing on the most pressing challenges and practical examples of day-to-day work of EU fund communicators:

- Involving stakeholders - how to convince my stakeholders that the proposed communication activities are vital to overall Programme success?
- Mapping out target groups – what are the practical approaches of identifying and understanding the actual target groups?
- What approaches my colleagues are using to join forces within and beyond the organisation, power local events, using potential of project partners, etc?
- Evaluation of communication – is there an efficient and practical solution to assessment of effectiveness of communication activities?

The event will offer the opportunity to go beyond general experience exchange by focusing on discussing the practical experience presented by EU fund communication practitioners and communication trainers.

The case studies and training cover topics such as creating and managing ideas and memorable promotion campaigns, delivering successful communication activities with a limited budget as well as practical tips on how to understand and evaluate the effectiveness of communication activity (an internet campaign, a local event, etc).

* We have to do a better job of explaining the effects of regional policy on the real economy. People are reaping the benefits of these funds without understanding that this is an European policy!

* Ms Corina Cretu, European Commissioner for Regional Policy.

SPEAKERS



Mr ANDRAS BANETH

Mr Baneth is strategic communication and public affairs expert, passionate about communication, entrepreneurship and making sense of seemingly complex issues. Mr Baneth has seven years of experience at the European Commission and the European Court of Justice, being responsible for coordination of briefings for Commission President Barroso, served as a member of the cabinet of Commissioner Kovács and dealt with European regulatory procedures

known to experts as 'comitology'. He has set up the European office of the world's largest organization for public affairs professionals, the Public Affairs Council and authored the Ultimate EU Test Book – Europe's no.1 best-seller book on EU exams, which has helped thousands of candidates prepare for EPSO competitions.

Mr FRANK SCHNEIDER

Mr Schneider has worked in the fields of public relations, public affairs and journalism for profit and non-profit organisations in various European countries. Currently he is a head of communication unit for INTERREG Central Europe Programme and responsible for implementation of the communication strategy for 2014 – 2020, including the development of the digital strategy for the programme.

He also has led the communication unit of the European Railway Association (CER) in Brussels, advised a high-level EU project (EU Advisory Group) and the Prime Minister's office in Armenia on communications. In addition, he is specifically trained in international project management and has gained experience as a project manager in the 7th European Research Framework Programme.



Ms MIEKE CORNET

Ms Mieke Cornet is communication officer for the ERDF Operational Program in the western part of the Netherlands, called Kansen voor West. She is responsible for internal (eight partners) and external communications of the program Ms Cornet together with Ms Schrama has been actively

involved in sharing the excellent experience of Dutch EU fund communications in various events on the EU level – in 2015 they presented Dutch experience also in one of the sessions of EuropCom 2015.

Ms MARIANNE SCHRAMA

Ms Marianne Schrama works for the Dutch Ministry of Economic Affairs and is nominated as the ERDF information and communication officer for the Netherlands. She coordinates the national communication network. Through the national

communication network Marianne and Mieke work together on strategies and joint communication activities. This year they will be intensively involved in the coordination of the sixth edition of the so called Kijkdagen.



Mr KASPARS RUKLIS

Mr Kaspars Ruklis works as Communication Trainer and Consultant and enjoys working on innovative campaigns that are "off the beaten track". He likes to share his knowledge and experience as an Advocacy and Communication Trainer for various local and international clients – public organizations in Europe and Africa. Kaspars also spent

three years living in second largest Estonian city Tartu, where he worked as Communication Manager for Estonia-Latvia Programme, a European Interreg cross-border programme. He originally resides in Riga, where he is also a university level lecturer working with local and international students.

Day 1, 18 May 2016

8.45-9.00	Registration, coffee	
9.00 - 9.40	Welcome, introduction and expectations of participants	
9.40 -10.30	Strategic aspects and local effects of communicating EU policies and funds	
	<ul style="list-style-type: none">Putting in spotlight communicating policy or communication results? How to better communicate about the EU policies and funds?Working with your stakeholders and lobbying your ideas - key to successful communicationWhat is 'general public' for communication activities? How target groups are defined and targeted when delivering public policy?Discussion round and Q/A session	Mr Andras Baneth Managing Director of European Office of Public Affairs Council
10.30 - 11.00	Coffee break and networking	
11.00 - 12.30	Planning resources, defining information channels and target groups – experience of Central Europe Programme	
	<ul style="list-style-type: none">How does the 2014-2020 result orientation of EU funds impact the work of communicators?Cooperation between communicators and programme/'content' managersKnow whom to address – mapping out the target groupsSetting up information channels:<ul style="list-style-type: none">Do the right organisations know about the calls for proposals?Do my info campaigns target the right organisations?Are the stakeholders and decision makers aware of your programme and projects?Going local – planning targeted activities, campaigns, events and working with local stakeholders Discussion round and Q/A session	Mr Frank Schneider Head of Communication Unit for INTERREG Central Europe Programme
12.30 - 13.30	Lunch break	
13.30 - 15.00	Local events as the core of effective EU fund communication strategy – Dutch example	
	<ul style="list-style-type: none">Case study of the project Europa om de hoek Kijkdagen – how local projects and events are used to create widely recognized networkHow to create a communication content that is relatable?Determining common target groups (force field analysis)Determining common core messageUtilising the potential of beneficiaries (for example, SMEs) involved in EU funded projectsImportance of joining forces when planning and implementing communication strategyDiscussion round and Q/A session	Ms Mieke Cornet Communication officer for the ERDF Operational Programme West - Netherlands Ms Marianne Schrama ERDF information and communication officer for the Netherlands (Ministry of Economic Affairs)
15.00 - 15.30	Coffee break	
15.30 - 17.00	Creativity session 'Ideas out there'	
	What EU fund communications can learn from public private sector? Case studies prepared by Mr Andras Baneth (Managing Director of European Office of Public Affairs Council) on how public and private sector experience could be used when planning an EU fund communication activities.	Mr Andras Baneth Managing Director of European Office of Public Affairs Council

Day 2, 19 May 2016

9.00 -10.30

Planning and measuring impact of the communication activities – Central Europe Programme experience

- Importance of planning - setting clear budget and activity plan and need for timely planning evaluation of communication
- Defining indicators for measuring an impact
- Why gathering data during implementation of communications is important?
- Proportionality – assessing impact of smaller and local communication activities
- If and how to use already existing and publicly available guidelines for assessing communication activities?

Mr Frank Schneider
Head of Communication Unit
for INTERREG Central Europe
Programme

10.30 - 11.00

Coffee break

11.00 - 12.30

Workshop 'Develop and assess communication activity'

Moderated group work. Participants, divided in groups, will work on the practical examples to develop targeted local communication activity (event, internet campaign, promotion campaign, etc) and indicative communication evaluation plan. The prepared examples will be subject to the peer review and discussed between groups as well as speakers.

Mr Kaspars Ruklis
Communication Trainer
and Consultant

12.30 - 13.30

Lunch break

13.30 - 15.00

Workshop, conclusions and group discussion

- Summarising the results of the workshop, expert and peer review
- Conclusions from the seminar and final Q/A session
- Award of certificate and farewell reception

PRACTICALITIES

PROGRAMME

The programme will start on Wednesday, 18 May 2016 at 09:00 and will finish on Thursday, 18 May 15:00.

VENUE

The workshop will take place at the JM HOTEL 4* | WARSAW CENTER, ul. Grzybowska 45, 00-844 Warsaw
<http://www.jmhotels.pl/en>

LANGUAGE

The workshop language is English.

PRICE

649 EUR (including all applicable taxes).

The price includes:

- Admission to the seminar
- Hand-out documents
- Seminar certificate, if fully attended
- Soft drinks, coffee/tea and lunch

HOTEL RESERVATIONS

Concordis.eu has arranged the opportunity for booking in the Venue hotel. We have made a block booking at JM HOTEL ****. You will receive guidance for booking together with the confirmation of registration. Arrangements and payment is to be made directly and personally to the hotel. Please note that hotel reservations cannot be guaranteed. If you want to choose any other hotel, please feel free to do it!

MEALS

Lunch will be served at the restaurant of the venue hotel. Should you require a special menu (e.g. vegetarian, diabetic), please inform the seminar organiser so that this can be arranged.

REGISTRATION

Kindly complete the registration form and return it before 4 May, 2016 to Concordis.eu, Riga, Latvia, via electronic booking form available in: www.concordis.eu

Your name and address will be part of the Concordis.eu database for our mailing purposes only. If you do not wish to be included in our mailing database, notify us when making the registration.

CONFIRMATION

Confirmation of registration will be sent via e-mail to the participants upon receipt of the completed registration form.

PAYMENT

Payment of the event fee should be done immediately upon receipt of invoice. Cancellations must be issued in writing. Cancellation by the participant is described in the Terms of Use (<http://www.concordis.eu/terms-of-use/>).

CANCELLATION POLICY

Concordis.eu has the right to change experts/speakers and to modify the event if and where necessary while sustaining the overall content of the event. Registered participants will be informed if the event is cancelled (for example, due to force majeure/problems at the venue/an insufficient number of participants/etc.). Event cancellation notice is issued no later than three (3) weeks before the date of the event.