



**Enhanced visibility and awareness in eHealth, Active Ageing  
and Independent Living projects**

Training course on  
Dissemination and Communication Techniques and Tools  
for European projects

## Training course on Dissemination and Communication Techniques and Tools for European research projects

### Session I

Wednesday May 14<sup>th</sup>, 2014

Venue :BEST WESTERN Ilisia Hotel, 25 Michalakopoulou Street, Athens, 9 minutes' walk from the eHealth event venue

#### Introduction

**HAIVISIO is an ambitious Coordination and Support Action aimed at enhancing visibility and awareness of the results generated by eHealth, Active Ageing and Independent Living projects**, supporting community building around these results, through a series of communication and synergy fostering activities.

One of the core activities included in the HAIVISIO work plan is the **organization of a training course aimed at giving the targeted consortia the necessary know-how and tools for an effective communication of the benefits of the project results**, taking into consideration the different segments of the target population and the specific kind of messages to which these are likely to respond.

The training course is organized in five sessions. Two of them are sessions with the physical presence of the attendees, and the rest are on-line sessions.

#### Objectives of the course

This course aims to make the participants able to, among other things:

- plan and prepare a dissemination strategy that is realistic, cost effective and successful for their project
- map the project stakeholders, identify the key target groups and acquire the ability of tailoring messages to specific types of audience
- identify and exploit dissemination channels adequate to the scope and aims of their project
- design a promotion and awareness raising campaign for their project
- prepare a fully functional website for their project
- prepare press releases easily, with free tools, based on well defined templates
- use social media (Twitter, **Linkedin**, Facebook networks) for promotion and raising interest and awareness of their project results.
- organise a successful European or local project event (including tips on using free web-based tools for organization and promotion of the event through social media)
- prepare an agenda and engage keynote and guest speakers
- engage the interest of their stakeholders including policy makers during the whole project lifecycle
- draft the basic structure of an exploitation plan for the main outcomes of their project
- Fulfill the contractual obligations in terms of communication and dissemination strategy.

## Session 1: BASICS IN DISSEMINATION OF EUROPEAN FUNDED PROJECTS

*Duration: 1h 30 min*

*Modality: face-to-face and online*

- Welcome, outline of the course and the tools to be used, expectations by participants
- Presentation of the participants and of the projects that they wish to disseminate
- Introduction to the simplest but most effective methodology to design a dissemination strategy
- How to build up a good communication and dissemination plan: let's do it together!

### Contents

A communication strategy covering the aims, target groups, tools and messages forms the backbone of a project communication plan. The first session of the course will be dedicated to provide the participant with **knowledge pills and tips to build up their own communication and dissemination strategy**.

Communication needs to be goal-driven. We communicate to achieve or change something; moreover, in EU projects, communication is first of all a contractual obligation. Therefore the first fundamental step consists in properly defining communications **objectives** in advance, taking always into account that the dissemination plan is a living and evolving reference document that can be revised when appropriate along the whole project lifespan.

The second step is represented by the **identification of the key stakeholders** that compose the **audience** (considering the specific characteristics of the public addressed by eHealth, Active Ageing and Independent Living projects that is particularly varied). The course will provide easy and effective techniques to identify the relevant target groups and classify them. Then, duly considering budget, effort and time constraints, the dissemination strategy has to identify the **tools and channels** that best fit the needs of each target group and draw a concrete timeline and implementation plan of the activities scheduled in order to **ensure the involvement of all partners** in the communication actions.

Finally, a set of measurable and verifiable **indicators** and corresponding **targets** to be achieved has to be included in the dissemination plan and continuously updated according to the evolution of the project itself. This will allow to monitor and evaluate the effectiveness of the communication implemented.

The final goal of this session is providing the participants with the needed pills of knowledge and practical tips to be able to **design and write an innovative and effective dissemination plan and tailor the message they want to convey to the specific target groups addressed**. Secondly, the informal and interactive approach used during the course will allow them to transfer the acquired knowledge to the other members of the team thanks to a **“train-the-trainer” approach**.

### Methodology

The session will be arranged to stimulate as much as possible proactivity and interaction among participants. Each step of the construction of the strategy will be illustrated making extensive use of **brainstorming techniques** and stimulating the active participation of the group with **practical exercises**.

Specifically, the group will be invited to **select a real project** among those represented in the class (preferably the most recently started one) and each participant will contribute to the definition of the ideal communication and dissemination strategy for it following the instructions provided by the trainer.

After the session, the participants will be invited to repeat on their own the same exercise considering one of their existing projects and to reflect on the current dissemination plan that

is in place. They will receive a **questionnaire** and, having in mind what they have learnt during the session, they will be asked to answer questions concerning the actual dissemination plan such as:

- is it well defined in terms of objectives, targets and messages to be conveyed?
- are the tools adopted adequate to the audience?
- are the budget and effort initially assigned adequate?
- how can it be improved?

During the second session the trainer will invite two participants to present their **reflections** and the **actions** that they are planning to perform to improve their own dissemination plan.