

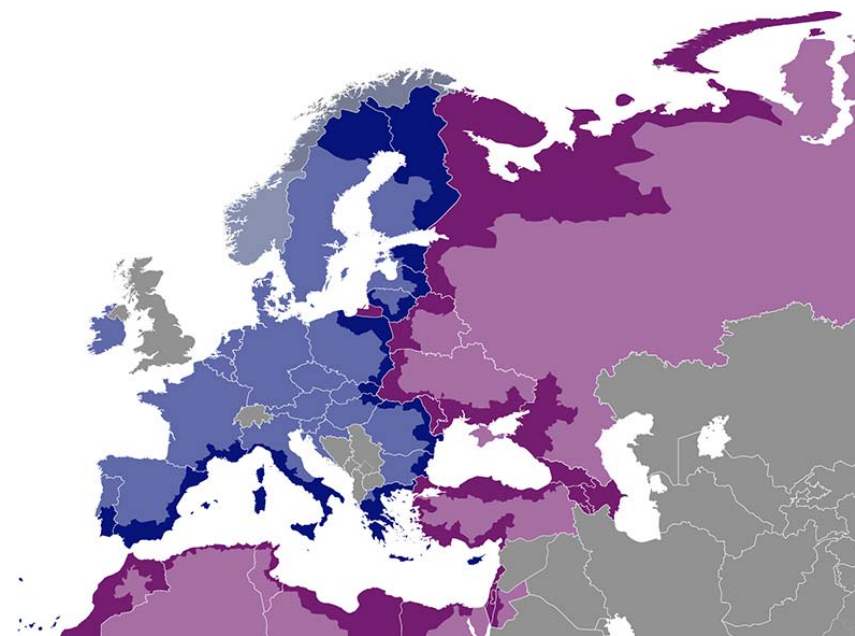


Technical support to the implementation
and management of ENI CBC programmes

Dissemination of project results

Capacity building workshop for project partners of
Karelia CBC programme

11 June 2020



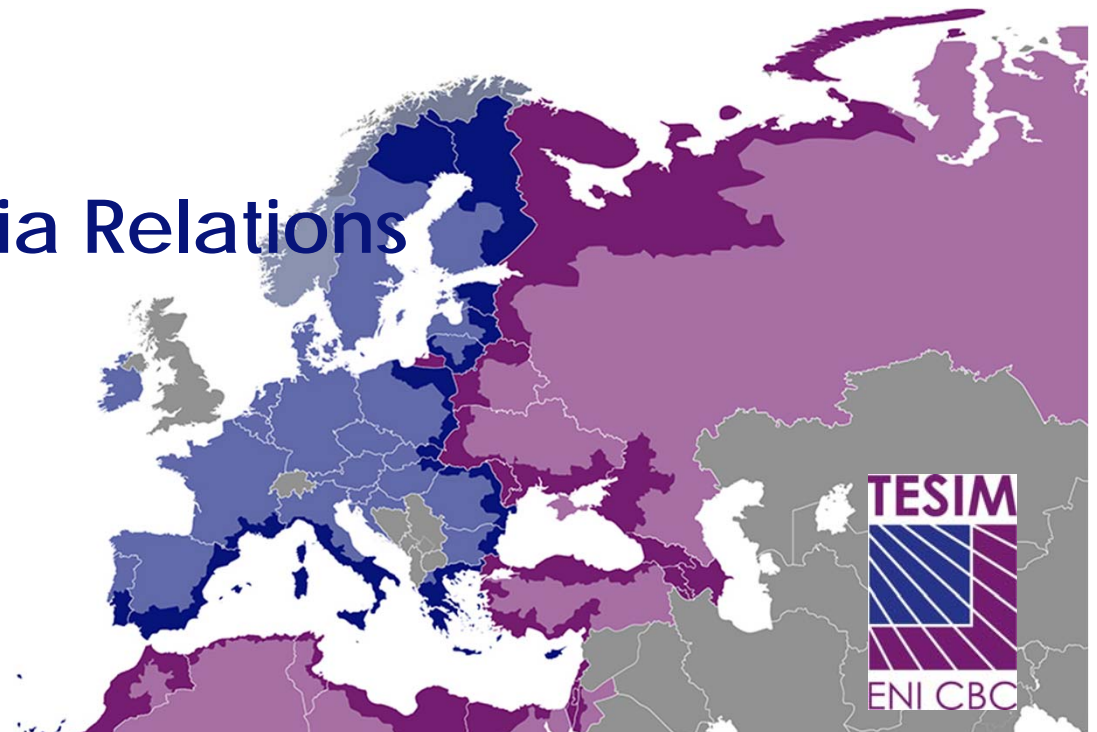
A project funded by the European Union



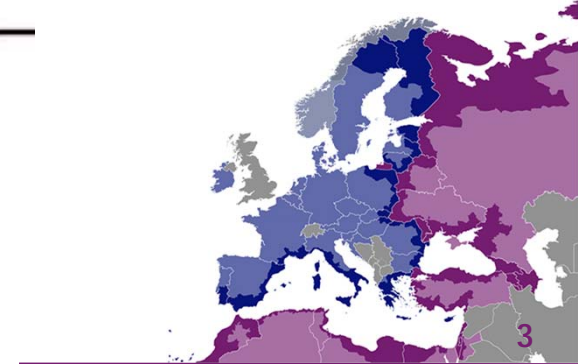
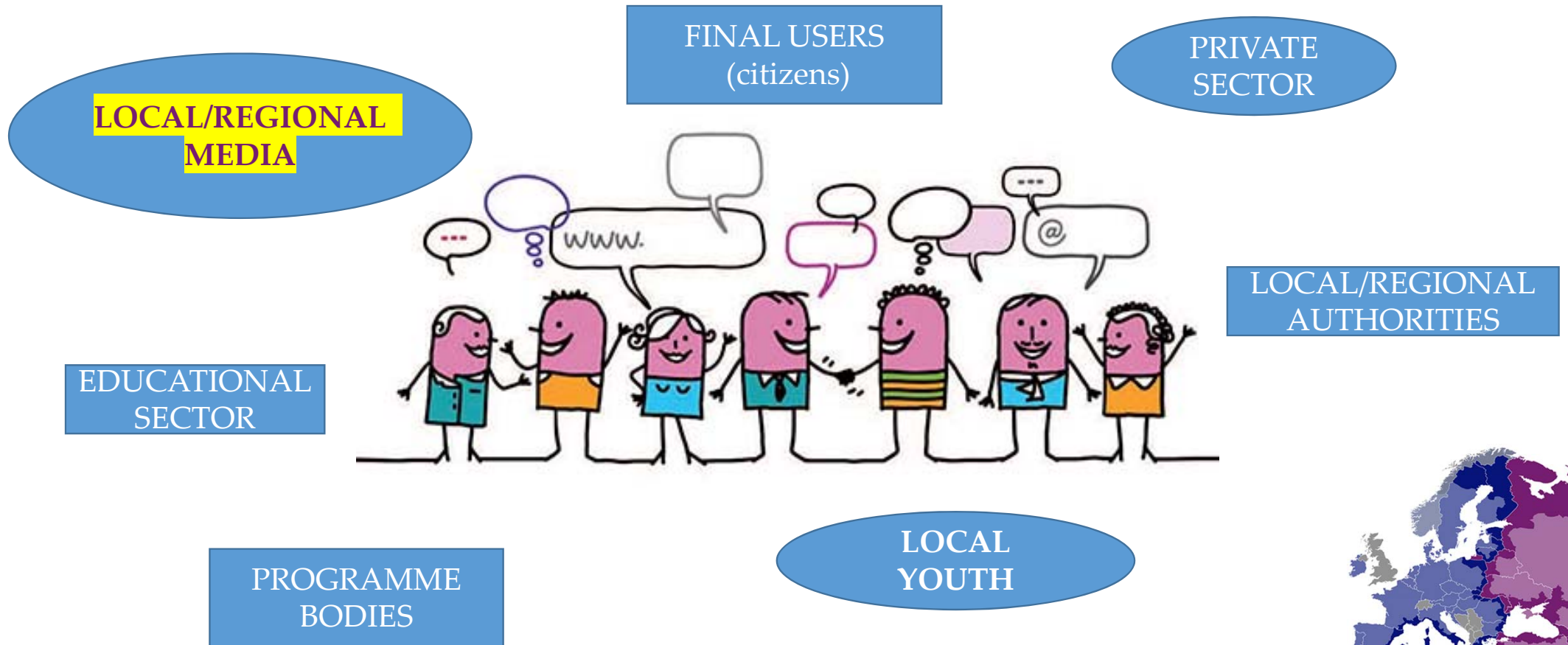
Implemented by a consortium led by



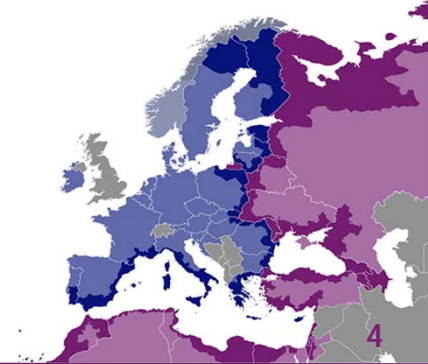
Media Relations



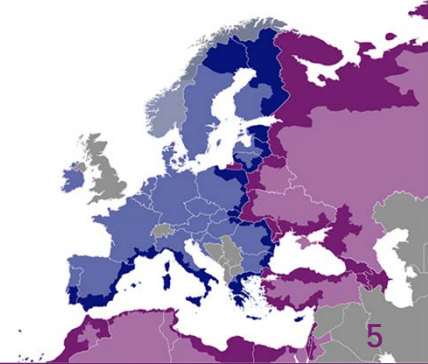
HOW TO COMMUNICATE RESULTS: THE TARGETS



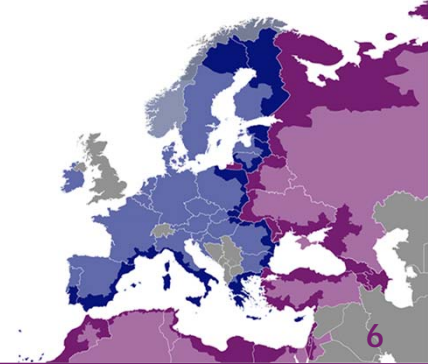
- They are a target and a **multiplier**
- Do not underestimate **the power of media** (and they have website/social media too!)
- They do not do Public Relations for you: but if you can interest them, they'll do a great service to your project
- **Know who is in front of you:** online/offline; state run/private; which is the editorial orientation; news/tabloid; daily/weekly...



1. OBJECTIVES
2. TARGETS
3. **TOOLS**
4. ACTIVITIES
5. INDICATORS



1. The media: press points/conferences/interviews
 2. Press releases
 3. Pictures
 4. Videos
 5. Social Media
 6. Website
 7. Newsletters
 8. Publications
9. Workshops/seminars
10. Promotional items

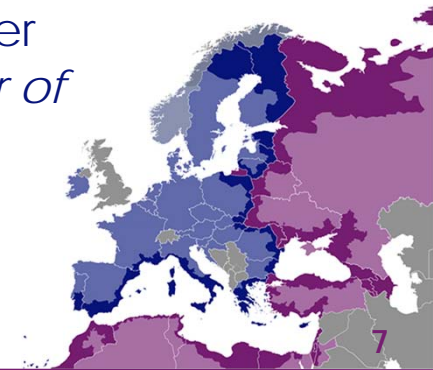


❑ PRESS POINT

- ❑ Informal: you have something to say, but nothing yet to show: ex. **beginning of activities**
- ❑ Lighter/quicker/less constraining: selected invitations

❑ PRESS CONFERENCE

- ❑ You have something important to say
- ❑ You have something to showcase: **end of project**, data, specific impact
- ❑ You look for chain effect: invite all
- ❑ Beware: it's the place where questions flow, you have to answer
 - ❑ *Things to keep in mind: master of ceremonies, list and order of speakers, table position, microphones check*



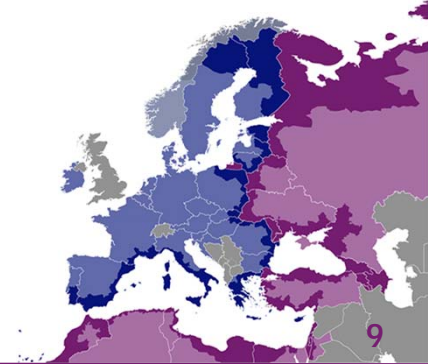
□ PRESS VISIT

- You have something to show: bring media to follow you in action!
 - ❖ **Karat** (Karelian Art Residency): organise a visit to the house where artists stay
 - ❖ **Interactive History**: what about a museum night for journalists?
 - ❖ **Kalitka**: cross-border gastronomic tour for media
 - ❖ **Aquaculture IT business creation**: you presented the software prototype for trout farmers to monitor fish growing: did you bring any journalist ?



- ❑ **PRESS LINE** (reactive document to manage a **crisis**)
 - ❑ When your «issue» is in the news (normally **not** good news, funds mismanagement): how do you handle?
 - ❑ **Inaction** and **cover up** can ruin your positioning (reputation) forever
 - ❑ For public and institutional sector: what you say has to be **TRUE**

- ❑ Press line= internal document, validated by PARTNERS, shared with team
 - ❑ Background info about the issue
 - ❑ What is the position of your organisation in the present
 - ❑ What was done in the past (if relevant)
 - ❑ What the organisation is willing to do in the future



A. Ordinary project life

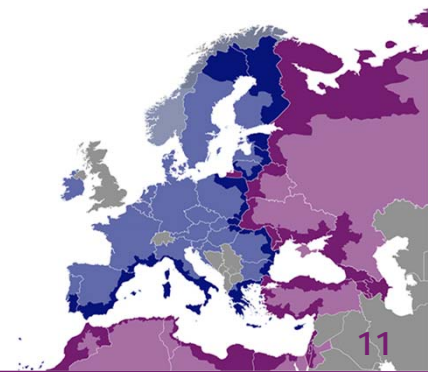
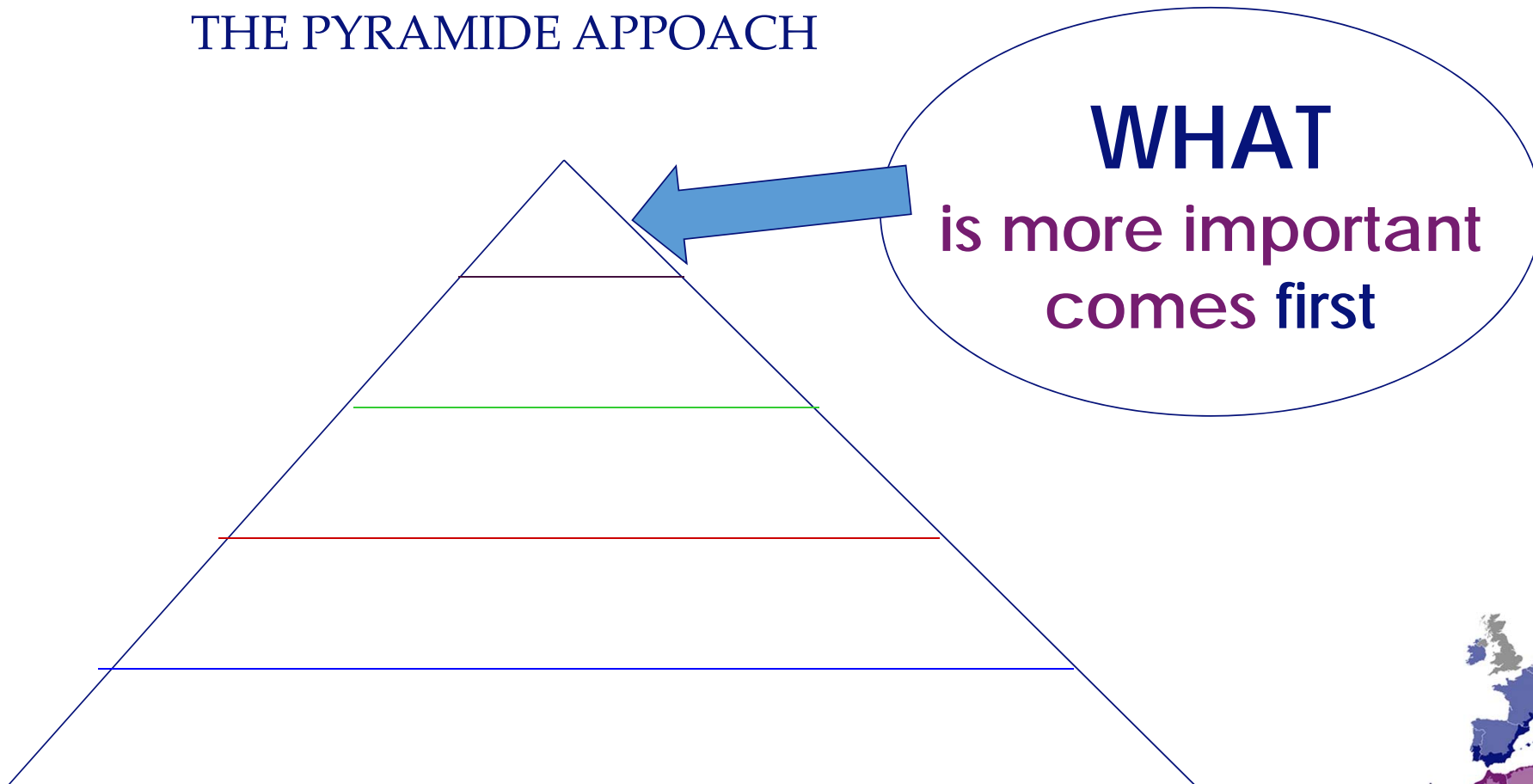
- **At the beginning** of the project: **press point**
- **During** project's life:
 - To highlight implementation of activities (outputs) – **press visit** - **press release** – online posts
 - To highlight achievements (results) – **press visit** – **press release**
 - To underline events (EC Days) - **press release** – online posts
 - To pass messages – **press release** – online posts - **interviews** – publications
- **At the end** : **press conference**, especially if you have something to showcase (hand-over with authorities, specific results, scientific studies, infrastructural accomplishments, etc.)

A. Extraordinary events

- Crisis: when the positioning of your organisation is put in question – **pressline** - **statement**



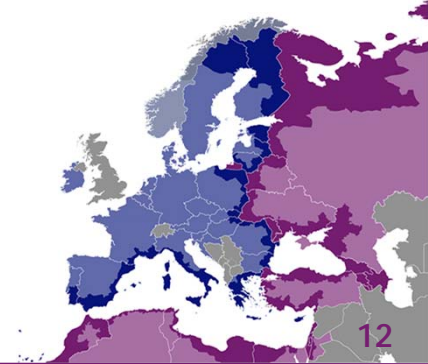
THE PYRAMIDE APPROACH



WHERE IS THE «WHAT» IN THIS PROJECT TITLE?



Cross-Border Business Opportunities Creation
Empowered
by Modern IT and IoT Technologies



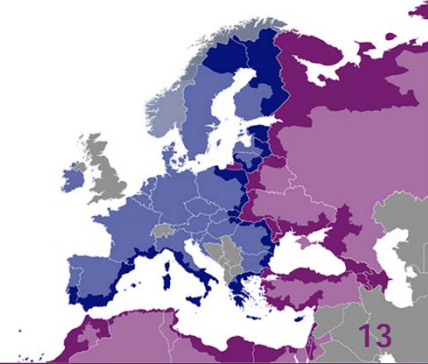
WHERE IS THE «WHAT» IN THIS PROJECT TITLE?

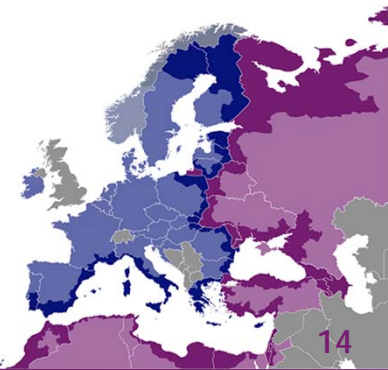
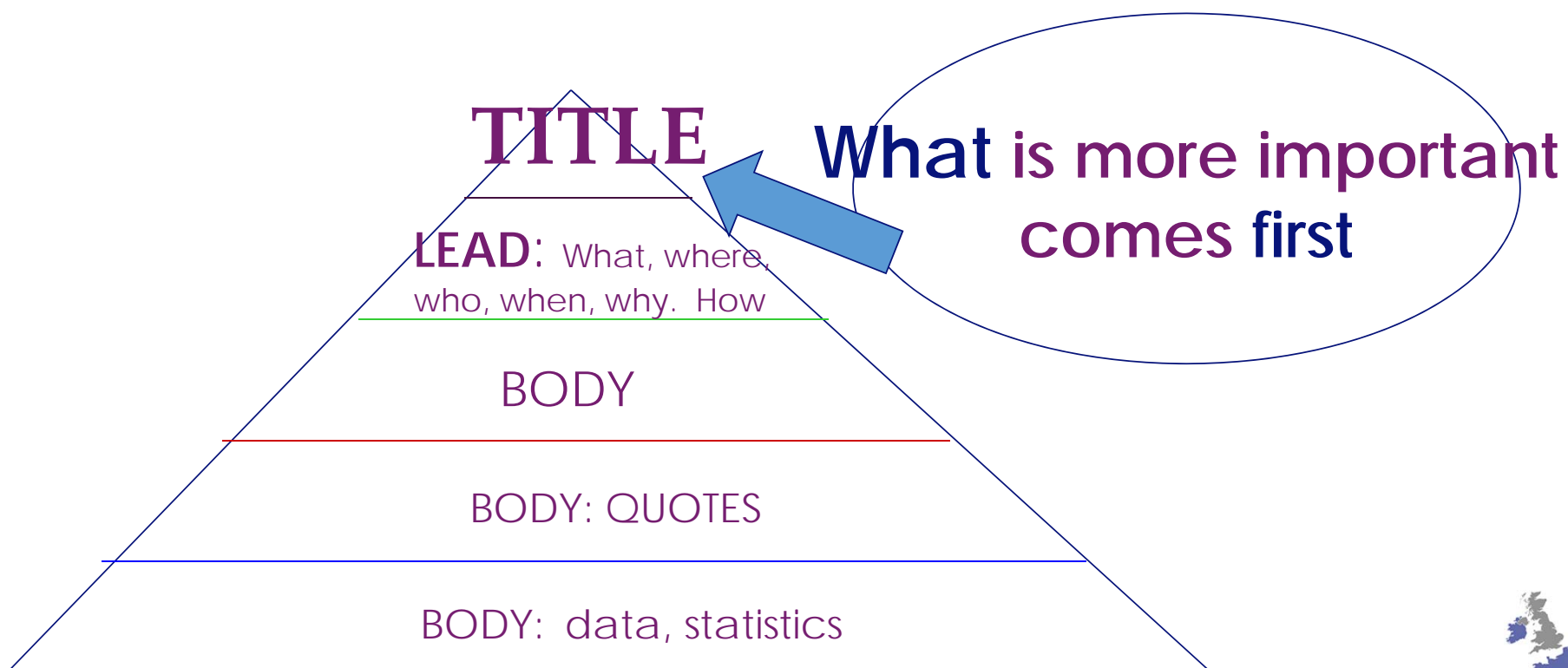


“Cross-Border Business Opportunities Creation
Empowered
by Modern IT and IoT Technologies”

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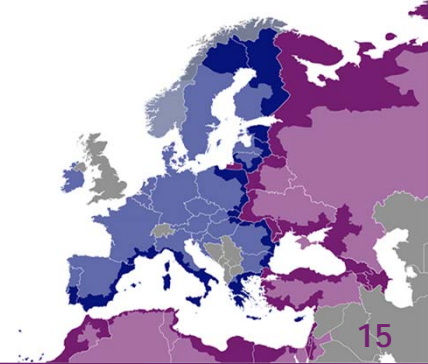
Aquaculture!





The pyramid structure already in project title:

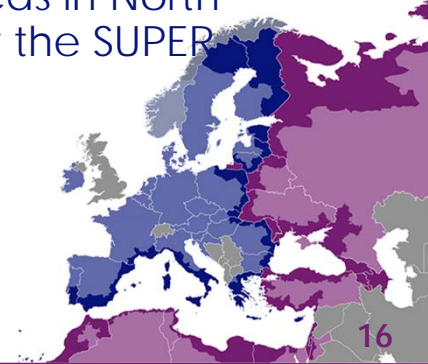
SUPER: Sustainability Under Pressure Environmental Resilience
in **natural and cultural heritage** areas
with intensive recreation



EXAMPLES OF TITLES

1. The SUPER project presents visitors' survey results
2. Tourists spend an average of 2.6 days visiting Koli area

LEAD (what, where, why, when, who and how): Visitors are mostly aged 45-54, they are families of 2 to 5 people, they spend 4 hours visiting the park and the natural resources : these are among the main features of a survey undertaken to understand visitors' needs in North Karelia Biosphere Reserve and Koli National Park. The survey was carried out by the SUPER project, implemented within the ENI CBC Karelia programme.



EXAMPLES OF TITLES

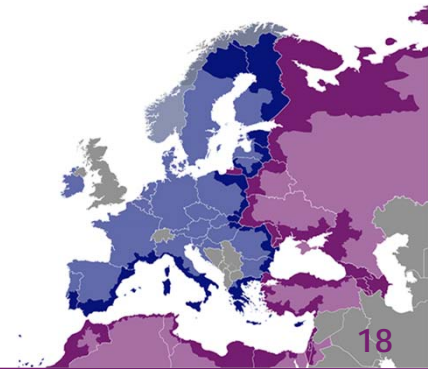
1. First youth project in the film incubator
2. Kids producing videos to promote paintings of the Fine Arts Museum

LEAD (what, where, why, when, who and how): The training of kids to become videomakers - organised by the Petrozavodsk State University - has just started: it's the first step towards the realization of promotional audiovisuals to be used in the Fine Arts Museum of(?). Kids from the Sampo Quantorium will learn how to write storyboards, shoot and create the sound. 4 more schools will participate in the LOKKI project, implemented within the ENI CBC Karelia program.



□ In 5 min. write a pyramid-text (title-lead)

- Concentrate on your title/message if you have 15" for news-bite
- Go down to the lead if you have 1 min
- Talk about the body if you want to shoot a 3 min video



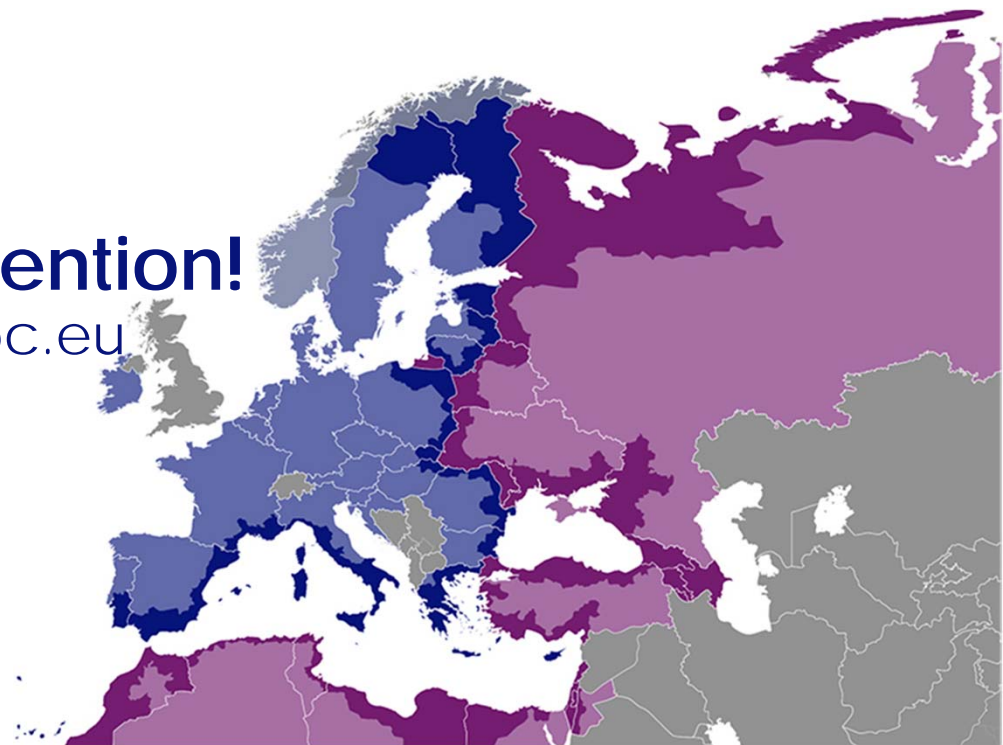


TESIM

Technical support to the implementation
and management of ENI CBC programmes

Thank you for your attention!

daniela.cavini@tesim-cbc.eu



A project funded by the European Union



Implemented by a consortium led by:

