

5 tips

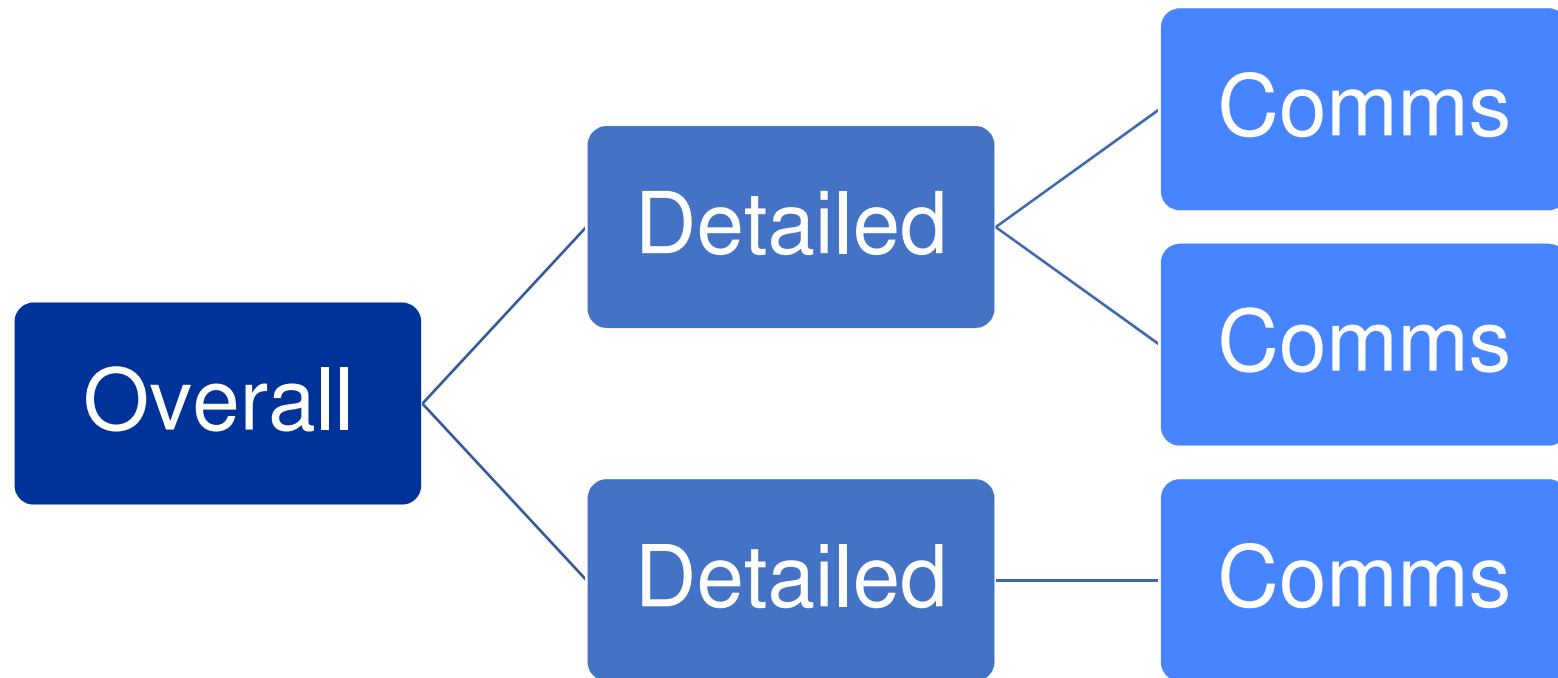
for your communication work package





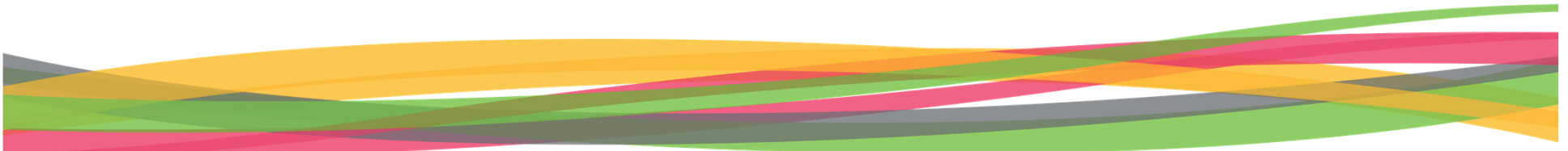
#1: Set the right objectives

Project & communication objectives



Activity or objective?

1. Develop website
2. Engage policy makers in the revision of national innovation strategies
3. Prepare a communication strategy





#2: Think impact

The background of the slide is a high-contrast, blue-tinted image of an open book. The pages are fanned out, creating a radial pattern of light and dark blue lines that converge towards the center. The text on the pages is mostly illegible due to the blue tint and high contrast, but some words like "результат" (result) and "сравнительно" (comparatively) are visible on the left page. A horizontal band with a fine grid pattern is overlaid across the center of the image, containing the text "Think storytelling" in white.

Think storytelling



#3: Define your target groups

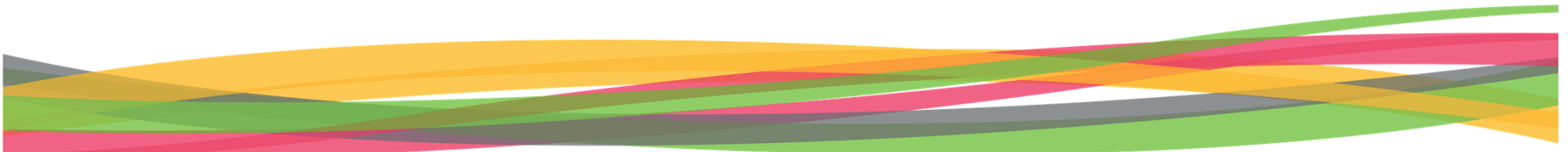
Output indicators

organisations:

- *informed* about new solutions
- *adopting* new solutions



Focus your efforts





#4: Choose effective tactics

Example: POWER cluster



65,000 visitors

26 panel debates

26 press releases

Visitor polls

Mayor conference





#5: Consider your webspace



My Project Workspace

Output library

Organisation

Contact

About

News

Welcome to My Project Workspace, a workspace created to guide and inspire North Sea Region Programme projects preparing their own project workspace.

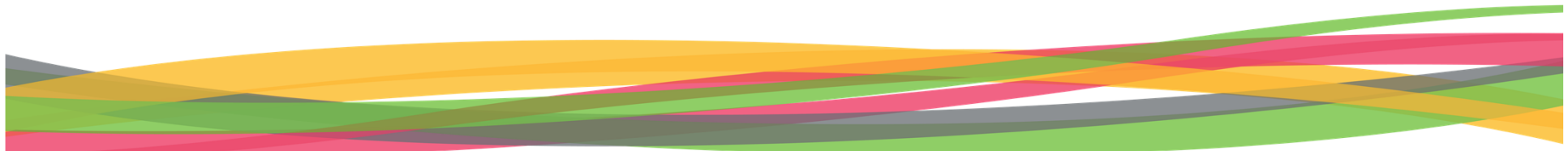
Getting started

Once you have an approved project with our programme, you will receive a notification through the online monitoring system with user details and password for your project workspace.

When you receive your project workspace, it will consist of a standard structure and content extracted from the online monitoring system. While content from the online monitoring system cannot be altered, the remaining structure and design is highly adaptable. Browse through this workspace to learn how.

My Project
Workspace

Northsearegion.eu/my-project-workspace



Checklist

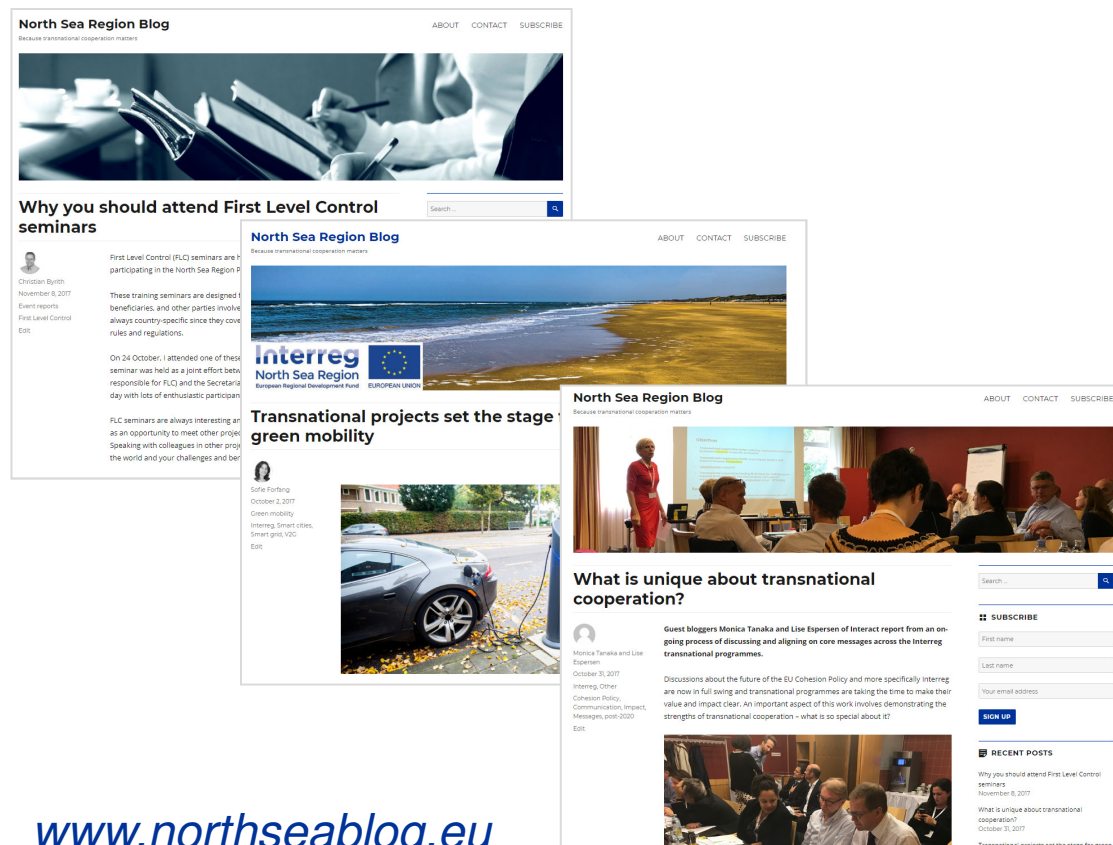
Does your application:

- Set project-specific comms objectives?
- Describe well-chosen comms tactics?
- Include comms activities/ deliverables designed for your target audience?

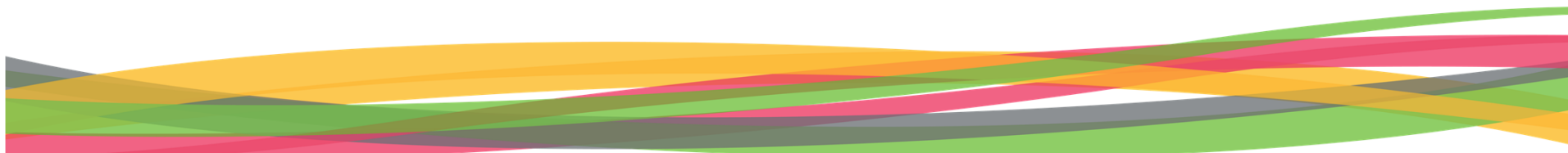
Questions?



North Sea Region Blog



www.northseablog.eu





Thank you!



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