Non-media communications

INTERREG IIIC
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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

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

Blogging

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