

Seminar on EUSALP Communication Strategy n°2

“One message, one target, one tool: how to communicate EUSALP”

Date: 31 January 2019, 15.00

FRAMEWORK

On November 2018 a revised EUSALP Communication Strategy has been developed. The Strategy is the result of a joint work of the EUSALP community, the Communication staff and a team of communication experts who are supporting the DG Regio to improve the performance of the MRS. This work has been concluded with the workshop on EUSALP communication for the Executive Board members, held in Innsbruck, 23rd October 2018, from which emerge a document called “Strategic Paper with recommendations of the EUSALP Executive Board members moderated communication workshop, organized by Tyrolean EUSALP Presidency and European Commission on October 23th and 24th 2018 in Innsbruck, Austria - Prepared by Stojan Pelko & Charlelie Jourdan”.

The Strategy is an important reference point for the whole EUSALP community and for the other macro-strategies to understand EUSALP vision and mission, the main targets, and the communication tool to be used for each target.

OBJECTIVES

The webinar means to share with the EUSALP community and the other MRS the strategic dimension of the EUSALP Communication strategy in terms of mission, vision, targets and key communication messages. The seminar will describe the main target audiences of EUSALP and concrete suggestions and inputs on how to reach each single target audiences through specific tools will be given.

Finally, the webinar will explain how to manage the complexity of a MRS Communication Strategy explaining the role of the main actors involved in the communication.

TARGETS OF THE WEBINAR

The following groups of people are invited to join the webinar:

- AGs Editors
- AG leaders and group members
- Italian Presidency team
- Other MRS: EUSAIR, EUSBSR, DANUBE REGION STRATEGY
- Press Offices of the alpine regions

Draft Programme

14.30 Connection to the platform (audio-video test)

15.00 Opening

Speaker: Annalisa Giachi, Communication Staff

15.15-15.45 - EUSALP: communicate what and to whom

Speaker: Charlelie Jourdan, DG Regio Consultant, expert in Communication and Social Media Strategy

Objectives of EUSALP Communication Strategy. How to use the motto “Shaping Future together”. The three main target groups of EUSALP and the key-messages for each target group

- Vision and Mission
- Target Audiences
- Messages

15.45-16.30 - How to communicate EUSALP: Strategic Tools

Basic tools to communicate to each target. How to use the single tool. How to report and track the results. Examples and best practices

- Storytelling
- Video case stories
- Flagship project webpage
- Newsletter

16.30.-17.00 - Communication Staff and Action Groups

The role of the main actors: Action Groups, Communication Staff and Presidency team. How to develop synergies and coordinate the efforts:

- What the Communication Staff can do and what cannot do
- What the Action Groups can do and what cannot do
- What the Presidency can do and what cannot do
- How to report from AGS to the Communication Staff to track the EUSALP performances

17.00- 17.30

Questions and Answers