

## **B11: Tell it nicely, tell it out loud! Communication bootcamp**

Do you have a great project story you would like to share with the world, but not sure how to go about it?

In this bootcamp you will get tips and tricks on efficient and impactful communication – as well as the chance to put them into practice! We will go through the main communication channels - web, press and social media - giving concrete advice on what to keep in mind for each of them and how they can be combined to build a communication strategy that works for your project. Looking at existing success stories, we will identify best practices you will be able to use later on.

The workshop will consist of two parts:

- Brief introduction to the key communication channels. Tips and tricks on effective and impactful communication:

Web: Creating an attractive, accessible and user-friendly web presence for your project.

Press: The importance of earned media.

Social media: Identifying and speaking to your audience. The power of visual communication. Make it social – how to use #s and @s. Creating a new account vs a #.

- Workshop: Time to put your new knowledge to the test! Working in groups, you will craft a fresh and impactful communication campaign for an Erasmus+ project.

### ***Something to think about...***

*For beneficiaries – WHAT do I want to communicate? To WHOM? WHERE, WHEN and HOW? And more importantly – WHY?*

*For NAs/EACEA – What is our strategy for communication on E+ and ESC projects? How can we support project owners in their communication efforts?*

*For all participants – What are the key elements of good and impactful communication? What makes you click/like/continue to read or scroll? And foremost - what makes you remember what you read?*