

MONDAY 25 NOVEMBER	TUESDAY 26 NOVEMBER	
09.30 - 10.00	09.30 - 11.00	09.30 - 11.00
Welcome remarks and ice-breaker	Designing an impactful EU-related communication strategy II	Zooming in on environment
 10.00 - 11.15 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 co strategy
COFFEE BREAK	COFFEE BREAK & GROUP PICTURE	
11.30 - 12.45	11.15 - 12.30	11.15 - 12.30
How does the EU communicate?	Designing an impactful EU-related communication strategy III	Zooming in on environment
Overview of EU institutions' strategies, approaches and challenges	Preparing key components of your strategy & action plan	Managing social m
LUNCH	LUNCH	
14.15 - 15.45	14.15 - 15.45	14.15 - 15.45
Communicating towards EU Institutions Overview of key dos and don'ts	From ideas to actions Practical exercise (I) Building an effective communication strategy – Preparation	Workshop Learning from imp media crises
COFFEE BREAK	COFFEE BREAK	
16.00 - 17.15	16.00 - 17.15	16.00 - 17.15
Designing an impactful EU-related communication	From ideas to actions	The feedback l
strategy I (for a project or for an organisation) Situation analysis and stakeholder mapping in Brussels and beyond	Practical exercise (II) Building an effective communication strategy - Presentation and feedback	Monitoring, returr reporting on your
		17.15 - 17.30
		Course feedback:
		Course feedback:

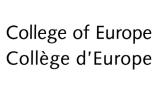
2024

25 - 27 November

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Bruges







executive education, training & projects

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A three-day course designed to help participants navigate the complex and yet important communications field in an EU related-environment and build effective and memorable communication strategies, plans and activities.

WEDNESDAY 27 NOVEMBER

n digital communications in the EU

corporate/organisational online and social media

COFFEE BREAK

n digital communications in the EU

media for your organisation

LUNCH

npactful social media campaigns and from social

COFFEE BREAK

loop

Irn on investment, evaluation, learning and ur communication actions

k: filling in the course evaluation form

awarding of certificates and farewell drinks

