Interreg
North Sea Region
European Regional Development Fund
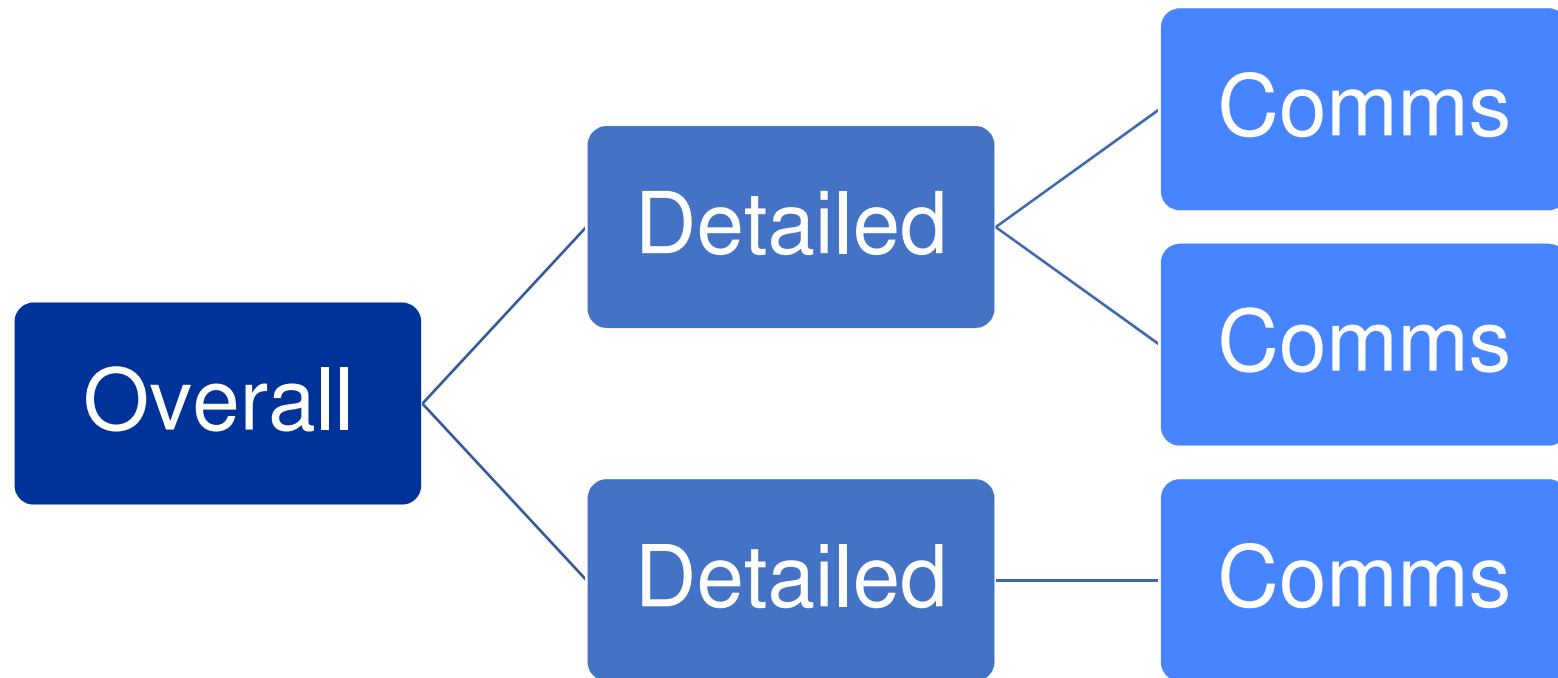
EUROPEAN UNION

5 tips
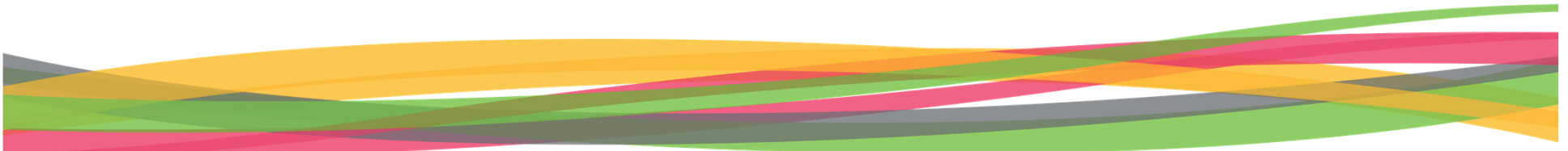## for your communication work package

#1: Set the right objectives

Project & communication objectives

Activity or objective?

1. Develop website
2. Engage policy makers in the revision of national innovation strategies
3. Prepare a communication strategy

#2: Think impact

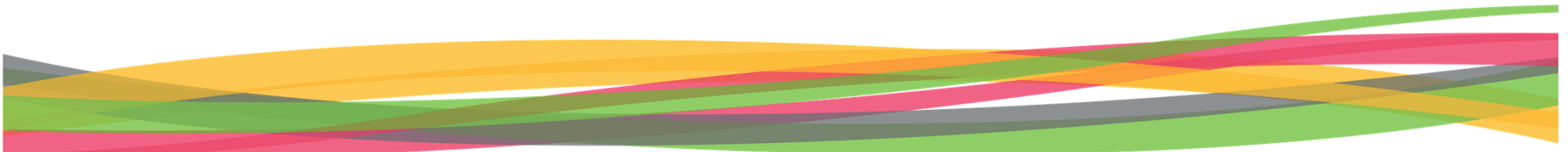# Think storytelling

#3: Define your target groups

Output indicators

organisations:
- *informed* about new solutions
- *adopting* new solutions

Focus your efforts

#4: Choose effective tactics

Example: POWER cluster

- **65,000 visitors**
- **26 panel debates**
- **26 press releases**
- **Visitor polls**
- **Mayor conference**

#5: Consider your webspace

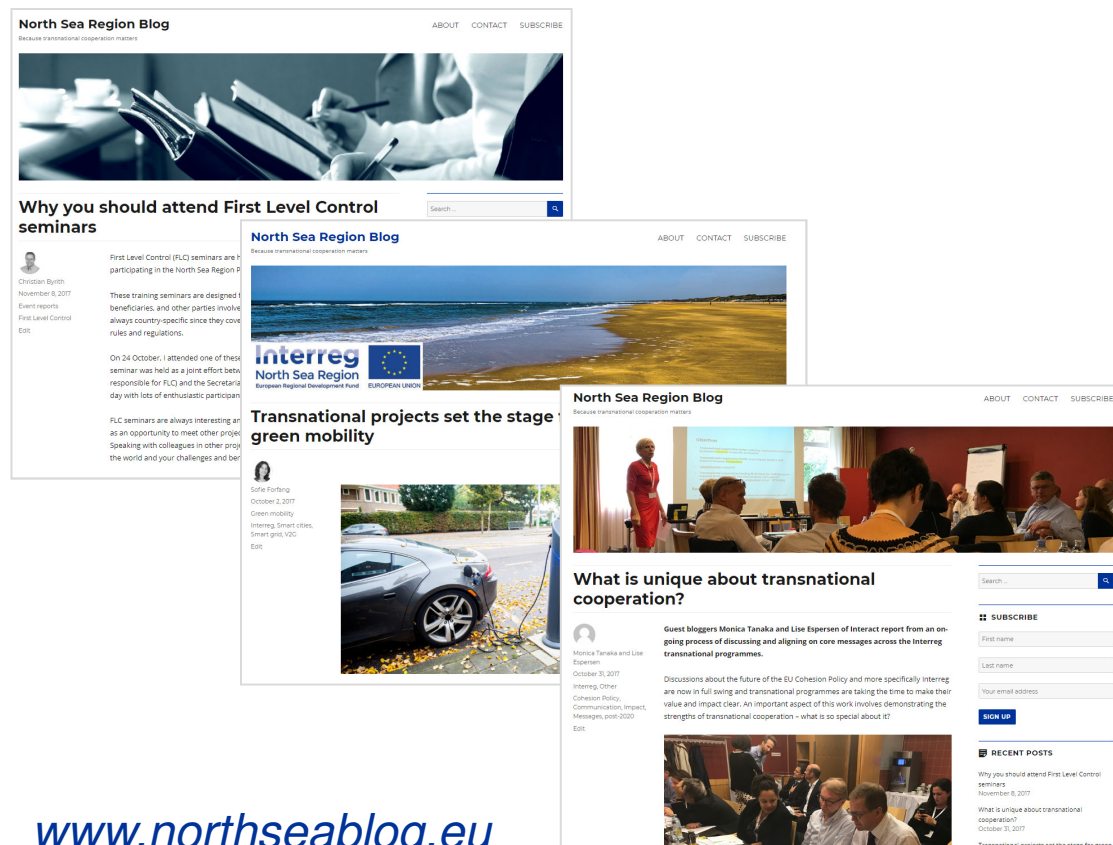*Northsearegion.eu/my-project-webspace*
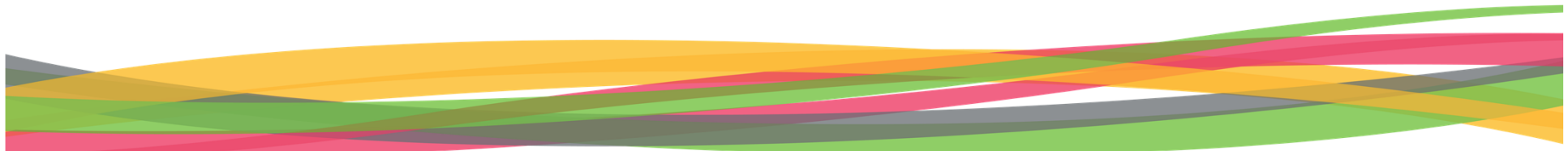
Checklist

Does your application:

- Set project-specific comms objectives?

- Describe well-chosen comms tactics?

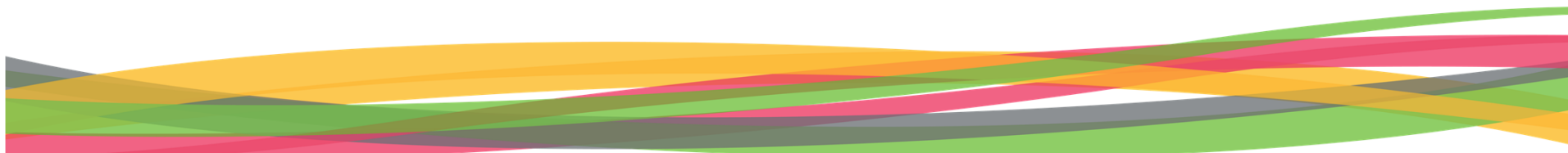- Include comms activities/ deliverables designed for your target audience?

Questions?

North Sea Region Blog

www.northseablog.eu

Thank you!

Sofie Forfang

Communications Advisor
sofie.forfang@northsearegion.eu

+ 45 2476 0327