



Task 2.5 Capacity building workshop

How to communicate Widening package successfully?

13-14 September 2017

Venue: Golden Tulip Kraków Kazimierz, Krakowska 28, 31-062 **Krakow, Poland**

Aim: The content of the workshop builds upon the conclusions of the activities performed under the NCP_WIDE.NET project related to the impact of Widening instruments, stock taking and future orientation of the Widening package. Moreover, the rationale for the workshop is justified by the results of the reporting activity indicated branding and visibility as one of the project weaknesses. Therefore, the workshop focuses on the issue of communication activities as such, and in particular mainstreaming the communication in a view of Widening aspects in NCPs' every day work as well as the activities of the network.

After the workshop the NCPs should require **enhanced knowledge and capacities** on following areas:

- communication strategy and use of communication tools in NCP job,
- Widening target groups and their expectations,
- tailoring communication goals towards target groups,
- proper communication of Widening package in Widening and Advanced countries,
- proper communication of innovation divide issue,
- communication rules within NCP_WIDE.NET.

Participants: Widening NCPs

Agenda:

13 September 2017

12:00 – 13:00 *Registration/ welcome lunch*

13:00-13:30 **Introduction to the training concept. Warm-up – IPPT PAN**

13:30-14:30 **Basics of communication:**

- Communication strategy



- Target groups vs. communication goals
- Types and use of communication tools
- Impact of social media
- How to determine #?
- Communication vs. branding

External experts

- 14:30-15:00 **Phenomenon of communication in NCP job and projects – case studies by NCPs**
- 15:00-15:30 *Coffee break*
- 15:30-17:00 **How to communicate Widening package? – Workshop: case studies provided by NCPs and group work:**
- Who are Widening target groups and stakeholders?
 - How to communicate and sell Widening package (its goals, impact and possibilities) in Widening and Advanced countries?
 - How to communicate the innovation divide to maximise impact?
- 18:30 *Krakow guided tour*
- 20:00 *Working dinner*

14 September 2017

- 9:30-10:00 Recap of first day – *IPPT PAN*
- 10:00 – 11:00 **Widening target groups and vs. communication goals and tools (I) – workshop: design a communication campaign:**
- Widening NCPs vs. Thematic NCPs – how to sell our job in the family?
 - Widening newcomers in advanced and Widening countries – how to find and attract new applicants?
 - Regional and national authorities – how to involve stakeholders in



developing supporting schemes and strategic planning?

- European Commission and EU stakeholders – how to maximise the collaboration on Widening?

11:00 – 11:30 *Coffee break*

11:30 – 12:30 **Widening target groups and vs. communication goals and tools (II)** – workshop: presentations of communication campaigns and discussion

12:30-13:00 **Communication within NCP_WIDE.NET** – rules:

- Revised communication strategy – *ISERD/ MATIMOP*
- Standards and rules for communication tools – *IPPT PAN*

13:00 – 14:00 *Light Lunch*

**Note for NCP_Wide.Net project partners:*

The workshop will be followed by 6th SC and 2EAB meeting on 14-15 September. Participation upon invitation only.