

TRAINING FOR COMMUNICATION MANAGERS

Agenda

Version 2

Date

17 December 2020





TRAINING PROGRAMME

09.00 - 09.10	Welcome and agenda
09.10 - 9.30	Reminder of Central Europe Communication Rules
9.30 - 9.50	The TRANSFARM Communication Strategy
9.50 - 10.00	Planning Communication
10.00 - 10.20	What to Communicate - What is a news according to different channels
10.20 - 10.45	Social Media - Tricks and tips on LinkedIn and Twitter
10.45 - 10.50	Questions & answers
10.50 - 11.00	Coffee Break
11.00 - 11.20	Dealing with the media (press, TV, radio, web)
11.20 - 11.30	Co-branding and communication activities at pilot sites
11.30 - 11.50	Video production
11.50 - 12.05	Reporting COM activities
12.05 - 12.15	Questions & answers
12.15	Close

How to participate

Join Zoom Meeting

Link: <https://us02web.zoom.us/j/81329175031?pwd=cjJlQmhmYOU95R3E5NWdNc1Y2NCtFQT09>

Meeting ID: 813 2917 5031

Passcode: 209747

Task leader: Federunacoma

Speakers



Giuseppe SAIJA is a communication manager at FederUnacoma. He has experience as a journalist in several Italian media (written press, TV) and has led several European communication projects on themes related to technologies and innovation in different domains. He coordinated the URBEST project within the City of Tomorrow programme, showcasing urban innovation practices in Europe, and was in charge of the video production within two FET projects (Future Emerging Technologies). Italian native speaker, he is fluent in English and French.



Alec WALKER-LOVE is a communication specialist working in sustainability, technology and science issues of all kinds. Alec works with a range of organisations - from start-ups to European funded research and associations - to help get their message across more effectively. He is ready to hear about the amazing potential of precision agriculture to protect as well as provide for our planet; and how Transform4.0 plans to contribute.



Gabriele QUATTROCCHI is a journalist and web editor working as content developer supporting project communication management. He has worked for several online magazines and Italian newspapers. He has developed and managed the brand awareness campaign and social media content strategies of Italian NGOs and worked as press and communication officer of a political party and candidates running for office.