



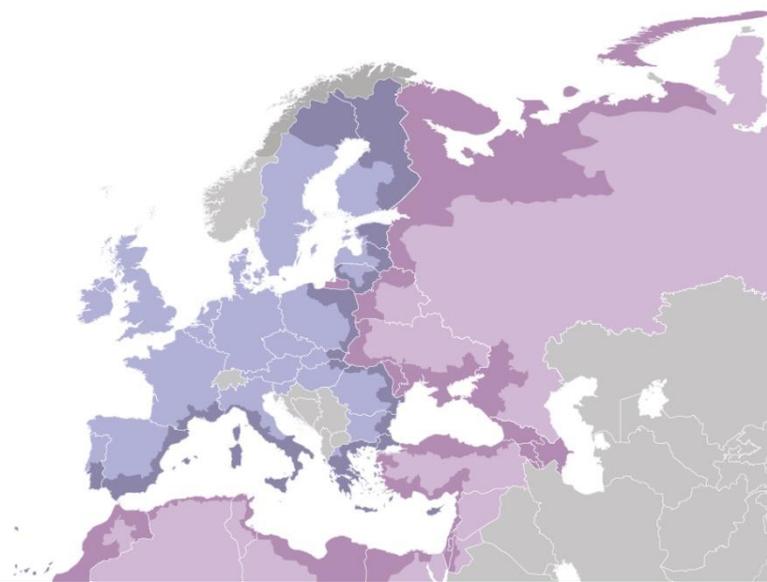
TESIM

Technical support to the implementation
and management of ENI CBC programmes

Network meeting of ENI CBC communication managers

Brussels, 9 & 10 May 2018

Concept and agenda



NETWORK MEETING OF ENI CBC COMMUNICATION MANAGERS

09 – 10 MAY, 2018

CONCEPT OF THE EVENT

1. Rationale

The ex-post evaluation of ENPI CBC programmes has outlined, as one of the main findings, the necessity to improve the visibility of the ENI CBC instrument¹. During the year 2017, enhancing the visibility of ENI CBC programmes 2014-2020 and raising awareness about their funding opportunities were among the communication priorities, as follows from the annual implementation reports submitted in February 2018. After a full year of implementation, it is important to highlight main outcomes, opportunities and challenges ahead to measure the progress made in ENI CBC programmes communication and visibility and understand what can be done to support programmes implementation. With many ENI CBC programmes having come closely to project implementation, it becomes relevant to start thinking on capitalisation from a prospective of communication.

Digital channels remain a strong tool for information dissemination and promotion of the programmes, their achievements and impact. Between the end of 2016 and the beginning of 2017, most of the programmes updated or launched new ENI CBC websites and accounts on various social platforms (Facebook, Twitter, YouTube, Instagram etc.). In this context it becomes relevant for the programmes to take the necessary steps in developing a strong digital presence. The meeting will allow to enhance the capacities of the participants in building successful web and social media strategies as well as in use of new digital channels (Interreg.eu) for a better promotion of the ENI CBC programmes and their results.

The European Cooperation Day (EC Day) campaign is an efficient instrument in improving the visibility and public awareness of Interreg, IPA and ENI CBC programmes by highlighting the benefits of the cooperation among regions. With 11 programmes having planned events in the frame of the EC Day 2018 (as results from ICP 2018), it becomes important to highlight EC Day latest preparatory actions and timeline.

The organisation of the networking event in the same dates than the Bozar «Next Generation, Please!» campaign for 2018, including the project of IHECS students showcased therein, will give a unique opportunity to increase visibility of the ENI CBC instrument as a whole, making the ENI CBC communication managers speak up about their programmes to a wide audience in Brussels and promote cross-border cooperation in the centre of Europe.

¹ p.12: Ex-post Evaluation of 2007-2013 ENPI CBC Programmes. Final report, Volume I: Main Report, January 2018.



2. Objective of the meeting

The overall purpose of the annual ENI CBC communication managers network meeting is to enhance the capacity of communication managers to effectively implement the programmes by providing a platform for exchange of expertise, experience and best practices in the communication field.

The specific objectives are:

1. Facilitate exchange of experience, knowledge and good practice in the implementation of programme communication
2. Enhance capacities of the ENI CBC communication managers in the use of digital communication tools
3. Give an overview of the communication activities of the EC Day 2018 campaign
4. Increase the visibility of ENI CBC programmes in Brussels

3. Methodology

The joint work will be built upon the findings of the annual implementation reports submitted in February 2018 in relation to the communication activities as well as the analysis of the needs preliminary expressed by the programmes. The event will combine information and interaction sessions with a training component essential from a techniques-and-tools perspective. TESIM and Interact experts, as well as trainers, will deliver presentations for each informative session and will moderate the interactive sessions during which the participants will be able to get new knowledge, express and exchange their opinions and share good practice on the various communication issues foreseen in the agenda.

Besides the traditional agenda, communication managers will have the opportunity to attend the «Next Generation, Please!» event proposed by the Center of Fine Arts in Brussels, BOZAR. They will have a possibility to visit the exhibition on «Crossing borders» proposed by IHECS students, as well as to discover the documentary about their travels to the border areas of three CBC programmes in 2017. A debate will also be organised for the occasion.

4. Target group and scope of the event

The event is targeted at **communication managers of the Managing Authorities, Joint Technical Secretariats and branch offices** involved in programme communication and capitalisation of programme/project results. During one and a half day, the participants will work on the following:

- ✓ How communication activities can contribute to the capitalisation process
- ✓ How to build successful web promotional campaigns
- ✓ How to use new harmonised digital tools (Interreg website, blog) for promotion of ENI CBC programmes and their achievements
- ✓ Which opportunities for improving visibility and raising awareness about the ENI CBC programmes and their achievements offers the European Cooperation Day initiative
- ✓ How to increase awareness of the citizens in the centre of Europe on cooperation at the EU external borders



NETWORK MEETING OF ENI CBC COMMUNICATION MANAGERS**9 – 10 MAY, 2018***Location: Brussels (venue: tbc)***AGENDA Day 1**

- | | |
|--------------------|--|
| 09:00-09:30 | Welcome coffee and registration |
| 09:30-09:45 | Introduction to the programme of day 1 |
| 09:45-10:15 | State of play of ENI CBC communication and visibility |
| 10:15-11:00 | Peer-to-peer learning session: what does the state of play show? |
| 11:00-11:30 | Coffee-break |
| 11:30-13:00 | Capitalisation in ENI CBC programmes <ul style="list-style-type: none">✓ Proposal for a common capitalisation strategy (TESIM) |
| 13:00-14:00 | Lunch |
| 14:00-14:45 | Communication tools - Interact communication toolkit |
| 14:45-15:30 | Presentation of the Interreg.eu portal and blog <ul style="list-style-type: none">✓ Presentation of the project, brief introduction to the website, publishing methods and CMS responsibilities |
| 15:30-16:00 | Coffee-break |
| 16:00-16:45 | European Cooperation Day 2018 |
| 16:45-17:00 | Conclusions and wrap up of Day 1 |



17:00-18:00 ***Transfer from venue to BOZAR***

18:00-19:00 ***Vernissage of «Next Generation, Please!»***

Venue: BOZAR, Centre of Fine Arts, Brussels

Rue Ravensteinstraat 23 (1000)

Possibility to meet IHECS students and visit the exhibition proposed in the framework of their project "Crossing Borders" – inspired by their travels to three ENI CBC programmes in November 2017.

For more information: <https://www.bozar.be/fr/activities/130360-next-generation-please>

19.30-21:00 **Common dinner¹**

¹ The common dinner is at participants' own cost.



AGENDA Day 2

09:00-09:30 ***Next Generation, Please! – Views of ENI CBC practitioners***

09:30-13:00 ***Training session: Building a strong digital presence***

***Two 15' coffee
breaks
foreseen***

- Introduction to the session and digital marketing
- Creating engaging content:
 - Types of content and their purposes
 - Identifying your audiences
 - Matching the correct content to the right audiences
 - Finding the right platform for your content
- Promoting content:
 - Optimizing your website – SEO
 - Social media marketing
 - When is the right time to use PPC?
- Reviewing website performance:
 - Introduction to Analytics
 - Reviewing content performance
 - Reviewing search performance

13:00-13:30 ***Lunch***

14:00-16:00 ***“Crossing Borders”***

***Projection of the documentary and debate with the IHECS
students & ENI CBC stakeholders***

Venue: BOZAR, Centre of Fine Arts, Brussels

Rue Ravensteinstraat 23 (1000)