



Europa Media Webinar

Event communication and organisation tips for your EU-funded project

Speakers

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Communication experts

10:00 – 10:45 CET | 18 May 2023

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Speakers



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Welcome!

- 10:00– 10:45 | Presentation
- 10:45 – 11:00 | Q&A session



Today's agenda

- Event types, purpose, target groups
- Conference case study: before, during and after

Introduction: Purpose, target groups and event types

Decide on the "why" and "who"

In this preliminary stage you need to answer the following questions:

- **Why** do you organize this event?
 - **PURPOSE**: what is the **goal** of your event?
E.g. Networking, raising awareness, presenting the project's outcomes, capacity building
 - **KPIs**: what are the target numbers in your GA and DEC plan?
- **Who** will attend this event?
 - **TARGET GROUPS**

 **TIP: Involve the project partners and set up regular online meetings with them**

Think of your target groups

Usual target groups for EU-focused events:

policy makers (EU, international), national or/and local authorities, representatives of similar initiatives (sister projects), researchers, civil society/association representatives, companies/startups

Purpose → Target groups → Event type

Choose which type of event is the best for you

Virtual, hybrid, face to face

- Project meetings
- Webinars
- Seminars
- Workshops
- Conference
- Final conference
- Group discussions
- Networking events



*Other events (less likely for your EU project to join – still possible):
trade shows, product launch events etc.*

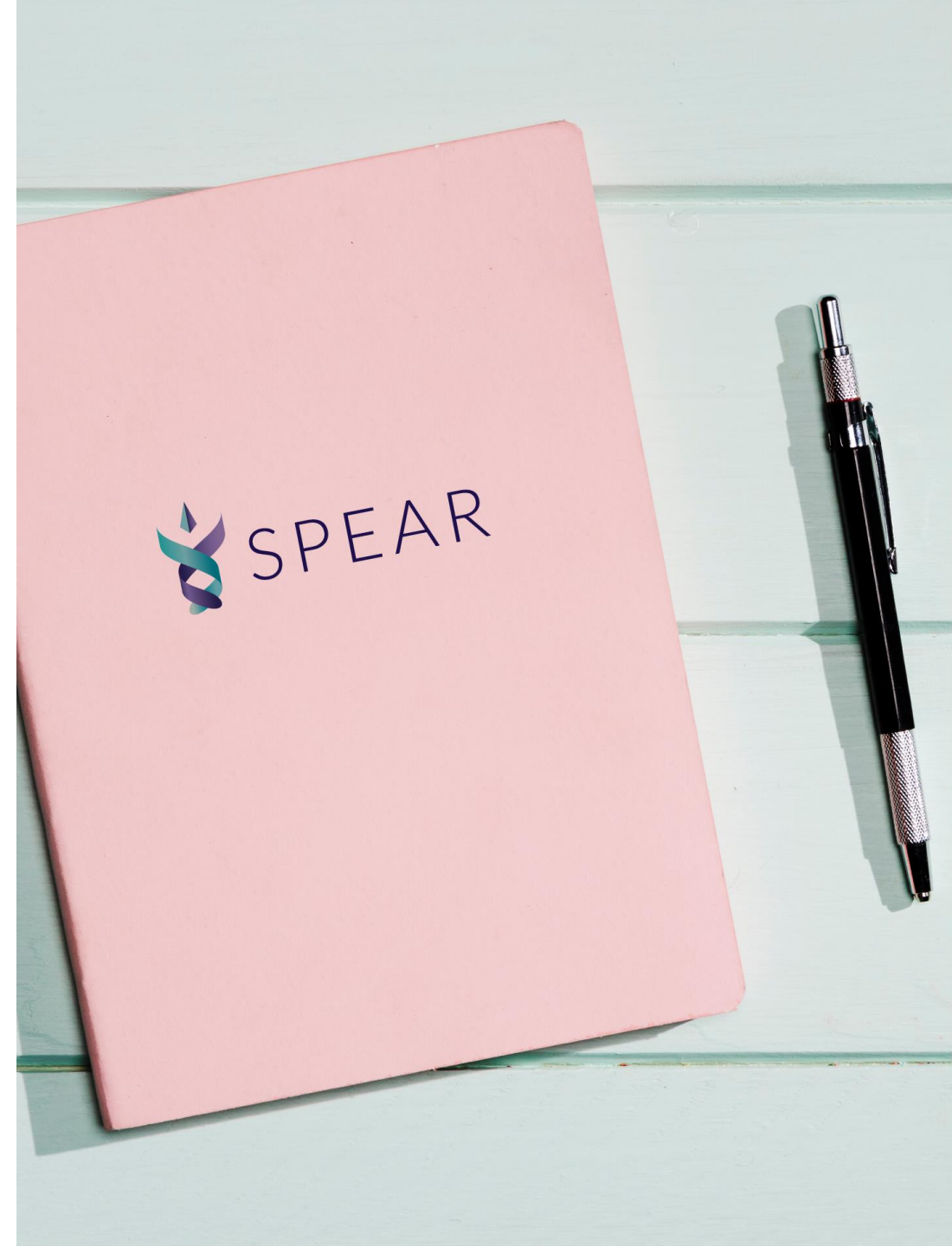
Case study

In this webinar we focus on how to organise the **final conference** of your EU project – why?

- It becomes a **common practice** mainly for projects which aim to engage with **multiple** target groups
- The same logic applies to all events

Case study:

SPEAR final conference



SPEAR final conference

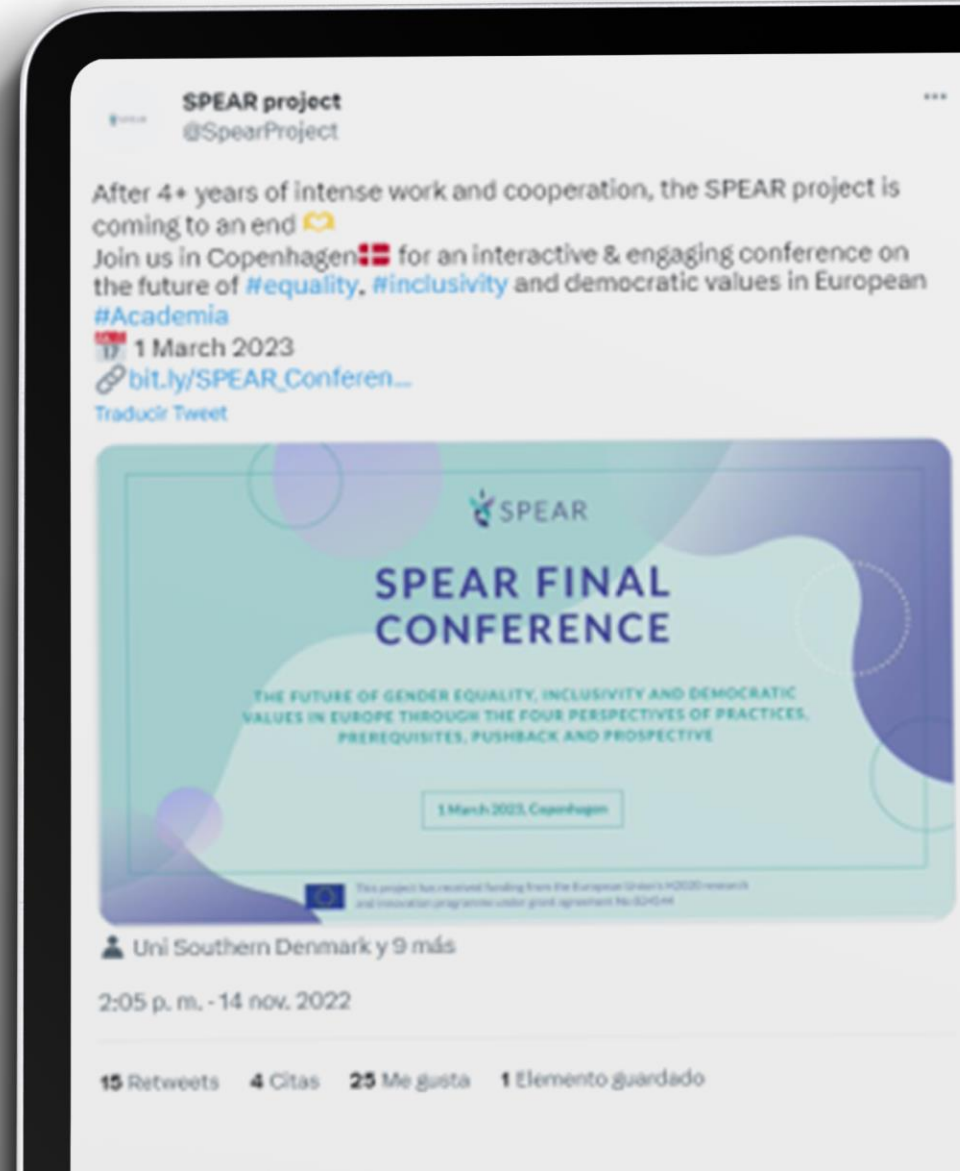
Purpose:

present project's results, network & discuss a broader gender topic

Impact:

policy recommendations, training materials, knowledge and tools utilised by other gender projects

Target groups: research/academic community, representatives of similar initiatives, EU authorities



**Before the conference -
preparations**

How we start

- Decide **who will work on your event** from within your company and your consortium members
- Divide them into **small teams** that will each focus on a specific aspect of the event (logistics, marketing & PR, financial aspects, etc.) – task forces 😊
- Create a detailed **sheet with task distribution and timeline** for an overview of the progress
- Set up **regular meetings** to assess the progress, plan next steps, and manage any potential delays
- Someone has to **coordinate** the actions of all task forces



Logistics

- Compile a **list of potential venues**
- Contact these venues and **ask for availability and price offers** (mention your budget and desired timeslot)
- Discuss **catering options** - don't forget to take into account options for food allergies and vegetarian/vegan participants
- Discuss **transportation** options – if you need to organise this for your participants to/from the venue
- Think of the **technical equipment** you will require (depending on the type of event): screen, microphones, laptops, camera, and see if the venue provides these or you have to get them elsewhere



Partnerships

- Compile a list of **stakeholders you want to invite** to your event (policy makers, civil society representatives, media representatives, sister projects), as well as **potential speakers**
- Contact them with an **official invitation**
- Create a **registration form** and set a deadline for the final number of attendees
- Manage communication with attendees up until the event
- Create an **info pack** for participants with useful tips to go around your city



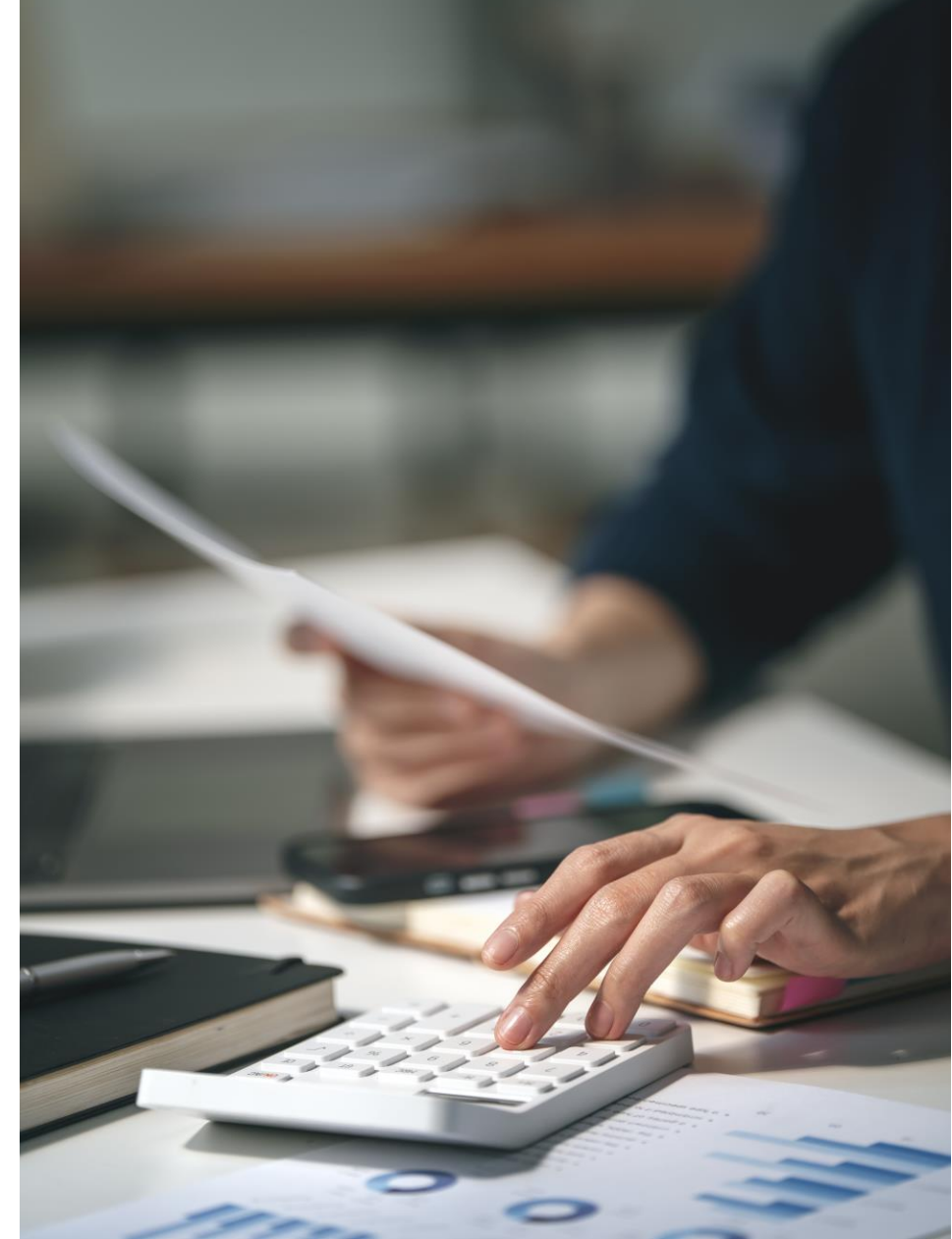
Marketing/PR



- Compile a database with **media contacts, sister projects, key influencers** that could help spread the news about your event
- Create a **press release** with the key information about your event and send it to the contacts above
- Create a **detailed social media plan** for before, during, and after the event (including copy and visuals)
- If needed, set some **running ads** to reach larger audiences
- Decide if you need **professional photography** for your event
- Prepare **dissemination materials** (roll-ups, stickers, stationery, etc.)

Finances

- Decide on your **budget** for the event
- Distribute the budget for each category: venues, catering, PR, dissemination materials, photographer, ads...) depending on your needs
- Set aside some percentage of the budget for **unexpected expenses**
- Set an **internal timetable** for yourself with payment deadlines



During the conference

The big day has arrived

Beforehand: some work still has to be done!

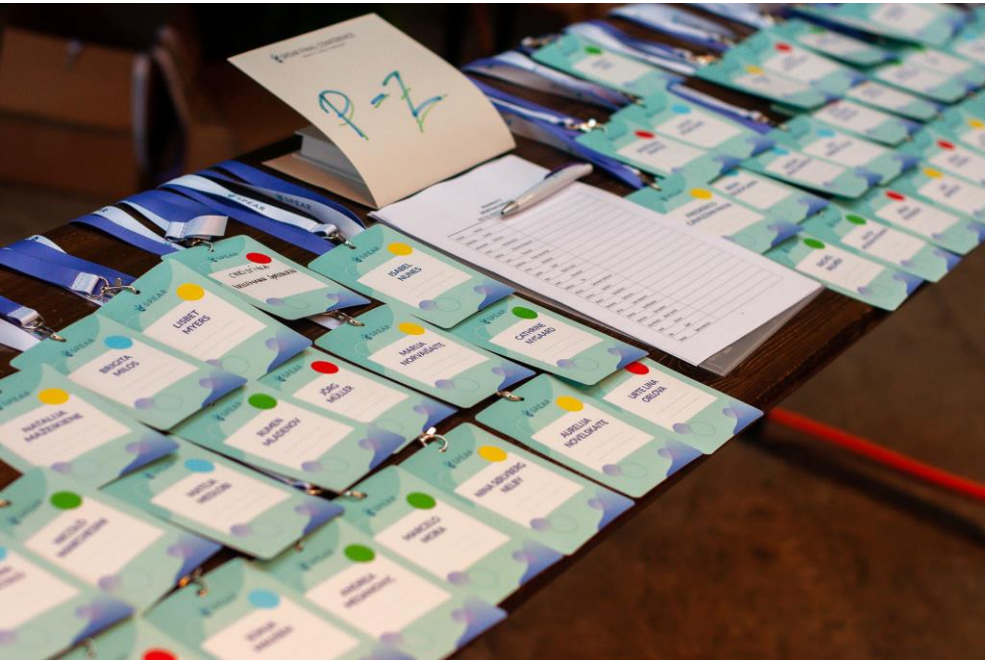
- Visit the venue one or two days before the event,
 - are you planning a pre-event?
- Check technical equipment → any external technical support? → arrange an appointment/ a rehearsal with the experts
- Go over the schedule with your team
- Prepare dissemination materials
- Finalize catering
- Distribute the tasks



During the conference



The big day has arrived



Task distribution

- Social media coverage (photos, interviews, key notes, mini video production)
- Stage/venue set up and decoration (posters, rollups, round tables set up, exhibition area)
- Dissemination/merchandise materials preparation
- Coordination with volunteers – communicate clearly their tasks/responsibilities
- Welcome tables, signature sheets, signs to designated areas
- Assign a person to monitoring the tasks' execution

💡 TIP: be flexible and adapt
→ you might need to take decisions on the spot!

After the conference



Final tasks

Post-conference communication – internal, external

- "Thank you email" to all participants, send a survey
- Work on the communication materials you collected during the event (visuals, interviews)
- Pre-prepared press release/news item for the project's website summarizing the key outcomes
- Discuss with the team your successes and future improvements
- Finalize pending payments (external marketing, technical support, venue, catering)

Reporting

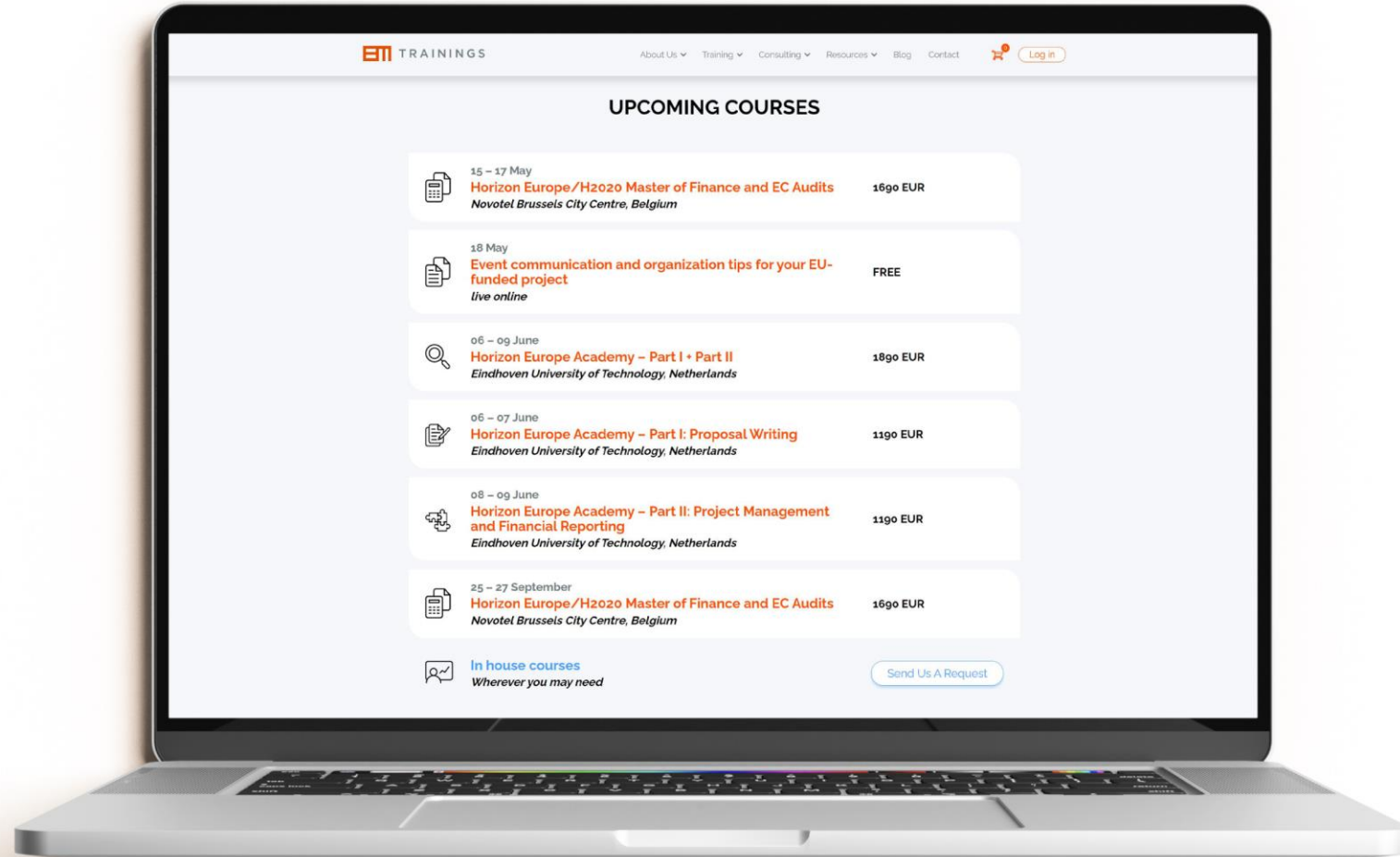
- **Think of the final reporting and collect the data (analytics, photos, screenshots)**
- **Report on the targets achieved - linked to your KPIs in your D&C Plan**

Question time!



Upcoming courses

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THANK YOU!

for your attention

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