

# PLANNING COMMUNICATION FOR CAPITALISATION AT PROJECT MID-TERM

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Communication seminar  
1<sup>st</sup> call projects  
06 February 2018

JS Interreg CENTRAL EUROPE  
Kirchberggasse 33-35  
1070 Vienna

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## Objective and audience

An Interreg CENTRAL EUROPE communication seminar will take place in Vienna - just in time before the bulk of mid-term reviews takes place. The target audience are all **communication managers from first call projects**.

**Strategic inputs, cooperation options and practical inspiration** will be the focus of the one-day seminars. The main objectives can be summarised as:

- Prepare communication managers for the **project mid-term review**
- Inform communication managers about **cooperation options with the programme**
- Network and identify **potential thematic cooperation options among projects**
- Train communication managers hands-on on **storytelling**

It is important to come prepared to the seminar. Communication managers should be able to **present/pitch interesting project stories** in front of other participants. This should happen in a concrete and entertaining pitch. Details are available at: [www.interreg-central.eu/Content.Node/events/howtopitch.html](http://www.interreg-central.eu/Content.Node/events/howtopitch.html).

## 6 February

08.30	<i>Registration</i>
9.00	<b>Welcome and introduction</b> <i>Short icebreaker: Getting to know each other</i>
09.30	<b>How to prepare your communication input for the mid-term review meetings</b> <i>Presentation: How to come prepared to the mid-term review. Followed up by a short discussion round and feedback from the LUMAT project</i>
10.30	<i>Coffee break</i>
11.00	<b>Ingredients for improving your project communication after mid-term</b> <i>Presentation: Mid-term review as an opportunity to mobilise and motivate partnership for upcoming communication activities. Followed up by a brainstorming and discussion round</i>
12.30	<i>Lunch</i>
13.30	<b>Storytelling as an essential creative technique for your project communication</b> <i>Group work and discussion: Me and the Interreg. Developing stories with personal twist in small groups. Followed up by a short round of planned joint activities among the</i>

	<i>projects</i>
15.30	<i>Coffee break</i>
16.00	<b>Wrap up</b> <i>Presentation of final stories, post 2020 and possible joint activities with the programme</i>
17.00	<i>End of seminar</i>