

TAKING
COOPERATION
FORWARD



Kick Off Meeting
Bologna, 27 June 2017



Communication capacity building session



CEETO - Communication Manager EUROPARC - Fernando Pinillos

COMMUNICATION WORKSHOP AGENDA

Communicating
CEETO

Communication
Tools

Working with
Media

Communication
Skills

CEETO
Communication
Strategy

Summary

Let's brainstorm!



“The art of communication is the language of leadership” - James Humes

Why we need to communicate CEETO?

- to inform
- to create and maintain relationships
- to build trust
- To boost visibility
- To demonstrate the success (indicators!)
- to LEAD THE CHANGE in sustainable tourism development



IT IS EVERY PARTNER'S BUSINESS!!

EUROPARC DOES...

- Communication Word Package Coordination and advise:
 - Produce communication WP deliverables.
 - Support partners in the productions of other deliverables.
- Sustainable tourism advise (EUROPARC network of knowledge).

EUROPARC DOES NOT...

- Edit on demand, translations, etc.



WHAT WE EXPECT FROM PARTNERS

- Participate in online meetings
- Provide stakeholder, dissemination contacts and messages
- Provide regional media releases information
- Produce Communication Media (D.C.5.2 - May 2020):
 - Write media articles (100/ project)
 - Publish Press Releases (5 per partner)
- Shoot and edit video teasers (1/ Pilot Protected Area):
- Engagement in the Communication Platform (O.T4.1 - April 2018)
- Translate and print communication materials to local language.



HOW TO USE LOGO COMBINATIONS?

The European Union flag emblem shall not be smaller than the size of the biggest logo displayed on a same page (either in height or width).



CEETO Website

It is published! <http://interreg-central.eu/Content.Node/CEETO.html>



Deliverable D.C.1.2 - Nov 20017

Result indicators: 100 unique visits/ month. Updates every 6 months.



HOW TO USE SOCIAL MEDIA PLATFORMS?

3 Social Media Platforms (D.C.2.1):



Unlimited characters. Use #topic, @InterregCE and #CEETO



140 char. Link = 23 char. Use @InterregCE and #CEETO



Share your video links with CEETO comms manager.

Social media calendar for partners (Schedule posts)

Publish on your own SM platforms using @CEETO



TARGET JOURNALIST, BLOGGERS & FREELANCE WRITERS

Most journalist are bombed with thousands of press releases.
Start creating a DATABASE with contacts:

- Print media (include local press and trade magazines)
- Online media (News, blogs, magazines)
- Radio
- Television.

YOUR ORGANIZATION NAME								
Media Name	Media Type	Journalist Name	Field	Phone	Email	Audience	Images	Comments

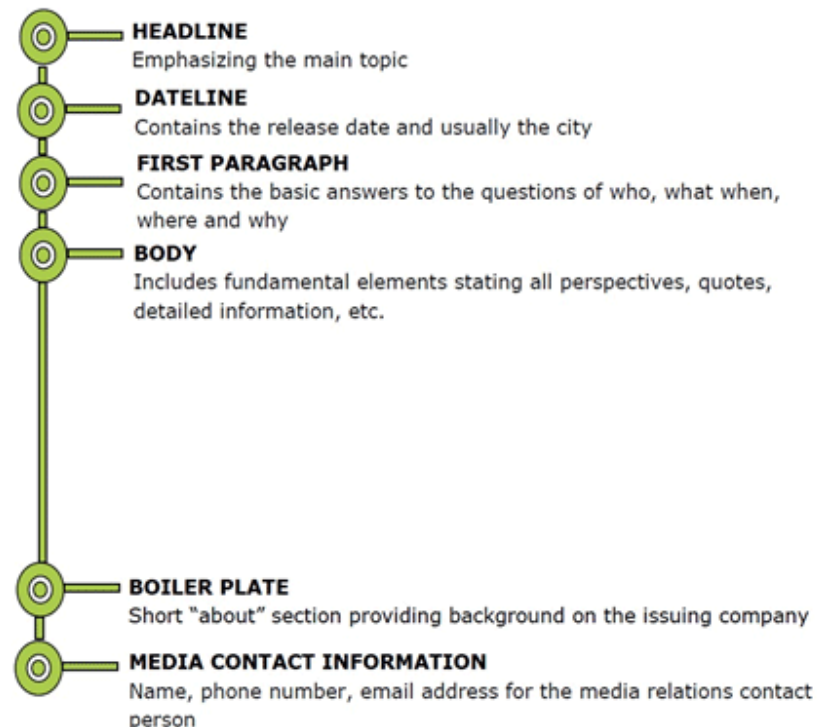


HOW TO WRITE A PRESS RELEASE?

Press release: to ease journalist work in writing articles about our project

Structure (5W):

- Who is involved?
- What is the new about?
- When is happening?
- Where will take place?
- Why is being done?



Timing: Send 2 days before the event/ choose international days



HOW TO SPEAK IN PUBLIC?

- Start with a short story, an anecdote,... get them hooked!
- Speak with an intent to move people to action.
- Know your audience, and never underestimate their knowledge.
- Structure your speech:
 - What we are going to speak about
 - Content
 - What we spoke about (main points)
- Make pauses, catch their attention!



SORYTELLING: “is the social and cultural activity of sharing stories”

God Story: Illustrative, Easily Memorable, Emotional and Novel.

Why to tell stories?

- To connect with people.
- To help deciding.
- To influence actions.
- To persuade.

Stories open doors!



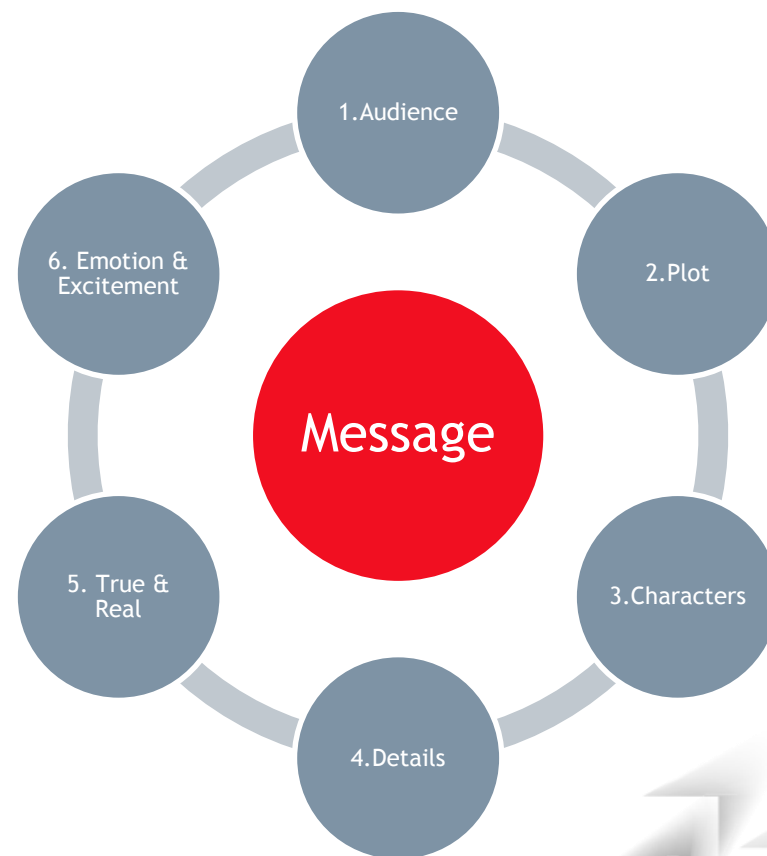
HOW TO WRITE STORIES

Main Components:

- Plot (beginning, climax, end)
- Characters
- Point of View



"You can stop reading now. This story lacks depth."



VIDEO PRODUCTION

Teasers of PAs and its challenges (D.C.2.5 - June 2018)

How to record and edit videos?

- Catchy introduction
- Storytelling
- Make it visual (Watch it muted)
- Include Visual Identity (CEETO)

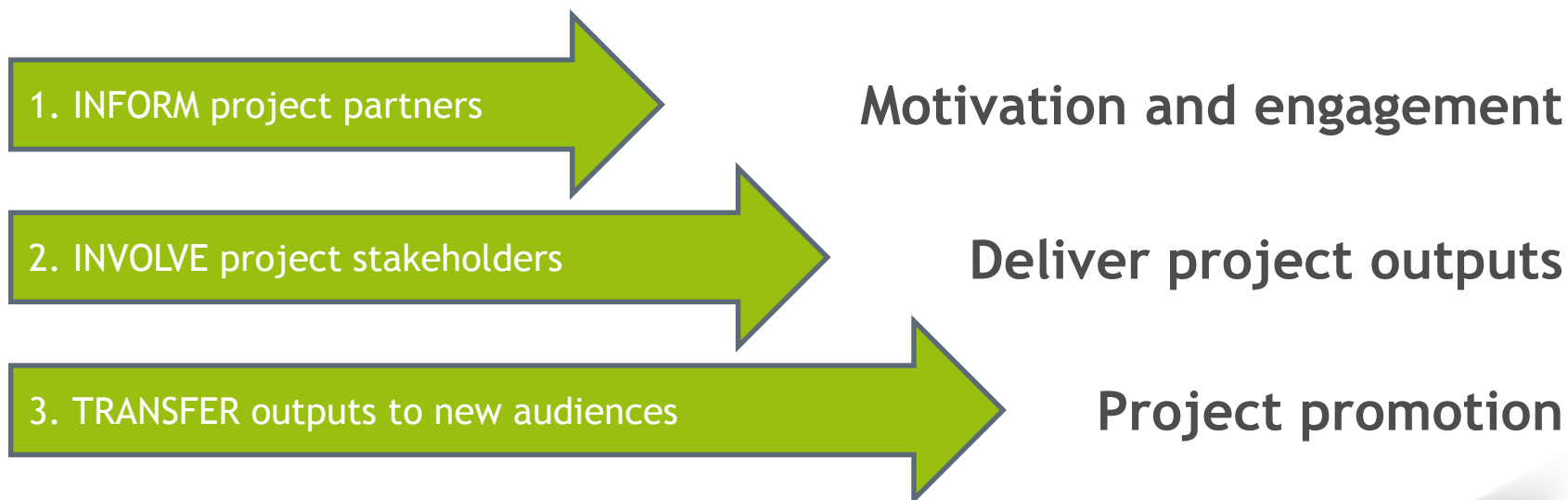
EUROPARC Guidelines, Follow them!

- Best video settings for web-share
- Tips and support.



WHAT FOR?

It is the path to achieve CEETO main goal: *To improve integrated environmental management capacities for the protection and sustainable use of natural heritage and resources.*

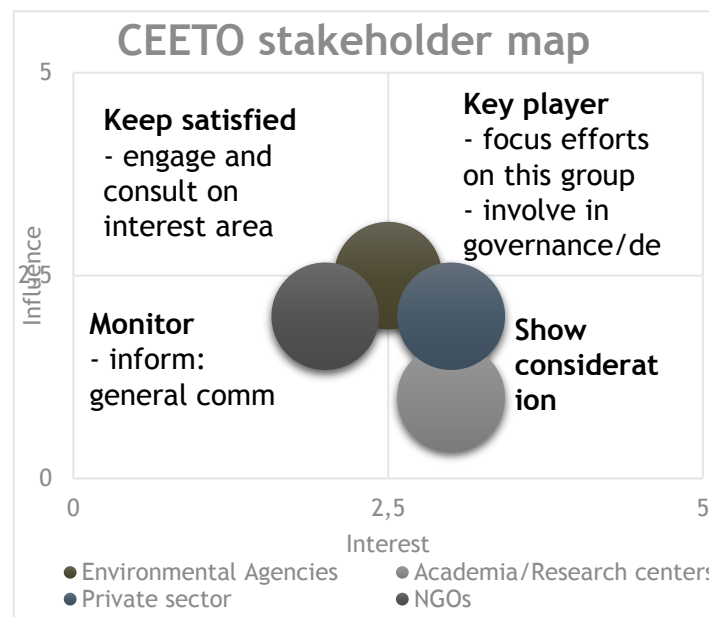
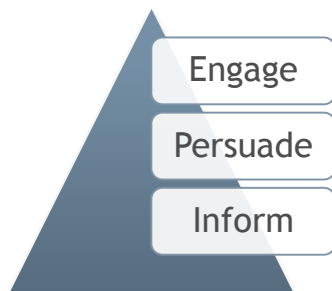


IDENTIFY TARGET AUDIENCES/ STAKEHOLDERS

List of important people and organisations that need to know about our project in order to produce the desired change.

Analyze:

- Interest (0 - 5)
- Influence (0 - 5)



DEFINE KEY MESSAGES

Are the core attributes about our project that we want our target audience to remember.

- Targeted - tailored to an audience
- Clear - avoid jargon
- Concise - Short, deliver in 10 seconds.
- True - based on evidence



AUDIENCE MESSAGE GRID

Audience	Communication Objective	Status Quo 2017	Status Quo aim 2020	Key message
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TARGET AUDIENCES: Are the individuals and collectives that we want to reach:

- Local public authorities (local, regional, national)
- Sectoral Agency
- Interest groups (NGOs,...)
- Higher education & Research
- Education/Training centre & schools
- SME
- Business support organisations
- Infrastructure and public services providers

KEY MESSAGES: are the core attributes about your project you want your target audience to remember.

- Targeted - tailored to an audience
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THINGS TO REMEMBER

- **Why we need to communicate CEEETO**
- **EUROPARC role on CEETO**
- **What partners need to do for communications?**
- **Communication tools:** branding, website, social media
- **Working with Media:** Media database, press releases.
- **Communication Skills:** speak in public, storytelling, videomaker
- **Communication Strategy:** why, target audiences, key messages



ANY QUESTION OR COMMENTS?



LET'S BRAINSTORM!

KEY MESSAGE DEFINITION

Let's create 2 messages to communicate the main goal of CEETO, targeted to a:

Policy maker

Park manager

Remember:

- Targeted - tailored to an audience
- Clear - avoid jargon
- Concise - Short, deliver in 10 seconds.
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