



CONSULTA EUROPA
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Training course on Communication and Dissemination for European Projects

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Training course on Communication & Dissemination for EU projects

SERVICE DESCRIPTION

Objective and scope of the training

The service aims to carry out a training on communication and dissemination (C&D) for European projects addressed to the University Rey Juan Carlos, which participates in an alliance with nine other European universities, called EULiST (European Universities Linking Society and Technology).

The course will be taught in English and in an online format for all attendees. The estimated duration of the training will be 4 days (4 hours each day, for a total of 16 hours, according to the following CET time schedule:

Monday 18th, Tuesday 19th, Wednesday 20th and Thursday 21st November: from 13:00pm to 5:30pm (with 30 minute break)

Content of the training

The training aims to provide knowledge and tools for planning an effective communication strategy in European projects and for its implementation and monitoring throughout the project. The course will consist of a theoretical part and an extensive practical workshop.

Regarding the theoretical part, the course will aim to provide key knowledge related to the following key issues:

- To know the obligations on dissemination and promotion in European projects, established by the Grant Agreement.
- To approach the concepts of “communication, dissemination, & exploitation”, as defined by the European Commission.
- Create an effective dissemination plan and prepare a “Dissemination & Communication Plan” deliverable.
- Analysis of user segments: how to identify different target groups and how to adapt C&D activities to each group.
- Knowing how to use the existing channels and tools for external and internal communication of a project (project website, social networks, specific advertising campaigns). How to program networks and articulate posts for different types of networks will be presented in more detail.
- Designing and developing C&D products, such as press releases, newsletters,

factsheets, videos/reels and testimonials, policy briefs and white papers, etc.

- Organization of events: kick-off meeting, final conference, webinars and workshops.
- Ensure the dissemination and exploitation of results generated by the project.
- Implement a metrics monitoring system for the communication channels.
- Knowing the requirements of open-access science and existing platforms, such as Zenodo, Horizon Results Platform, and CORDIS.
- Review of concrete examples of successful European project strategies carried out by the consultancy. In addition, an evaluation report from the European Commission on the communication activities of a project will be jointly reviewed.

The practical workshop of the course will focus, among them, on:

- Scheduling publications for the project's social networks.
- Facilitating groups and communities (e.g. on LinkedIn).
- Developing monitoring tools to track C&D activities carried out by partners.
- Organize events and the final conference of a European project.