



# COMMUNICATING IN AN EU-RELATED ENVIRONMENT

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

MONDAY 21 NOVEMBER	TUESDAY 22 NOVEMBER	WEDNESDAY 23 NOVEMBER
<p><b>09.00 - 09.30</b> Welcome remarks and ice-breaker</p> <p><b>09.30 - 11.00</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>09.00 - 10.30</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	COFFEE BREAK
<p><b>11.15 - 12.30</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>10.45 - 12.00</b> <b>Zooming in on digital communications in the EU environment</b> Managing social media for your organisation</p>
LUNCH - SALONS	LUNCH - SALONS	LUNCH
<p><b>14.00 - 14.15 GROUP PICTURE</b></p> <p><b>14.15 - 15.45</b> <b>Communicating towards EU Institutions</b> Overview of key dos and don'ts</p>	<p><b>14.00 - 15.45</b> <b>From ideas to actions</b> Practical exercise (I) Building an effective communication strategy - Preparation</p>	<p><b>13.15 - 15.00</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 - 17.30</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 - 17.30</b> <b>From ideas to actions</b> Practical exercise (II) Building an effective communication strategy - Presentation and feedback</p>	<p><b>15.15 - 16.45</b> <b>The feedback loop</b> Monitoring, return on investment, evaluation, learning and reporting on your communication actions</p>
		<p><b>16.45 - 17.15</b> <b>Closing remarks, course feedback &amp; awarding of certificates</b></p> <p>Let's stay in touch Join the course network!</p>
18.30 WELCOME DINNER		



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21 - 23 November

Bruges



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