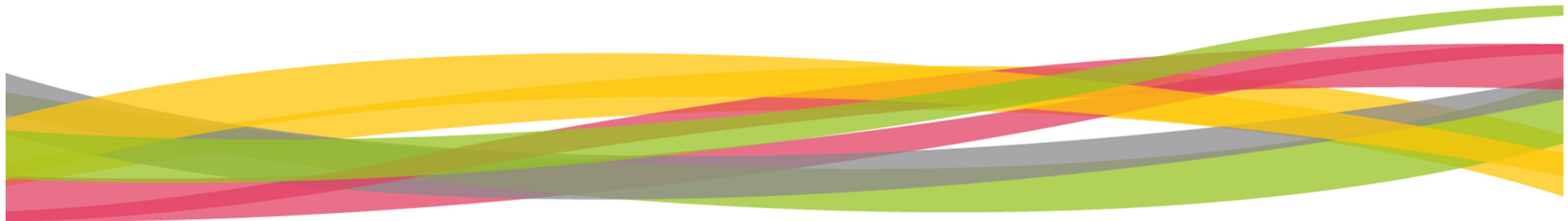




Why communication is key to your new project

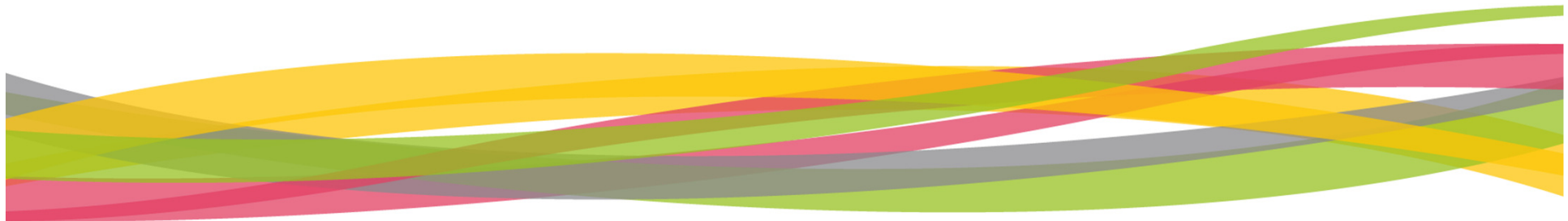
Rikke Sørensen
Interwork #3
November 2016





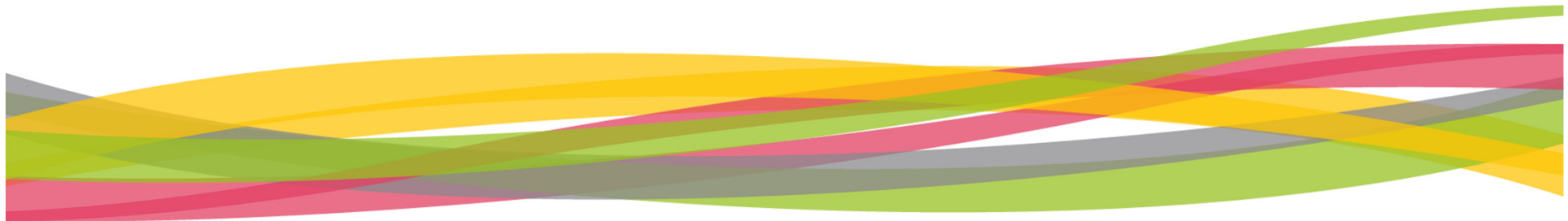
Key take aways

- + Communication is an **integrated part of your project**
- + Communication **helps achieve your project objectives**
- + Start now!



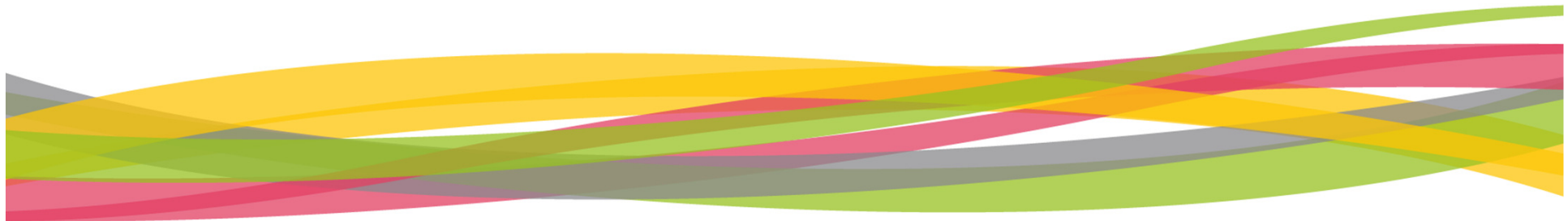


+ How can communication help achieve your project objectives?



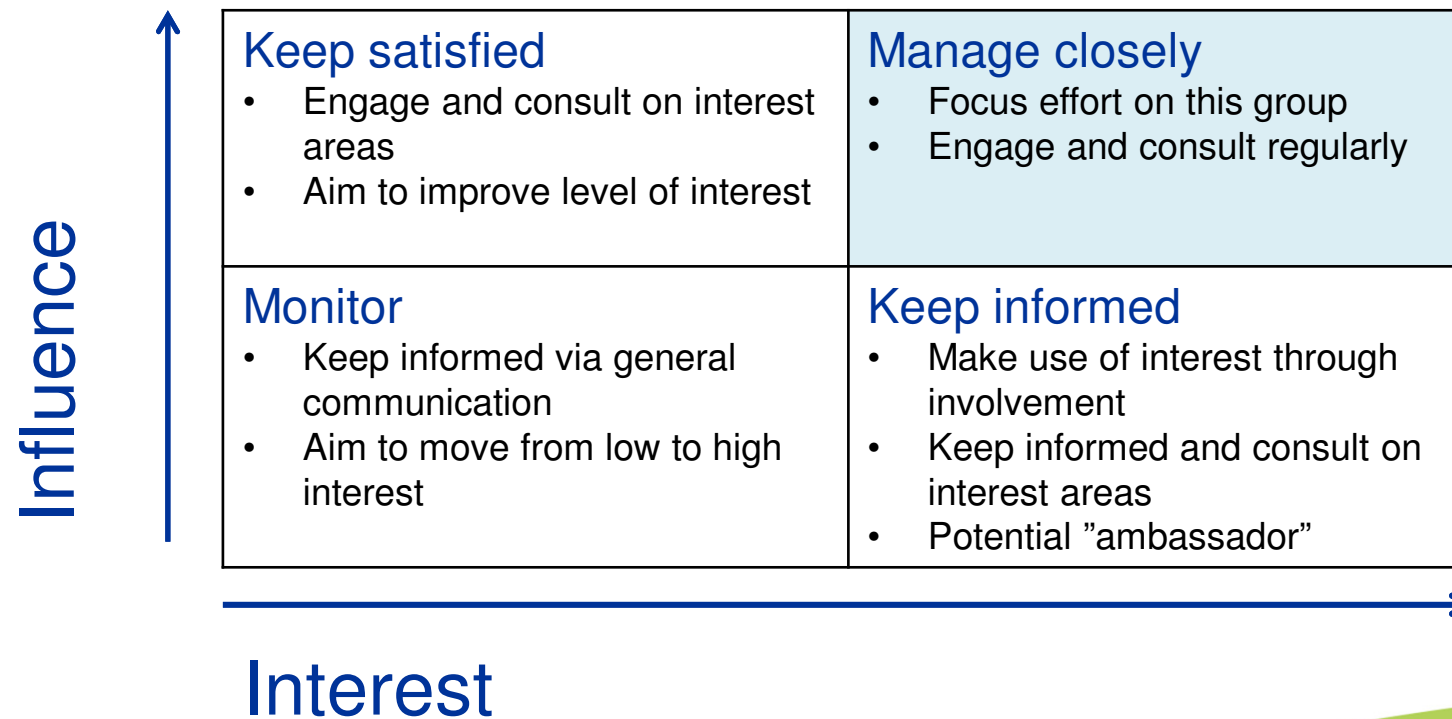
Set good communication objectives

- + Set *objectives* - not activities!
- + Connect to your project objectives
- + Clearly show what you aim to achieve
- + Be SMART



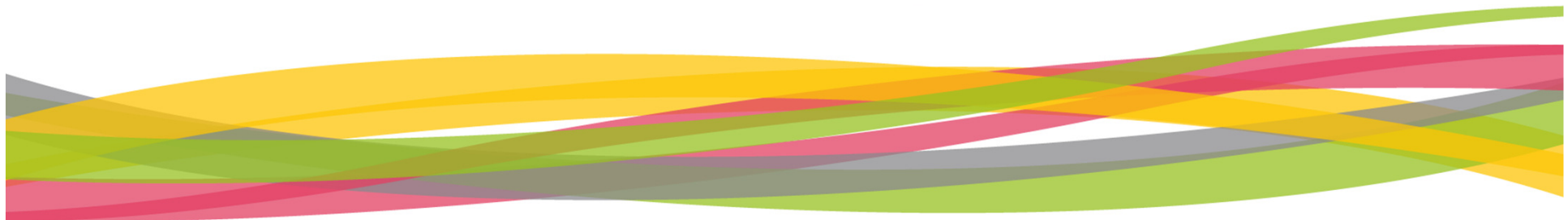


Define your target groups





Choose most effective channels





Consider your webspaces

- + All approved projects receive a project webspaces and must use it
- + Don't budget for website

Interreg
North Sea Region
SHINE
European Regional Development Fund

Search

Thinking growth
Supporting growth in
North Sea Region economies

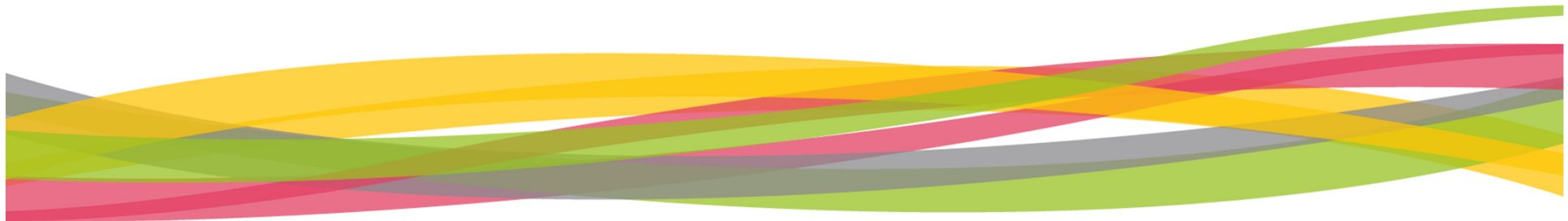
SHINE
About
News
Events
Contact
Output library

Welcome to SHINE's webspaces. SHINE is a project co-funded by the North Sea Region Programme 2014 - 2020.
SHINE is in its initial phases and will update this space shortly.

Interreg
North Sea Region
European Regional Development Fund

Follow us on social media

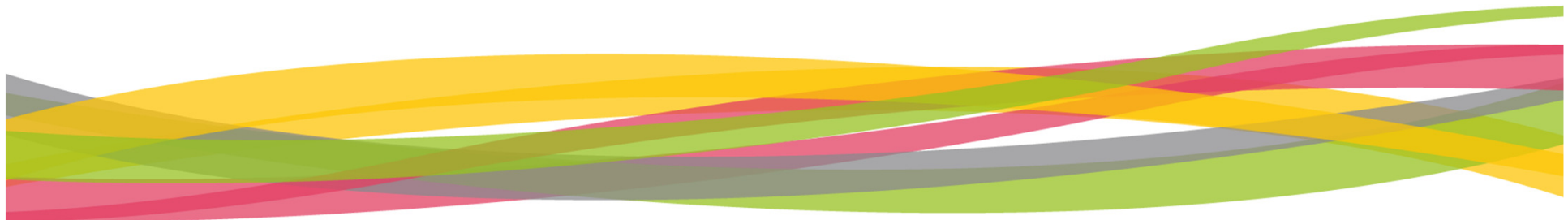
f t in y i





Key take aways

- + Communication is an **integrated part of your project**
- + Communication **helps achieve your project objectives**
- + Start now!





Learn more

- + www.northsearegion.eu
 - Programme manual
 - Fact sheets
 - FAQs
 - E-guidance material

