Interreg Europe

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My **approach to communication**

26 SEPTEMBER 2024

**Project Training Days
Lille, France**

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What makes your approach to **project communication** the best?
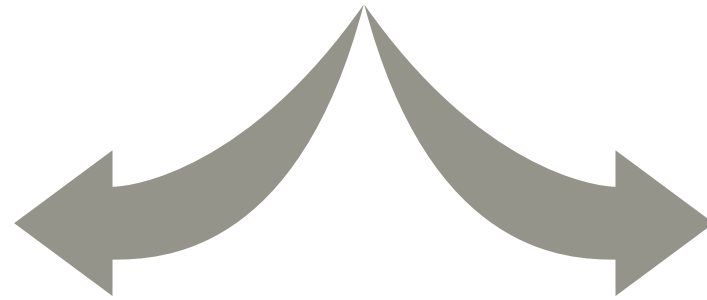
1. **Pick** your favourite alternative

2. **Move** to 'your corner'

3. **Explain why/ how** it works for your project

1.

Is it better to use **internal project staff** or **external providers** to implement project's communication activities/ strategy?
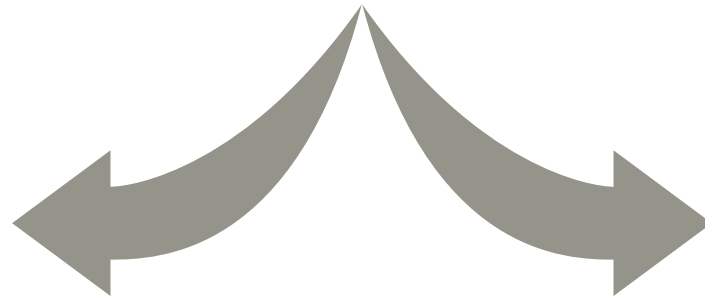
Internal project staff

External providers

2.

Is it better to have **only one person** to implement the project's communication strategy or engage several people from **different partners**?

Only one person/ partner
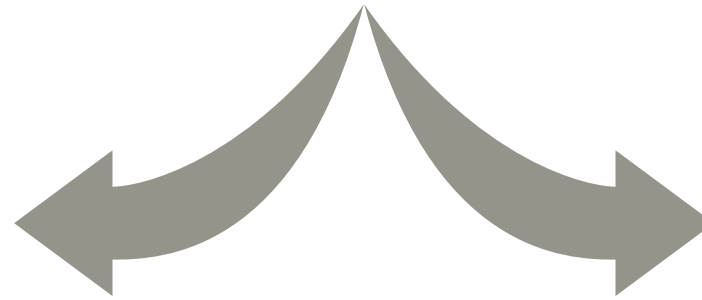
Several people/ partners

3.

Is it better to **make/ take own** pictures & visuals or to **get/ buy** pictures & visuals **on online platforms**?

Make/ take own visuals
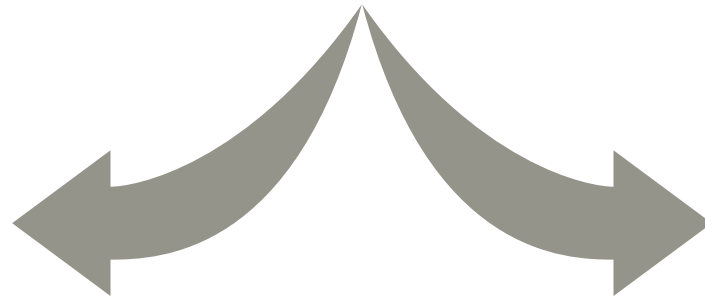
Get visuals on online platforms

4.

Is it better to produce **many videos** about the project or **only the two videos** required by the programme?
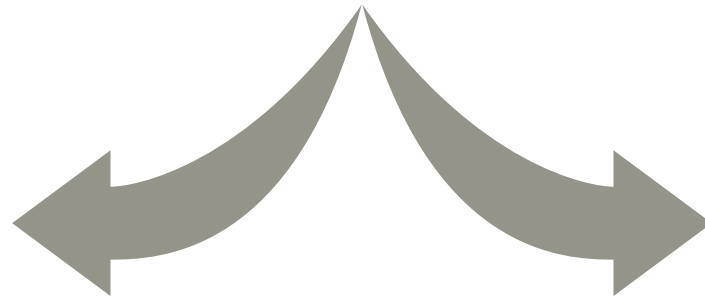
Many videos

Two required videos

5.

Is it better to communicate about the project **only in English** or translate **also to local languages**?
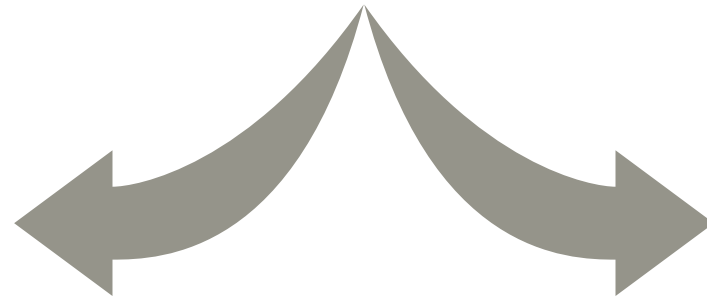
English only

Translate

6.

Is it better to publish on the project website **all news and events** or only **selected news** (e.g. about achievements/ results) and **events** (e.g. open to registration)?
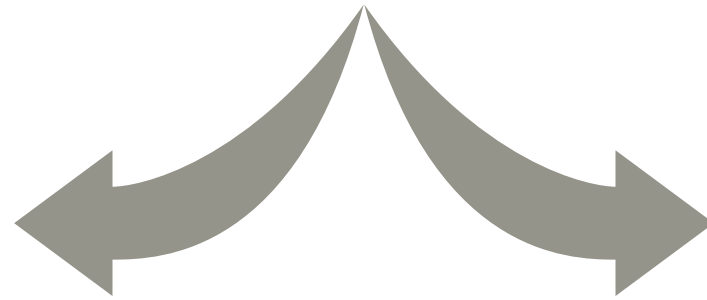
All news & events

Selected news & events

7.

Is it better to use **several social media channels** or **only one (or none)**?

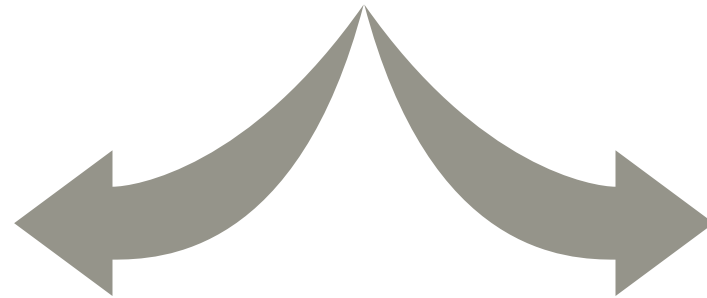**Several social media channels**

Only one social media channel

Or NONE

8.

Is it better to use **visuals** (videos/ photos) **with short text** to communicate about a project partner meeting/ study visit or a **detailed news/ report**?

Visuals with short text
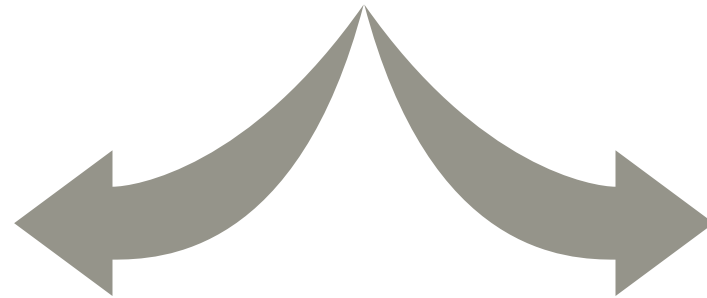
Detailed news/ report

9. Is it better to communicate about your project to the **local media** or instead use your resources on **other channels**?
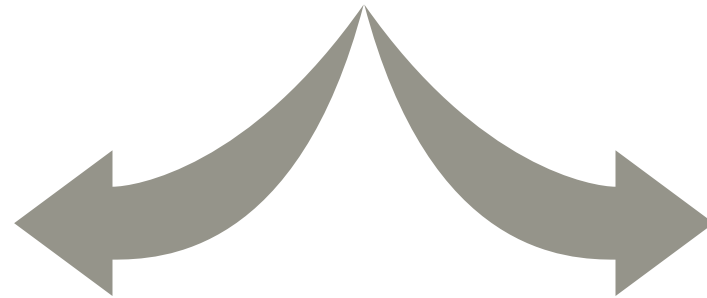
Local media

Other channels

10.

Is it better to follow **only result indicators** to evaluate progress in the implementation of your communication strategy or **both outputs and results**?

Only results indicators

Both outputs & results

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Thank you!

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