



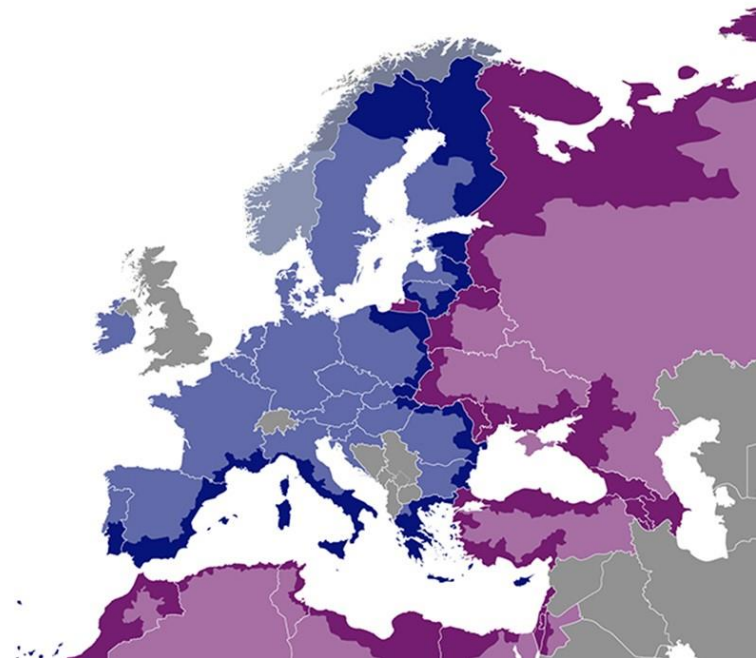
Technical support to the implementation and management of ENI CBC programmes

# Programme promotion through project results

On-line network meeting of ENI CBC communication managers

12 May 2021

## Agenda



## Introduction and rationale

Over 700 projects are currently on-going in all ENI CBC programmes, many of them in a mature implementation stage, ready to demonstrate their final results. The communication challenge for the programmes lies in the timely and effective dissemination of the project results, thus enhancing the programmes' visibility among various target groups.

This year's communication network meeting will be dedicated to two powerful tools which can help the programmes to amplify the outreach for the projects achievements and underline the benefits of CBC projects: **media relations** and **video**.

**Media** power should not be underestimated, even in times of social media supremacy. Media outlets can do a **great service** to projects/programmes. True is that working with media might be easier for the former: what the latter can do is pushing/supporting projects in creating **occasions of access to media**, while making sure that projects do give credits to the EU funding and the ENI CBC programmes.

**Video** making is ranking first in the list of tools for projects' promotion. But when we are at programme level things get more complex: while making a video about the solution to a problem is quite linear, having to "compile" several examples from different projects, located in different countries and about different thematic areas, makes it a lot more complex.

During the first session the programmes will be able to exchange their experience and good practices on engaging media in their communication work. The second session will be dedicated to video production, including a practical example from the programme and a training by a video expert.



## On-line network meeting of ENI CBC communication managers

### Session 1 *Please note that starting time is 9:30 CET, 12 May 2021*

9:30-9:35	Opening of the event
9:35-9:50	<i>Findings from the survey</i>
9:50-11:00	<b>Promotion of project results through media activities</b> <ul style="list-style-type: none"> <li>✓ Interviews with the programme representatives: <b>Martin Heibel</b> (Mediterranean Sea Basin) and <b>Andrzej Slodki</b> (Poland-Belarus-Ukraine)</li> </ul>
	<b>Q&amp;A session</b>
11:00-11:10	Comfort break

### Session 2

11:10-11:40	<b>Promotion of project results through videos</b> <ul style="list-style-type: none"> <li>✓ Interview with programme representative <b>Agnieszka Ćwikła</b> (Poland-Belarus-Ukraine)</li> </ul>
	<b>Q&amp;A session</b>
11:40-13:00	<b>Creative ways to promote a programme through videos</b> Presentation by <b>Guillaume Kuster</b> <ul style="list-style-type: none"> <li>➤ Making a video: tips for best techniques</li> </ul>
	<b>Q&amp;A session</b> <ul style="list-style-type: none"> <li>➤ New ways to use videos in social media</li> </ul>
	<b>Q&amp;A session</b>
13:00-13:05	Wrap-up and closure of the meeting