



# COMMUNICATING IN AN EU-RELATED ENVIRONMENT

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.

MONDAY 25 NOVEMBER	TUESDAY 26 NOVEMBER	WEDNESDAY 27 NOVEMBER
<p><b>09.30 - 10.00</b> Welcome remarks and ice-breaker</p> <hr/> <p><b>10.00 - 11.15</b> <b>What is specific to communicating in an EU-related environment?</b> Opportunities and challenges to communicate to the EU, about the EU, and in the framework of projects funded by the EU</p>	<p><b>09.30 - 11.00</b> <b>Designing an impactful EU-related communication strategy II</b> Setting your objectives and messages</p>	<p><b>09.30 - 11.00</b> <b>Zooming in on digital communications in the EU environment</b> Designing your corporate/organisational online and social media strategy</p>
COFFEE BREAK	COFFEE BREAK & <b>GROUP PICTURE</b>	COFFEE BREAK
<p><b>11.30 - 12.45</b> <b>How does the EU communicate?</b> Overview of EU institutions' strategies, approaches and challenges</p>	<p><b>11.15 - 12.30</b> <b>Designing an impactful EU-related communication strategy III</b> Preparing key components of your strategy &amp; action plan</p>	<p><b>11.15 - 12.30</b> <b>Zooming in on digital communications in the EU environment</b> Managing social media for your organisation</p>
LUNCH	LUNCH	LUNCH
<p><b>14.15 - 15.45</b> <b>Communicating towards EU Institutions</b> Overview of key dos and don'ts</p>	<p><b>14.15 - 15.45</b> <b>From ideas to actions</b> Practical exercise (I) Building an effective communication strategy – Preparation</p>	<p><b>14.15 - 15.45</b> <b>Workshop</b> Learning from impactful social media campaigns and from social media crises</p>
COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
<p><b>16.00 - 17.15</b> <b>Designing an impactful EU-related communication strategy I (for a project or for an organisation)</b> Situation analysis and stakeholder mapping in Brussels and beyond</p>	<p><b>16.00 - 17.15</b> <b>From ideas to actions</b> Practical exercise (II) Building an effective communication strategy – Presentation and feedback</p>	<p><b>16.00 - 17.15</b> <b>The feedback loop</b> Monitoring, return on investment, evaluation, learning and reporting on your communication actions</p> <hr/> <p><b>17.15 - 17.30</b> Course feedback: filling in the course evaluation form</p> <p><b>17.30 - 18.00</b> Closing remarks, awarding of certificates and farewell drinks</p>
17.45 WELCOME RECEPTION	17.45 GUIDED TOUR OF BRUGES	



College of Europe  
Collège d'Europe



executive education,  
training & projects

**2024**  
25 - 27 November

**Bruges**

**eucomm@coleurope.eu**

**www.coleurope.eu/eucomm**

This programme should be considered as provisional and may change without prior notice. It is property of the College of Europe and shall not be reproduced without its written permission.