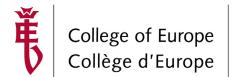


## **COMMUNICATING IN AN EU-RELATED ENVIRONMENT**

A three-day course to build effective and memorable communication strategies, plans and activities.

MONDAY 20 NOVEMBER	TUESDAY 21 NOVEMBER	WEDNESDAY 22 NOVEMBER
09.00 - 09.30	09.15 - 10.45	09.15 - 10.45
Welcome remarks and ice-breaker	Designing an impactful EU-related communication strategy II	Zooming in on digital communications in the EU environment
09.30 - 11.00 What is specific to communicating in an EU-related environment? Opportunities and challenges to communicate to the EU, about the EU, and in the framework of projects funded by the EU	Setting your objectives and messages	Designing your corporate/organisational online and social media strategy
COFFEE BREAK	COFFEE BREAK & GROUP PICTURE	COFFEE BREAK
11.15 - 12.30	11.00 - 12.15	11.00 - 12.15
How does the EU communicate?	Designing an impactful EU-related communication strategy III	Zooming in on digital communications in the EU environment
Overview of EU institutions's trategies, approaches and challenges	Preparing key components of your strategy & action plan	Managing social media for your organisation
LUNCH	LUNCH	LUNCH
4445 45 20	14.00 15.20	14.00 15.20
14.15 - 15.30	14.00 - 15.30 From ideas to actions	14.00 - 15.30 Workshop
14.15 - 15.30  Communicating towards EU Institutions  Overview of key dos and don'ts	14.00 - 15.30 From ideas to actions Practical exercise (I) Building an effective communication strategy – Preparation	14.00 - 15.30  Workshop  Learning from impactful social media campaigns and from social media crises
Communicating towards EU Institutions	From ideas to actions  Practical exercise (I) Building an effective communication strategy –	Workshop  Learning from impactful social media campaigns and from social
Communicating towards EU Institutions  Overview of key dos and don'ts  COFFEE BREAK	From ideas to actions  Practical exercise (I) Building an effective communication strategy – Preparation  COFFEE BREAK	Workshop Learning from impactful social media campaigns and from social media crises  COFFEE BREAK
Communicating towards EU Institutions Overview of key dos and don'ts  COFFEE BREAK  15.45 - 17.00 Designing an impactful EU-related communication	From ideas to actions  Practical exercise (I) Building an effective communication strategy –  Preparation	Workshop  Learning from impactful social media campaigns and from social media crises
COFFEE BREAK  COFFEE BREAK  15.45 - 17.00  Designing an impactful EU-related communication strategy I (for a project or for an organisation)	From ideas to actions  Practical exercise (I) Building an effective communication strategy— Preparation  COFFEE BREAK  15.45 - 17.00  From ideas to actions  Practical exercise (II) Building an effective communication strategy -	Workshop Learning from impactful social media campaigns and from social media crises  COFFEE BREAK  15.45 - 17.00 The feedback loop Monitoring, return on investment, evaluation, learning and
Communicating towards EU Institutions Overview of key dos and don'ts  COFFEE BREAK  15.45 - 17.00 Designing an impactful EU-related communication	From ideas to actions  Practical exercise (I) Building an effective communication strategy— Preparation  COFFEE BREAK  15.45 - 17.00  From ideas to actions	Workshop Learning from impactful social media campaigns and from social media crises  COFFEE BREAK  15.45 - 17.00 The feedback loop
COFFEE BREAK  15.45 - 17.00  Designing an impactful EU-related communication strategy I (for a project or for an organisation)  Situation analysis and stakeholder mapping in Brussels and	From ideas to actions  Practical exercise (I) Building an effective communication strategy— Preparation  COFFEE BREAK  15.45 - 17.00  From ideas to actions  Practical exercise (II) Building an effective communication strategy -	Workshop Learning from impactful social media campaigns and from social media crises  COFFEE BREAK  15.45 - 17.00 The feedback loop Monitoring, return on investment, evaluation, learning and
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