



Non-media communications

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Why non-media activities?

- Other ways to reach your target audiences than through the media
- Number of activities you can do to tell people about your project and the good work you're doing
- You don't have to write a press release!



What kind of activities can you do?



Events

- Exhibitions and trade shows
- Conferences
- Round-table discussions
- Meetings
- Lots of networking opportunities
- Look at the events listed on DG REGIO website for ideas.



Speaking opportunities

- Schools, universities, other academic institutions
- Business groups
- Trade associations
- Conferences



Meetings

- Breakfast briefings, business roundtables, debates
 - ❖ Invite people who are important to your project
 - ❖ Get high-level speakers to take part



Trade & industry associations

- Become involved
- Helps to build your network and profile you and your project



Research

- Commission research that's relevant to your project



Get involved with NGOs or charities

- Develop relationships with ones that have common synergies with your project
- Help to boost your project's image



Maintain a good project website

- Useful point for information on your project
 - ✦ Put information on it that your target audiences will want to know about
 - ✦ Use your site as a resource
- Update it regularly
 - ✦ If you do – people will visit more often



Create an endorsement programme

- Get third-party endorsers such as opinion leaders, high-profile business leaders, politicians, academics, NGOs, etc. to speak positively about your project



Create an annual awards scheme

- Develop a creative awards scheme for your project
 - ✦ Could be one or a number of awards



Lobbying

- Good opportunity to influence decision-makers that are relevant to your project



Marketing materials

- Brochures
- Leaflets
- Postcards
- DVDs/CDs
- Folders



Newsletters

- Good opportunity for you to write about your project
- Tell people about your project, recent changes, new initiatives, events, case studies, etc.



Blogging

- Easily created and regularly updated website that works like an online diary, discussion board and news forum all in one
- Author will normally write about something topical and allow other users to post comments or rebuttals to the person's comments



Blogging

- Create a blog for your project
- Don't forget to update it regularly!



Have a presence in chatrooms

- See if there are any chat rooms or networking sites that are relevant to your project
 - ✦ Ask others
 - ✦ Run a Google or Yahoo! search



Network

- Get out there and meet opinion formers, politicians, EU officials, Member State officials and other business people



Workshop

- As a group brainstorm on how you will do non-media communications activities for your project
 - ❖ Who are your target audiences?
 - ❖ What messages do you want to convey
 - ❖ What will your plan be for the next year?
 - ❖ What activities will you do?
 - » Use the list in your handout – or come up with even more ideas!