Communication seminar for first call projects
6 February 2018 | Vienna, Austria

Ingredients of good project communication

Joint Secretariat | Frank Schneider

Ingredients of good project communication

Research

Strategy

Creativity

Research

Why do we communicate
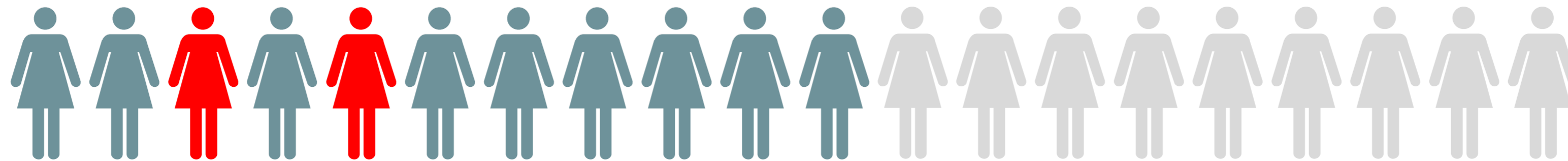and who do we communicate to?

1. Know **WHY** you communicate
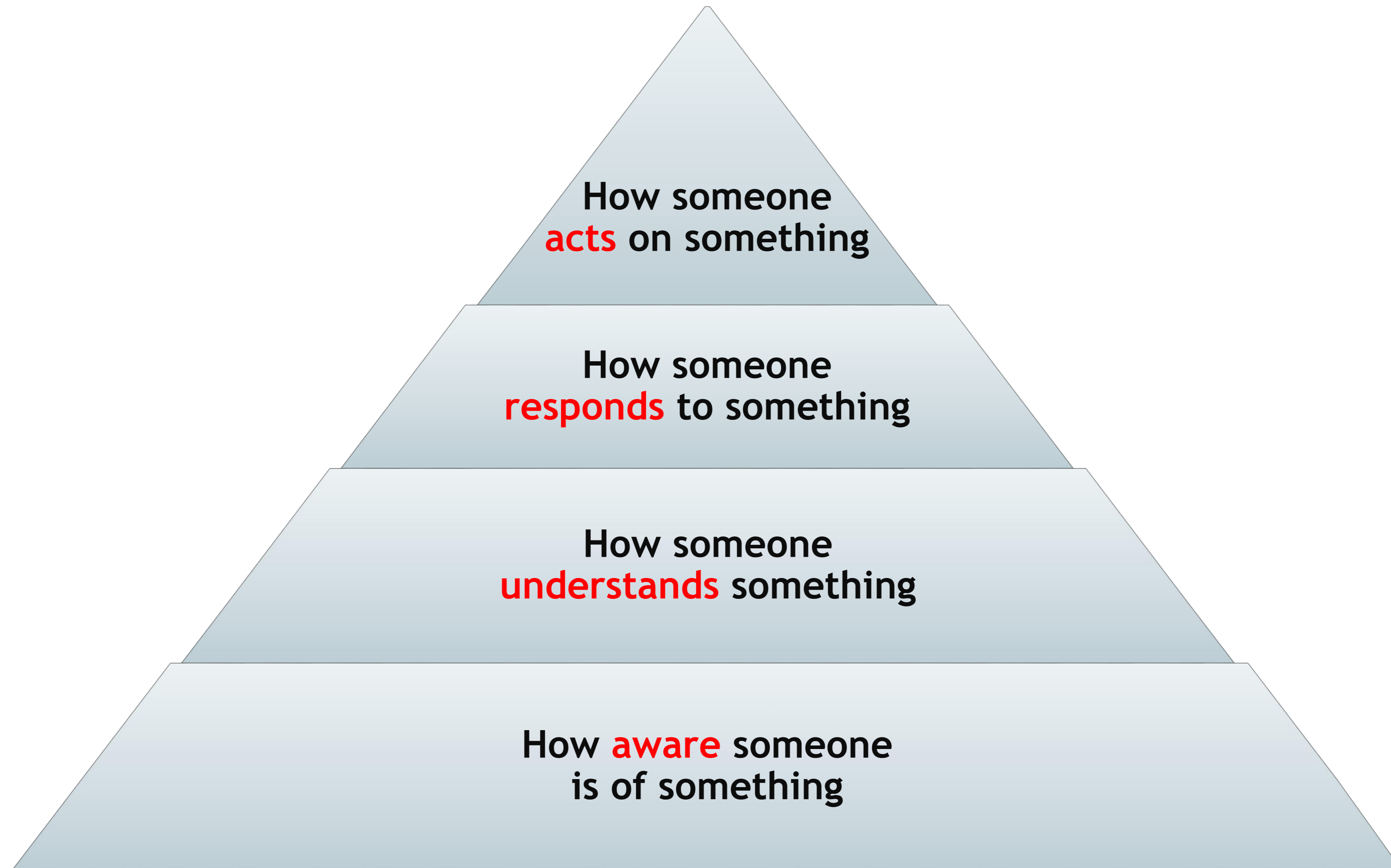
...and you will know how to do it in the best way

We always communicate with someone specific...

…and we do it for a reason.

We communicate to change

How someone **acts** on something

How someone **responds** to something

How someone **understands** something
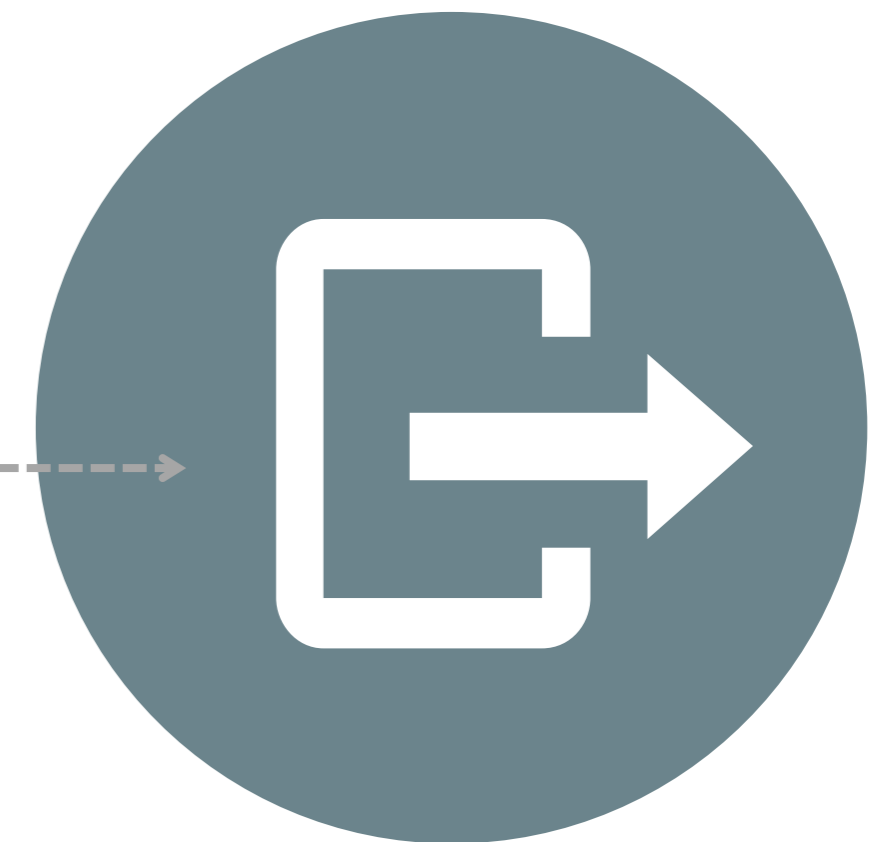
How **aware** someone is of something

Why do you communicate?

Motivate and **engage** the partnership

Involve people in project activities

Create interest in and **transfer** outputs

2. Know **WHO** you communicate to

...and you will be successful in sustaining and transferring your project outputs and results

Who do you communicate with?
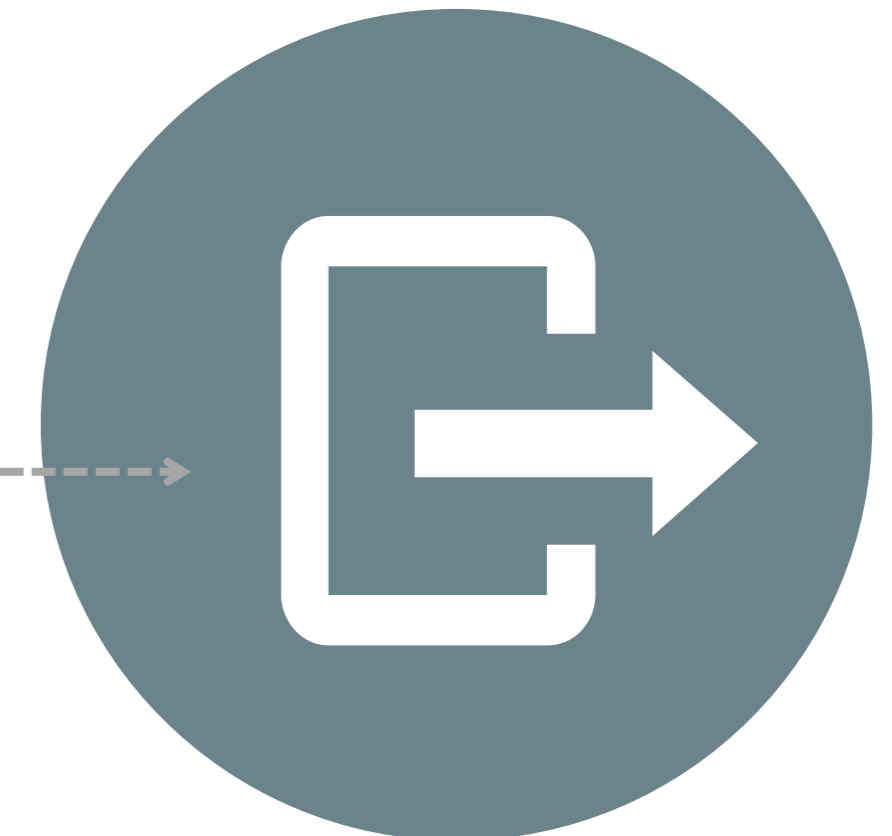
Motivate and engage the partnership

Involve people in project activities

Create interest in and transfer outputs

Project partners

Thematic experts and policy makers

Citizens, policy makers, thematic experts, media, ...

How much do people know about what you do?

And why is it important?

The more someone knows about a subject, the more specific a message can be.

Messages have to respect the knowledge of an audience.

Prize money 2017
31 million GBP in total

Expert

Singles winners 2017
Garbine Muguruzu
Roger Federer

Good knowledge

Dress rule
All white

Medium knowledge

Surface
Gras

Basic knowledge

Game
Tennis

Have heard about it

What do you know about Wimbledon?

Communicate in a way
that your audience understands.

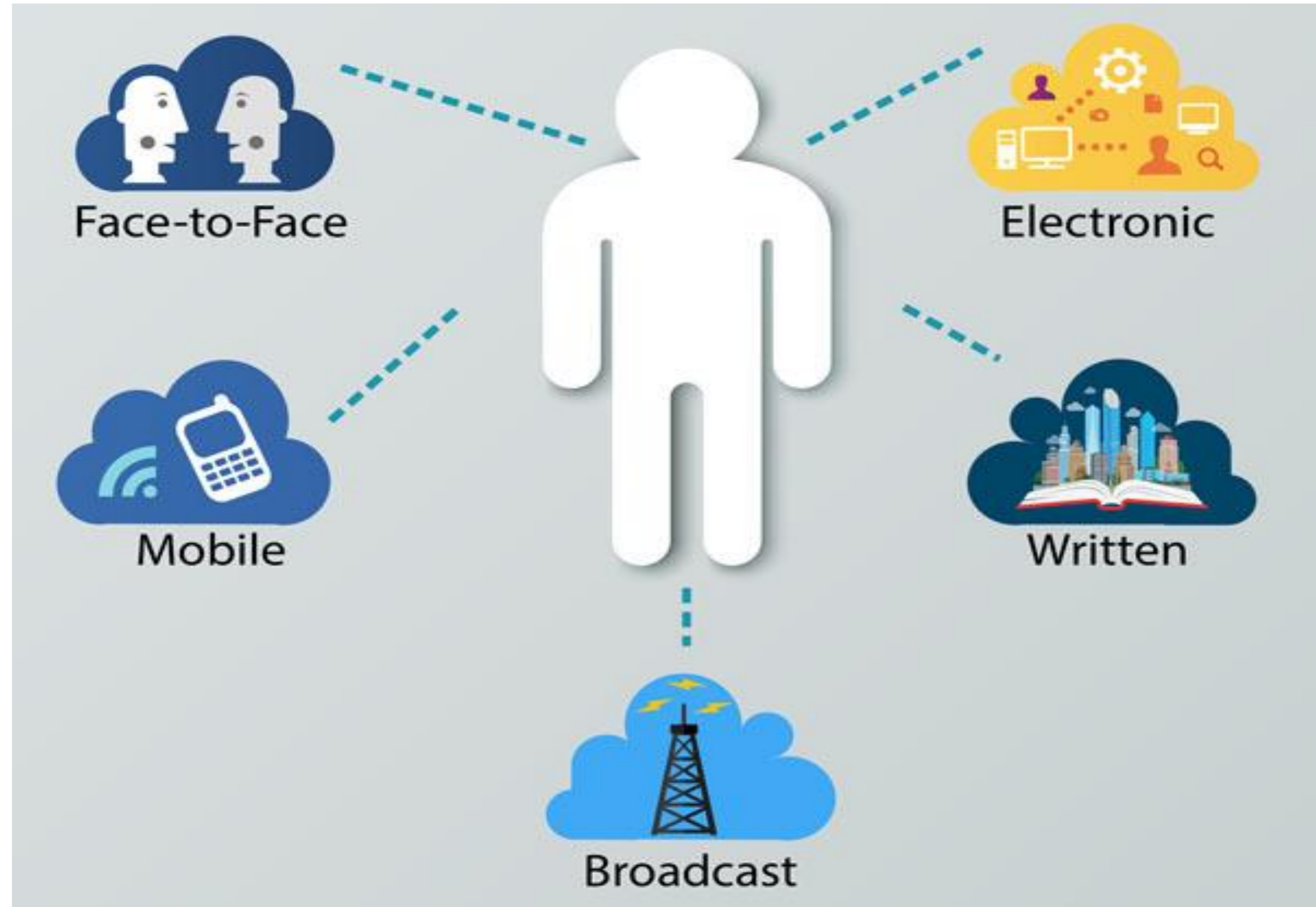**Adjust content and language
to the people you talk to**.

3. Know **WHERE** you communicate

...and you will communicate more efficiently your outputs and results

Where do you reach your audience?

Opportunities for communication are endless

Face-to-Face: Directly or indirectly?

Do you reach your audience directly or do you have to mobilise partners?

STAKEHOLDER MAPPING MATRIX

Level of Support

High

Low

MOBILISE
and coordinate

Project partners

CONSULT
and involve

Colleagues in organisation xy

Ignore
but monitor

INFORM
and convince

Director of organisation xy

Low

High

Level of Influence
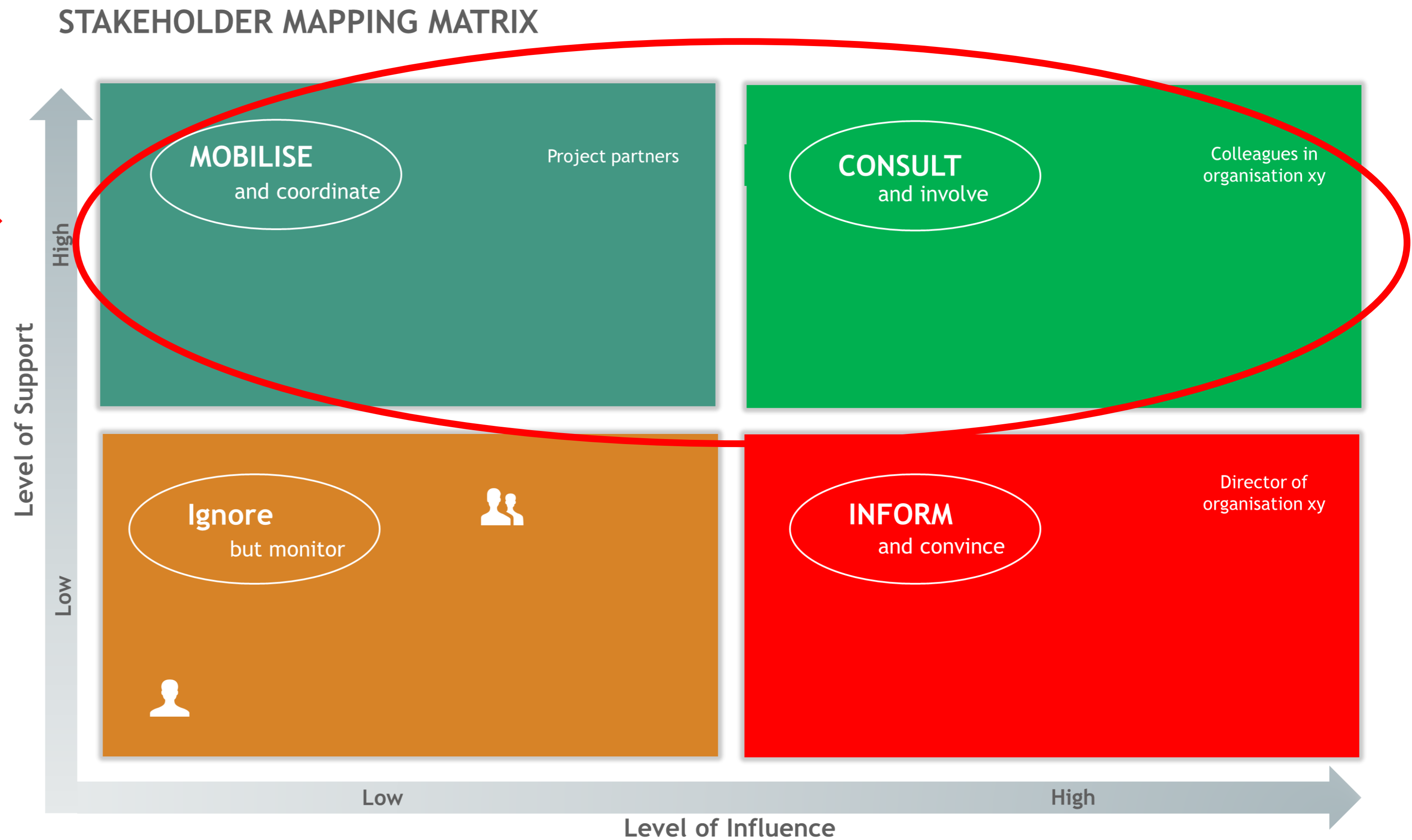
Social media: Where do you reach your audience?
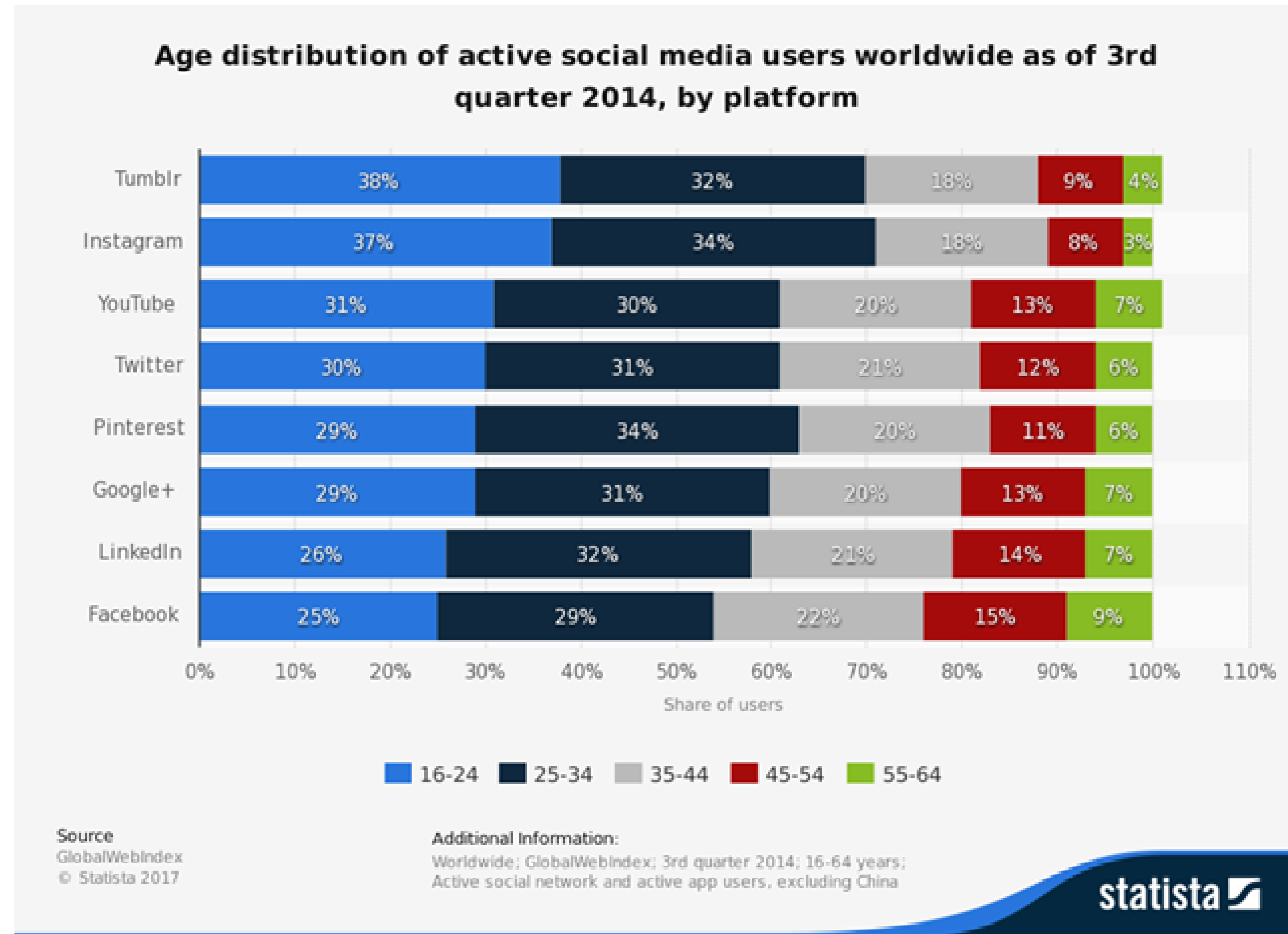
And that's only the social media options...
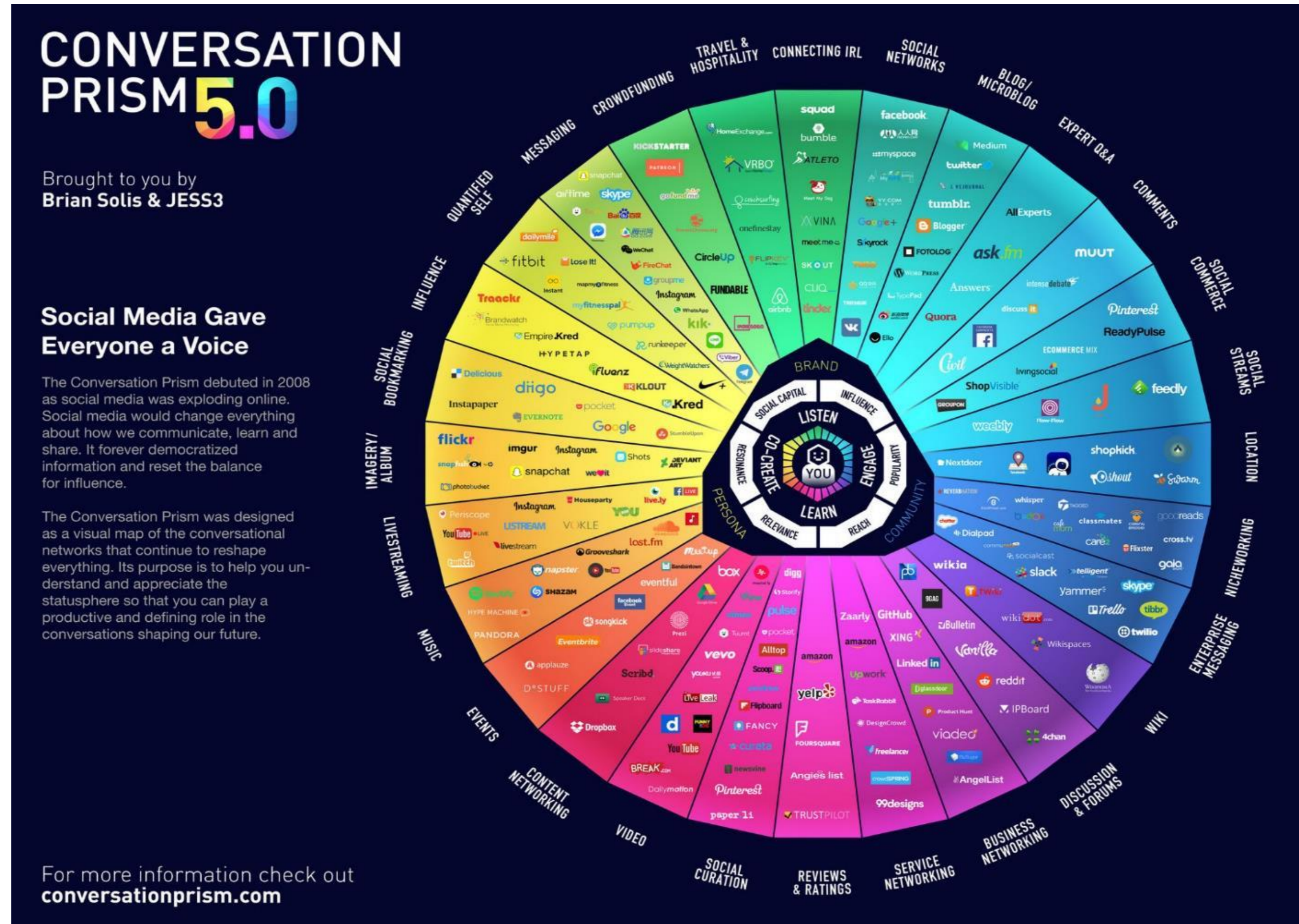
Social media: Where do you reach your audience?

Where will you reach your audience best?
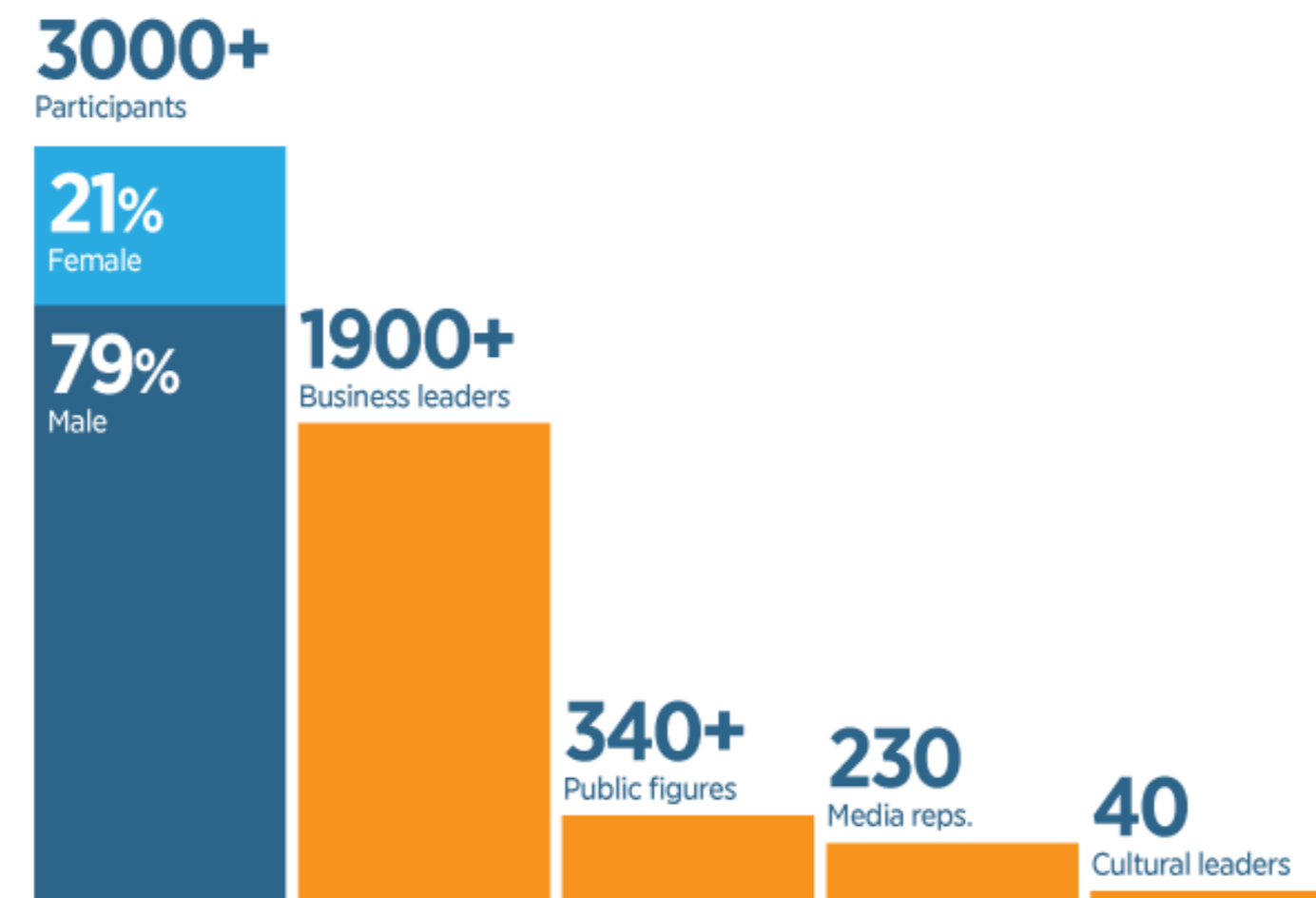
Example: Social media channels

Age distribution of active social media users worldwide as of 3rd quarter 2014, by platform

Platform	16-24	25-34	35-44	45-54	55-64
Tumblr	38%	32%	18%	9%	4%
Instagram	37%	34%	18%	8%	3%
YouTube	31%	30%	20%	13%	7%
Twitter	30%	31%	21%	12%	6%
Pinterest	29%	34%	20%	11%	6%
Google+	29%	31%	20%	13%	7%
LinkedIn	26%	32%	21%	14%	7%
Facebook	25%	29%	22%	15%	9%

Share of users

Source
GlobalWebIndex
© Statista 2017

Additional Information:
Worldwide; GlobalWebIndex; 3rd quarter 2014; 16-64 years;
Active social network and active app users, excluding China

statista

Events: Where do you reach your audience?

Where will you reach your audience best?

Example:
Davos conference and EUWRC

Meeting attendees: Who are they?

3000+
Participants

21% Female

79% Male

1900+ Business leaders

340+ Public figures

230 Media reps.

40 Cultural leaders

Source: World Economic Forum

5,164 participants registered on 8 October 2016 by organisational affiliation (in %)

Associations, private sector: 17.0
- Consultants
- Banks
- Enterprises
- Public sector associations
- National/European associations

Other: 11.9

Regions, cities

Local, regional, national administrations: 47.1

Brussels regional offices

National ministries

Permanent Representations to the EU

Researchers, university: 12.3

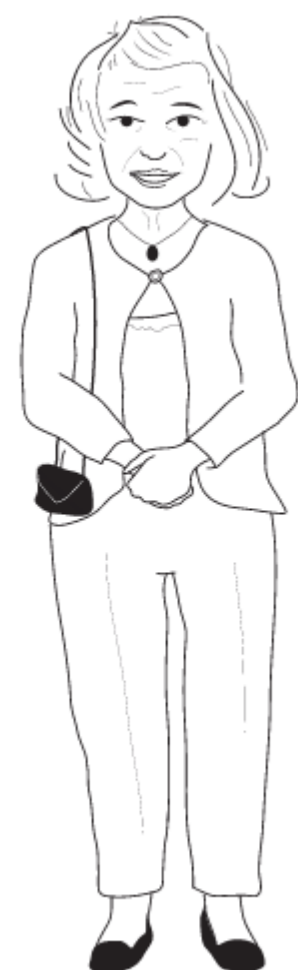**EU institutions: 11.8**
- EP
- CoR
- European Commission

Media: Where do you reach your audience?

Where will you reach your audience best?

Example:
Guardian and Daily Mirror

DEMOGRAPHICS
- GENDER: MALE +
- AGE: 18-24 +
- SOCIAL GRADE: ABC1 +

TOP REGIONS +
- LONDON
- CENTRAL SCOTLAND
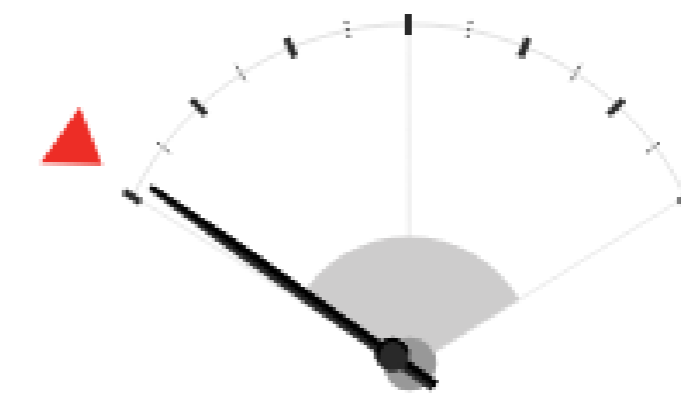- WALES AND AVON

POLITICS

LEFT   RIGHT

DEMOGRAPHICS
- GENDER: FEMALE +
- AGE: 55* +
- SOCIAL GRADE: C2DE +

TOP REGIONS +
- NORTH WEST
- YORKSHIRE
- WALES AND AVON

POLITICS

LEFT   RIGHT

+ PROFESSIONS
- CONSUMER GOODS
- HOME AND GARDEN
- ENTERTAINMENT

+ MONTHLY SPARE £
- LESS THAN £125

POLITICS

LEFT   RIGHT

+ PROFESSIONS
- CIVIL SOCIETY AND CHARITY
- MEDIA AND PUBLISHING
- GOVERNMENT & CIVIL SERVICE

+ MONTHLY SPARE £
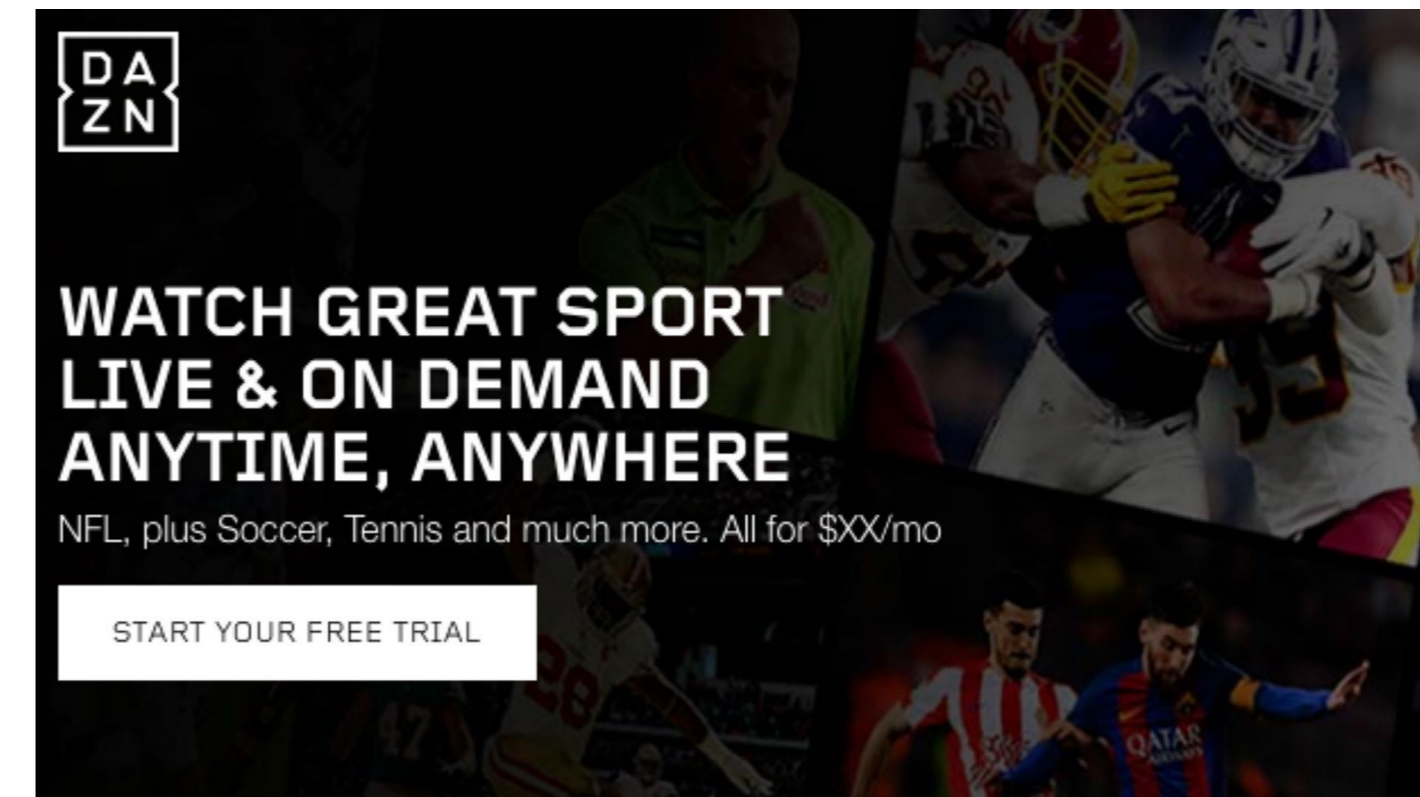- £125 TO £499

19

Focus your communication
on channels where your audience is.

**Use data to find out
where your audiences are**

and neglect the rest.

Examples for good audience-channel-message fits?

Strategy

How to review communication
for the final project half

4. Plan your **TACTICS** for each audience

...and your communication will be more successful

Before you choose your tactics...

...let's take a brief look
at how people take decisions.

Short exercise:
How many colours are in this painting?

Display caption   Catalogue entry

Light Red Over Black is a large oil painting on a rectangular, vertically oriented canvas. As is suggested by the work's title, the painting consists of two large black rectangles enclosed by a thick, vivid scarlet border, recalling the structure of a window. The unmodulated paint of the scarlet section contrasts with the blurred rectangles it surrounds. These areas of black paint have been sparsely applied and blended with blue pigment, creating pulsating, hazy forms that give the canvas a sense of movement and depth.

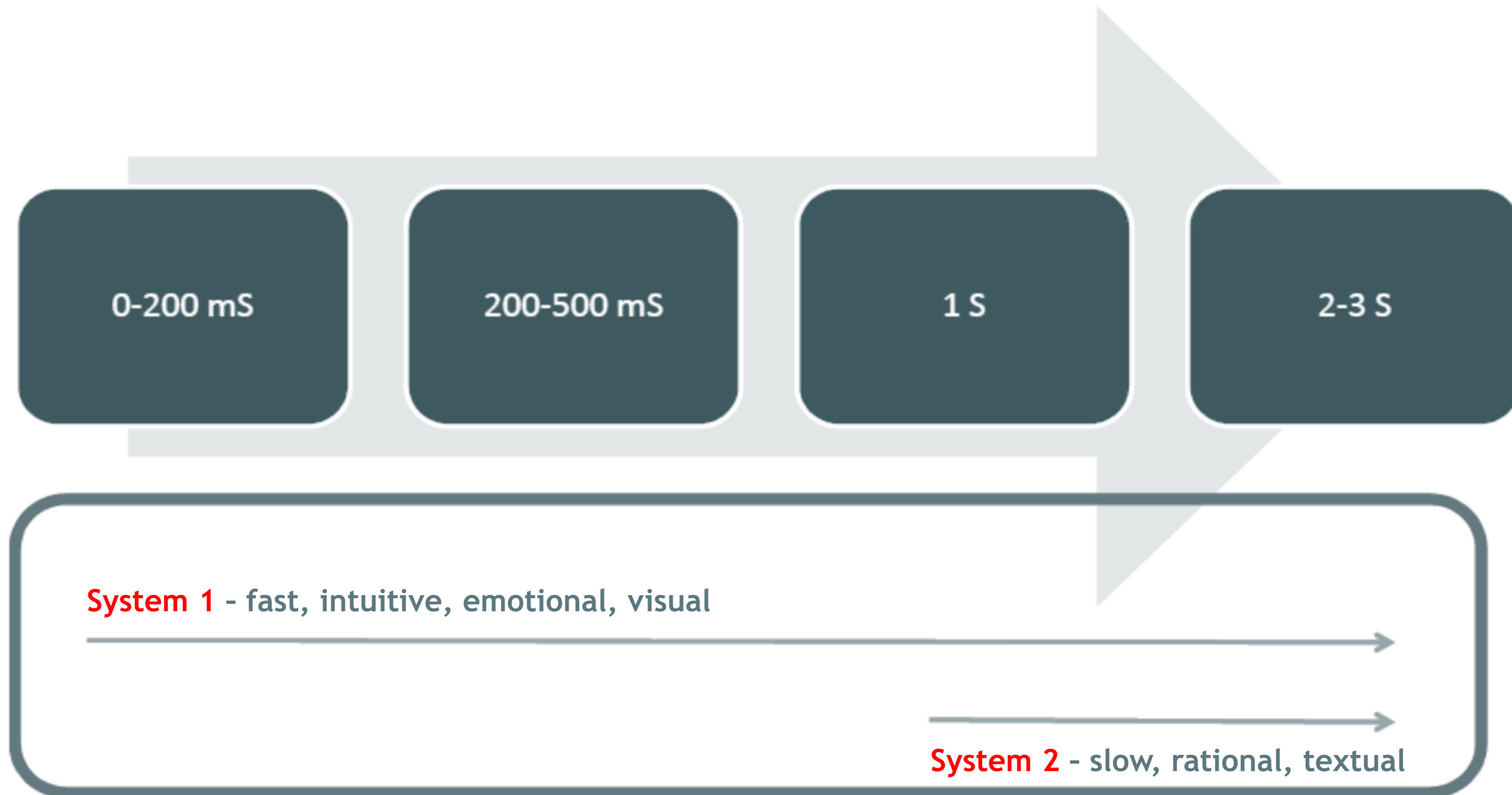|	
ARTIST	Mark Rothko 1903–1970
MEDIUM	Oil paint on canvas
DIMENSIONS	Support: 2306 x 1527 x 38 mm
COLLECTION	Tate
ACQUISITION	Purchased 1959

And how many colours are in this one?

Which painting do you like more?

Which painting do you know more about?

Two decision-making systems: Emotion and reason

| 0-200 mS | 200-500 mS | 1 S | 2-3 S |

System 1 – fast, intuitive, emotional, visual

System 2 – slow, rational, textual

Two decision-making systems:
Emotion and reason

Address the right system at the right time

System 1 is about **emotion**. It hits you much faster than reason.

This system is best addressed when your audience knows very little or nothing about what you do.

Create experiences - visual, personal and story-driven content to **raise awareness** and interest or to **change short-term attitudes**.

Two decision-making systems: Emotion and reason

Address the right system at the right time

System 2 is about **reason**. It follows emotion logically.

This system is best addressed when people have shown initial interest and sympathy. They are then ready to think further about what you do.

Provide facts – textual, informative, data-based content to **increase knowledge and change attitudes in the long-term**.
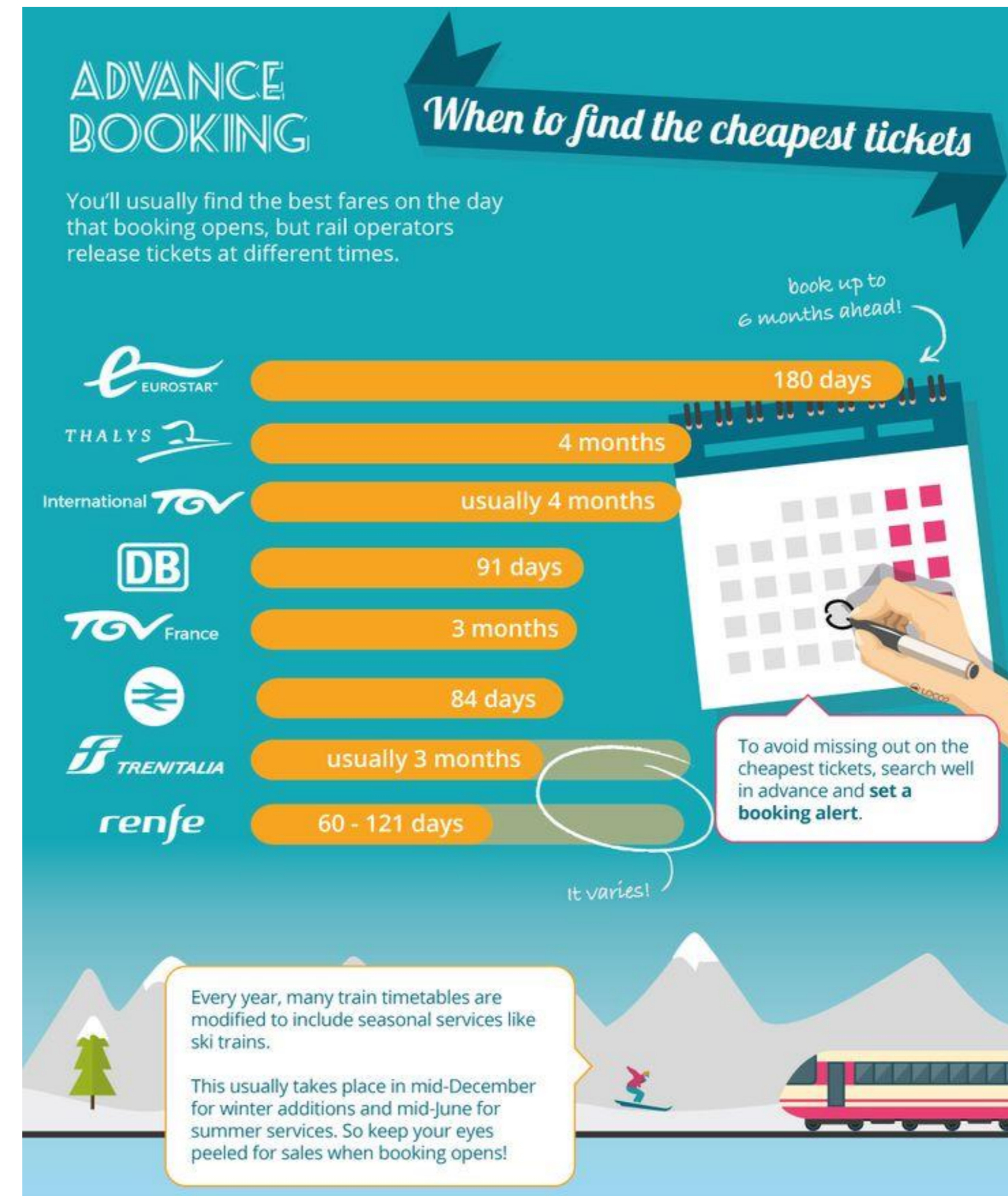
5. Bring it all together in your STRATEGY

...and your communication will be more logical

The strategy logic

Choose the **subject**
about which to communicate

Decide on an **objective**
in view of a specific **audience**

Choose **tactics** per audience
and create **messages**

Design **activities**
per audience

A project output

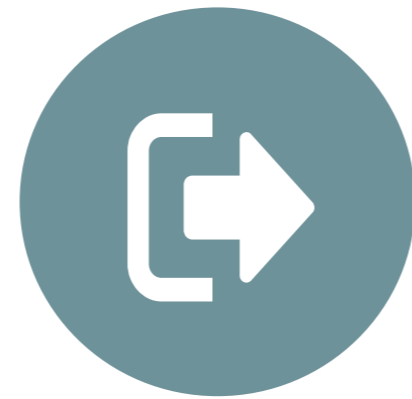**To inform policy makers about the project output so that they know more about it**

Disseminate the output and engage in dialogue

Publications
Infographic, layouted document etc.

Digital activities
Social media campaign, direct mailings etc.

Meetings
Presentation of policy recommendations etc.

How to structure

ID	Subject	Audience	Status quo	Objective	Tactics	Messages	Activities
1.1	Policy recommendations	Policy makers	Know nothing about them	Are aware of them	Broad-scale dissemination and dialogue	Our project developed recommendations that deal with… to improve… in cities that…	Infographics Social media Newsletter Roadshow
1.2	Policy recommendations	Policy makers	Are aware of them	Changed behaviour (e.g. take them into account in their work)	Small-scale dialogue Experience of potential benefits	In your city, the recommendations will specifically allow you to improve…	Pilot site visits Focus groups Bilateral meetings

How to evaluate

ID	Indicator	Unit	Baseline value (if applicable)	Target value (201x)	Source of data	Reporting
1.1	Positive feedback on events and meetings organised by project *Positive defined as: Participants scoring "very good" or "good" on a scale from 1-4*	Percentage	-	At least 75%	Electronic feedback survey on satisfaction	After each event

Good practice: TROLLEY

Selected output

Selected objectives and audiences

Selected tactics and messages

Selected activities

Policy recommendations on Trolleybuses as a modern eMobility solution

Change attitude of policy makers

Raise awareness of citizens and win them over as ambassadors

Reshape the image of trolleybuses
"Trolleybuses are a ready-to-use technology for urban electric mobility."

Engage citizens to put public pressure on policy makers
"Trolleybuses are an underused sustainable public transport option that could improve the quality of life in your city."

European Trolleybus Day

The Trolleybus Movie

Trolleybus marketing award

Campaign "eBus - the smart way"

Creativity

04 ✉

How to tell your project story

You always design project stories for a purpose.

**Content and style depend
on the story objective.**

Commercial break

Coming next – Storytelling for projects

Dana Kascakova and Katarina Hanzelova

Interreg CENTRAL EUROPE | Joint Secretariat

6. Know what makes NEWS

...and you will create better stories for media

News Values

Timing

The word news means exactly that - things which are new. Journalists are used to receiving the latest updates, and there is so much news that old news is quickly discarded.

Significance

The scale of impact or the number of people affected by your project is important. Something that will save millions of EUR is more significant than what saves only a few thousand EUR.

Proximity

Stories which happen near us have more significance. The closer the story to home, the more newsworthy it is. That's why every partner in a project has to be a communicator. And an ambassador of the project.

Human interest

Personalised storytelling will work better than trying to present the complete picture. Offer stories of individuals profiting from what your projects does.

Surprise

Stories work best when they counter expectation and have an element of surprise. Present the change your project wants to achieve in an interesting way.

Prominence ✔

Famous people get more coverage just because they are famous. Find testimonials that support your project and ask them to open a new site etc.