

Communication Training

19th and 20th October, Munich

Pre-seminar task

The importance of communicating the success of the European Territorial Cooperation projects is recognised at the highest levels of the European Commission.

In fact, José Palma Andrés, Director Regional Policy Info, has said *“projects have to communicate to the public via the media. What are the main objectives for the day to day lives of the people?”*

“They have to understand that a lot of money is being spent for their goodwill, but really they don’t understand where the money is coming from.”

Please think about these questions before the seminar and bring this with you to the sessions on communication strategy and planning. Please make brief notes or bullet points and be prepared to present to your colleagues.

What is the overall aim of your project?

What are the specific outcomes of your project? What will your project deliver?

Who are your target audiences? Who needs to know about your project?

Who is going to be directly affected by your project? What benefits will they get?

Who	
Benefits	

What are the three main things that your target audiences need to know about your project?

1.	
2.	
3.	