HOW TO COMMUNICATE YOUR PROJECT

Think, Plan, Act strategically
- What do you want to achieve?
- Communicate from day one

Be creative
- Vamp up the visual, reduce the writing
- Use social media

You can’t reach everyone
- Define your target audience
- Use consortium resources, expertise and ideas

Get into the media mindset
- Identify relevant media people
- Understand media language and needs

Think Issue, not project
- What issue is the project addressing?
- Link communication to hot topics in society

Think global, act local
- Local and regional media are effective targets
- Use the project’s local connections

Make it relevant to daily life
- Show the impact on society
- Avoid technical language and jargon

Build your brand
- Become a trusted source and voice
- Contribute where and when you can