




Creativity

INTERREG IIIIC
 Lille, 13-14 June 2005




This workshop


- How to develop creative PR tactics
- Discuss individual projects and your activities




Why do PR?



- You are ambassadors of the EU
- It is a legal requirement for your project to do communications/PR
- Already doing PR
 - ❖ Nature of projects has inbuilt PR element
 - ❖ Your programmes share information
 - ❖ Perhaps brochures, websites, events

Why more PR?



- Demonstrate the benefit of projects
- Value for money
- Improve chance of more funding
- Promote your reputation of running EU projects
- Influence regional policy




How do you generate interest?


- Need creative PR angles that:
 - ❖ Interest your audiences
 - ❖ Especially interest journalists



Make your audience care

What is your audience interested in reading?





Recognising a media opportunity

- New
- Change
- Involving people
- Affecting the community or region



Brainstorms



Speak to a journalist



Use other news stories as a hook

- Significant dates - holidays
- Important world events
- Political news
- Sporting events



Use the PR story check-list

