

Communications background

Communication Training for Alpine
Space project partners
19-20 October 2009, Munich

investing in your future



Why are we here?



- To learn about of the principles of strategic communications
- To develop practical ideas for communications at the beginning phase of a project
- To encourage projects to adopt a business perspective in their communications

Background



- Communication is integral to the Northern Periphery programme
- Show those who benefit:
 - Evidence of success
 - Value for money
 - Benefits in terms of products / services
- Show that interregional cooperation is an important tool
- Demonstrate that projects relate to higher level EU strategy (jobs & growth, green economy)

Strategic Communications



- The business perspective: products and services
- Added value
- Return on investment (ROI)
- Exit strategies - target organisations that will fund

What do we do?



Media



Communications



PR and marketing



Advertising

- A boy dresses well to impress a girl

Marketing

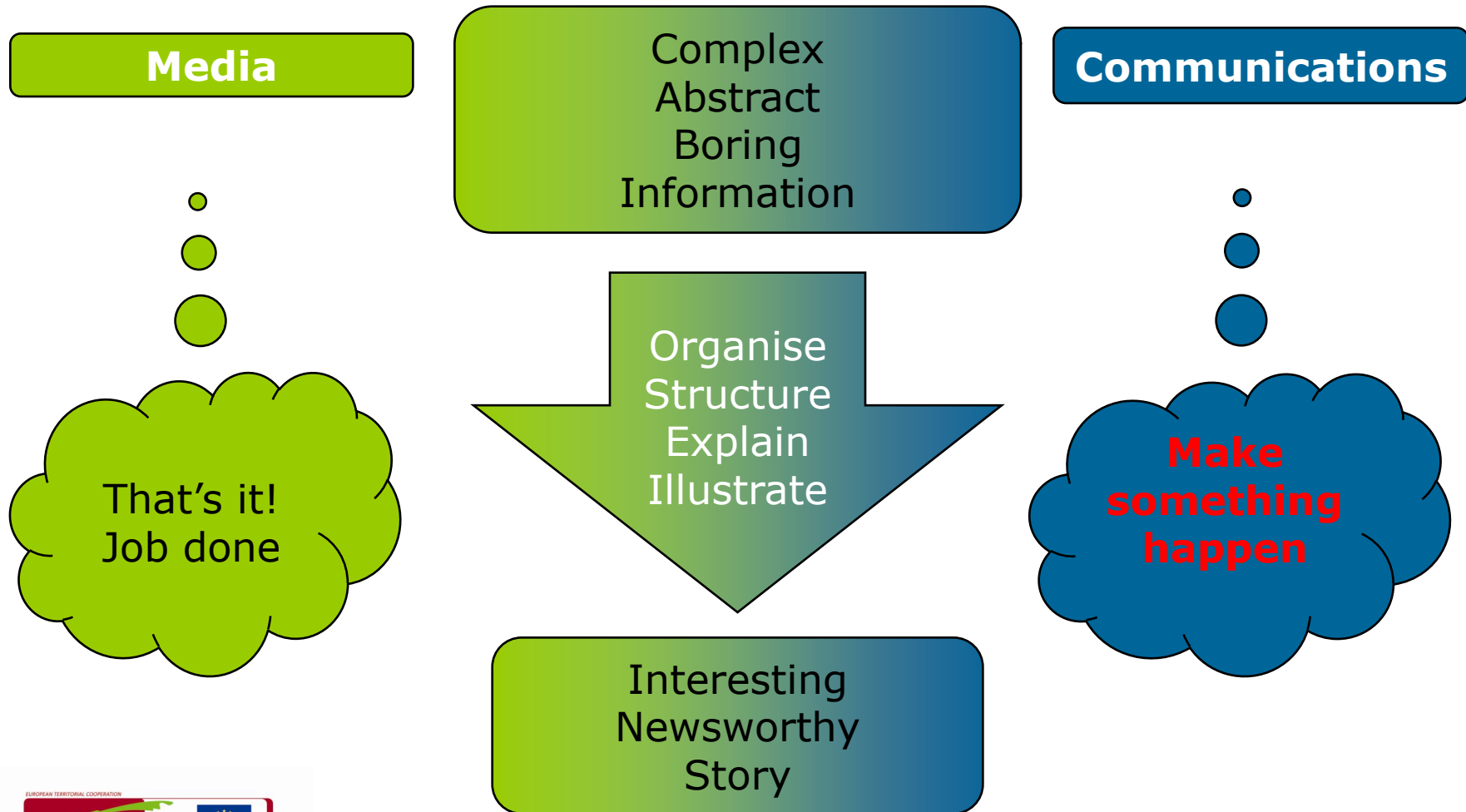
- A boy calls a girl and tells her how wonderful he is

Public relations

- A girl calls a boy because she heard from others how wonderful he is



PR and the media



Audiences workshop



Keynote speech
at an international
conference
on regional
development

After-dinner speech
at a chamber of
commerce for a
medium sized town
in Western Europe

Messages



- Focus, condense, eliminate

Message mathematics:

$$9 \times 1 = 0$$

$$3 \times 3 = 3$$

Few & distinctive
Clear, concise, simple
Relevant, interesting
Consistently repeated



Notice



Understand



Care



Remember



Act

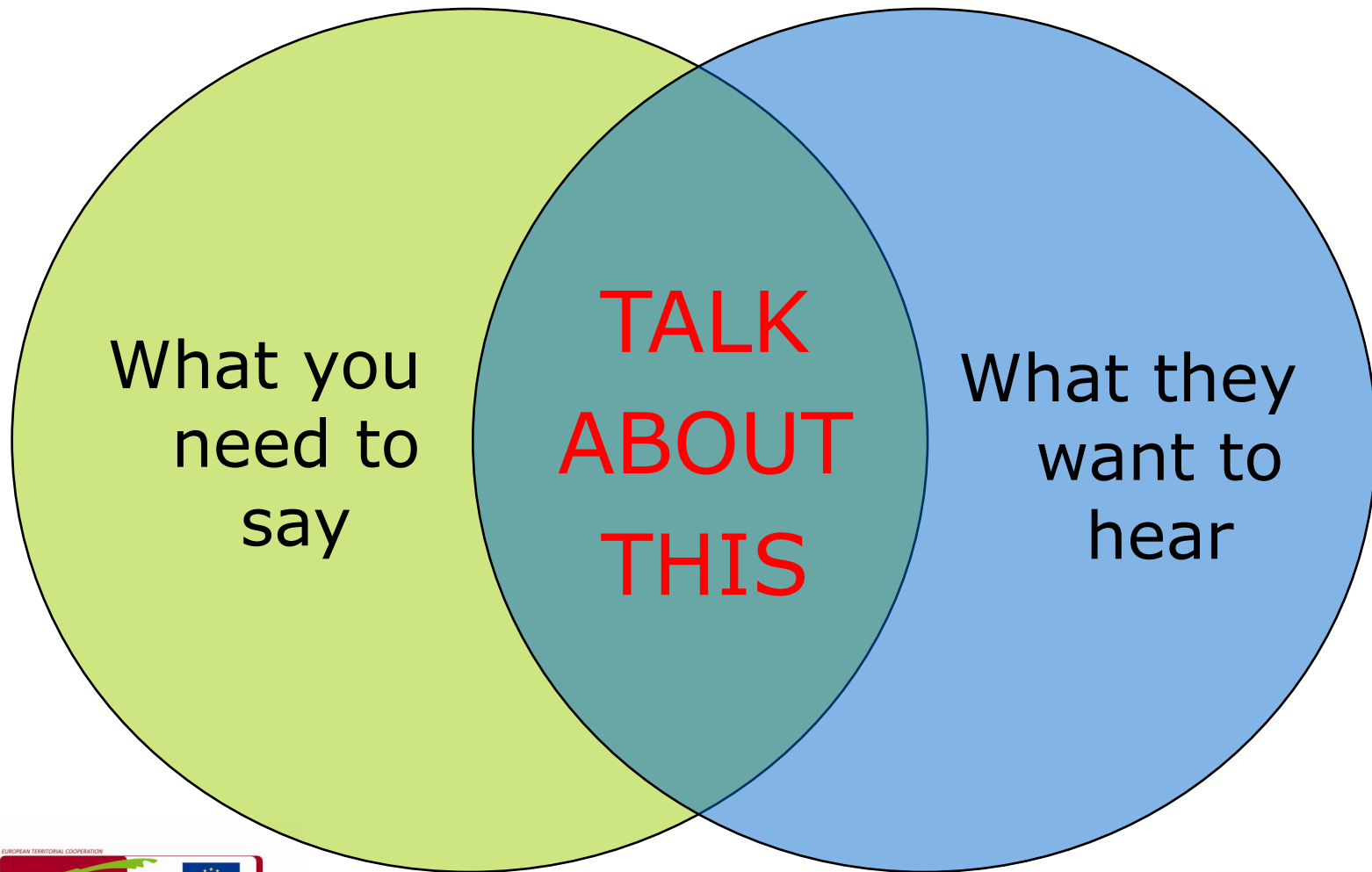
Spot the message



Visit Brussels:
the mind, heart
and soul of Europe

Brussels is a
versatile tourist
destination with
something for all
the family, from
world-class art and
culture to excellent
food and night life

Intersecting worlds



Break

