

## FIRESPELL

Fostering Improved Reaction of crossborder Emergency Services and  
Prevention Increasing safety Level  
(Project n° 10255377)

Priority Axis: Safety and resilience  
Specific objective 2.2 - Increase the safety of the Programme area from  
natural and man-made disaster

WP2 – Communication activities  
Activity 2.1 – Startup Activities

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# 1 Strategic Overview

## 1.1 Project summary

The project entitled "FIRESPELL: Fostering Improved Reaction of crossborder Emergency Services and Prevention Increasing safety Level " of the "Italy Croatia 2014-2020" programme has as main objective to increase the capacity of Emergency Service Organizations and citizenship to cross-border operate in tackling natural and manmade disasters in the Adriatic Basin, decreasing the exposure of the populations to the impact of hazards and increasing the safety of the Croatian and Italian Adriatic basin by improving emergency prevention and management measures and instruments.

The joint efforts invested by 14 project partners, with cross-cutting competencies and multidisciplinary experiences, will result in development of common monitoring strategies and a disaster prevention and management system that will increase the resilience of involved territories to natural disasters like wildfires and earthquakes as well as accidents like oil spills.

Further benefits and multiplicative effects will be gained from its integration in the regional development plans.

## 1.2 Summary of the project's communication strategy

The communication and media strategy are specially designed so as to address the communication needs and challenges of the project, focusing on its main objectives and adjusted to the characteristics of its target audiences.

The project presents significant communication challenges. The project's messages should have a transnational dimension and its dissemination-awareness-raising actions should cover the entire Adriatic area, in the context of the Interreg Italy – Croatia Programme. One of the project's challenges is to succeed in disseminating information to broad channel of recipients with a different level of awareness:

1. a broad audience consisting of its end-users and involved target groups and stakeholders (such as research institutes-universities, governmental decision-makers, local and active operators, etc.)

The project's Communication Strategy will be active at all stages of the project, providing guidelines to assure the lasting dissemination effect of the project's messages and the engagement of relevant target groups. Emphasis will be given on novel communication strategies of high influence ensuring a long term, deep and concrete impact of the project activities and results on all diverse targeted groups.

The project is targeting stakeholders both within the Interreg IT-HR Programme community and outside the Adriatic area. The communication plan will exploit the vast networks and communication channels of more than 1000 participants in the Programme while it will map its target audiences so as to reach a wide circle of actors outside the Program (local, national, transnational). FIRESPELL 's communication strategy will be customized to the needs of the project while being in line with the broader strategy of the Interreg IT-HR Programme and several aspects will be approached following its communication guidelines.

The project communication plan will define the necessary information and publicity measures so as to ensure the optimal relationship between communication and information. For the needs of the plan, a SWOT analysis will be designed, explaining the strengths, weaknesses, opportunities and threats in the communication part of the project. Focusing on the vision and mission of the project, the integrated communication plan identifies the appropriate messages, communication goals and communication activities, targeting at their optimal dissemination to the project's targeted audiences. The audience-targeting is based on the project's specifications which will be reviewed through the proposed methodology.

The most appropriate tools and means of communication for each audience will be defined, based on tailor made solutions that take into account the specific characteristics of each target audience. The plan will be performed according to a pre-designed timetable. Communication activities will be presented in a calendar. In addition, the plan contains the principles and criteria for measuring success for all communication actions, ways of accessing project information, the availability of information and alternative forms as well as possible barriers that may interfere with audiences about how to use the disseminated information.

## 2 The project's objectives & expected results

### 2.1 Overall objective

FIRESPILL project overall objective is to increase the capacity of Emergency Service Organizations and citizenship to cross-border operate in tackling natural and manmade disasters in the Adriatic Basin, decreasing the exposure of the populations to the impact of hazards and increasing the safety of the Croatian and Italian Adriatic basin by improving emergency prevention and management measures and instruments.

The joint efforts invested by 14 project partners, with cross-cutting competencies and multidisciplinary experiences, will result in development of common monitoring strategies and a disaster prevention and management system that will increase the resilience of involved territories to natural disasters like wildfires and earthquakes as well as accidents like oil spills. Further benefits and multiplicative effects will be gained from its integration in the regional development plans.

### 2.2 Specific objectives

#### 2.2.1 Enhance governance and operational capabilities of cross border Emergency Service Organizations.

FIRESPILL project aims at upgrading cross border emergencies management system able to advance the capacity of recovery while minimising damages, through strengthening administrative and operational competence and strive towards sustainable development. Enhancing the level of uniformity and similarity will improve the overall efficiency of the existing Emergency Services Regulatory Systems, in line with the EU principle of co-operation and subsidiarity (EU Civil Protection Mechanism).

It'll be pursued by comparing the current civil protection legislations and practices in the two countries to identify their homogenization level and the arguments on which to intervene to improve the overall system efficiency. The main natural and man-made disasters FIRESPILL project aims to tackle, are fire, earthquake, oil spill and other marine hazards. In order to effectively tackle these emergencies, it is essential to analyse and streamline hazard exposure of project area as well as the legislation and practices at hand for each respective risk on both sides of the Adriatic, and only then adopt joint approaches and common monitoring strategies and management systems. In terms of its operational capabilities, FIRESPILL aims at the upgrade of safety equipment, emergency land and sea vehicles, mobile command and control units, communications systems and establishment of Advanced Training Centre.

#### 2.2.2 Mobilize the participatory process of citizenship to obtain their contribution to crisis management

FIRESPILL aims at increasing the level of involvement of the population on risk prevention, monitoring and crisis management. It will be pursued by activating the participatory process of citizenship addressed to: (i) add to its role of "vulnerable element" the "active sensor" one during hazardous occurrences to obtain its contribution to Civil Protection activities of natural and manmade risk forecasting, prevention, monitoring and management within its own living territory; (ii) get a proper behaviour and a thorough knowledge of risk issues to reduce the natural and manmade phenomena that lead to emergencies. Joint development and implementation of awareness raising actions in the society (i.e. schools, citizen) is essential to enhance their knowledge on risk prevention and crisis management. Public awareness is regarded as one of the disaster management innovative tools and best practices used to achieve disaster risk reduction. It helps a community to become resilient through awareness of the issues affecting its environment and ownership of efforts. Enhanced knowledge will result in improved behaviour and better

preparedness of the population and rescue teams and their active participation in the common monitoring strategies and disaster management system. These actions will achieve an increase in hazard knowledge, audience's risk perception, and communication of this knowledge to others and fostering of a safety culture.

### 2.2.3 Improve efficiency in monitoring and intervention through upgrade of Emergency Management Systems

FIRESPILL project aims at the improvement of an innovative Emergency Management Systems (EMS) that will enable better coordinated collective emergency planning and preparedness for natural and man-made disasters in the Programme area. The aim is to integrate the present applications, heterogeneous data from institutional (research centers, sensor networks, etc.) and social media sources and make similar risk scenarios available to emergency services' chain of command. This will be achieved by a thorough analysis and streamline of presently available solutions, improvement of existing early warning and decision-making support systems, resulting in coordinated contingency plans at cross border regional scale. Pilot actions will be implemented to promote the employment of innovative Emergency Management Systems tools and developed solutions for each respective hazard. Shared platforms will network the involved stakeholders and support exchange of good practices in order to enhance the knowledge transfer and capitalization of achieved results in the field of prompt response to disasters.

### 2.2.4 Expected results

FIRESPILL main results are:

1) Upgraded Emergency Services Regulatory system and institutional cooperation among the involved actors through the analysis and mapping of hazard exposure and current emergency services regulatory systems, establishment of better coordinated collective emergency planning and preparedness, and improving the level of uniformity aiming for balanced territorial approach in risk tackling (WP3).

2) Enhanced awareness and behaviour of the citizens through participatory actions increasing the level of involvement of the population in risk prevention, monitoring and crisis management, transforming them from vulnerable elements to active sensors (WP2 and WP5).

3) Improved risk prevention and management in the involved coastal regions through the upgrade of Emergency Management System (EMS), aimed at observing and predicting geophysical factors influencing people and properties, coordinating the emergency interventions and activating channels of communication with interventions teams and affected citizens (WP3 and WP5). This result and its multiplicative effects will be reinforced by pilot actions tailored to each risk (WP4).

The results contribute to the increase of safety in the Programme area and its resilience to natural and man-made hazards as they promote a shift in the prevention and management policies of the Programme area to a more unison and interactive risk management system as alternative to more individual and unharmonized practices.

## 3 Communication objectives and tactics

### 3.1 1<sup>st</sup> objective

Promote the cross-border cooperation of Adriatic Italian and Croatian coast regions to develop better coordinated emergency interventions, inducing a multiplier effect on other Adriatic-Ionian regions.

#### 3.1.1 Project specific objective's contribution

Communication activities contribute to Project specific objective 1: Enhance governance and operational capabilities of cross border Emergency Service Organizations, by informing national and local authorities and European/EUSAIR representatives on the cross-border strategic plan launched by the 12 Adriatic regions to develop more efficient, harmonized and homogeneous emergency management approach and spread its knowledge out of the involved territories.

Communication activities will focus on the standardized cross border procedures illustrating guidelines and policy recommendations, and the tools and initiatives launched for its promotion as a joint and upgraded approach. Communication activities highlight strong political commitment of cities and regions to jointly promote the necessity to take a strategic approach thus facilitating the multiplier effect to foster more coordinated approach with the final goal to increase the safety of the entire programme area.

#### 3.1.2 Approach/ tactics

Tactics adopted aim at reaching specific and targeted audience able to valorise the cross-border approach for the promotion of the shared strategic plan related to Emergency Services Regulatory Systems adopted by project partners via adoption of Green paper, and to disseminate it for the replication to other territories also beyond the programme area. Public authorities in Italy and Croatia, EUSAIR and EU representatives are reached through the participation at high-level events, local/regional events, workshops, EU events, thematic publications and presentation of the project during ad hoc events, networking with other ETC projects as key opportunities for the sharing of experiences and best practices, the activation of policy learning mechanisms to improve the shaping of Emergency Services Regulatory Systems and territorial development policies, and to act as multiplier in other Adriatic-Ionian and/or EU regions. Moreover, EUSAIR representatives have the opportunity to integrate project activities in the EUSAIR action plan.

### 3.2 2nd objective

Raise awareness and spread knowledge of the population affected by project activities on the importance of prevention interventions and proper behaviour reaction to natural and man-made disasters.

#### 3.2.1 Project specific objective's contribution

Both communication activities (WP2) and public awareness raising campaign (WP5) contribute to reaching the specific objective 2:

Mobilize the participatory process of citizenship to obtain their contribution to crisis management. Citizens, general public, schools, and touristic communities will be addressed through the use of local press, local social channels, workshops, events, brochures aimed at informing on the importance of prevention and proper response to hazards.

A complex awareness intervention on citizens will be launched to improve their knowledge of emergency services (Civil Protection) organization and how to cooperate and actively participate in forecasting, preventing, monitoring and management of natural and man-made risks.

#### 3.2.2 Approach/ tactics

Press conferences carried out during KoM and final conference, events and workshops, seminars and info days to obtain appearances on newspapers and press with the scope of increasing target



groups' degree of awareness on the relevance of the issues tackled. Specific publications on selected project issues and items will be elaborated and disseminated among the addressed target groups in order to sensitize them on the crucial role of promoting prevention and ability to correctly react to hazards. Citizens' Participatory framework will be launched to improve their knowledge on emergency services organization and active participation in forecasting, preventing, monitoring and management of natural and man-made risks.

Workshops will be arranged and addressed to technical professional orders and Civil Protection Corps and Volunteers associations, open to general public as well, aimed at setting up informal debating sessions and restricted think tanks, with the scope of reflecting on the project issues, sharing opinions and contributing to the mutual raise of awareness in a way to encourage their engagement, where requested, as external expertise (Geologists, Engineers and Architects) or participants (C.P. Volunteers and Citizens) in planned Pilot actions (WP4). Education and training institutions are reached with tailored activities to inform target groups, especially school-age youths (via edutainment incl. gamification), on the mechanisms of civil protection

### 3.3 3rd objective

Increase knowledge on environmental and socio-economic benefits deriving from the use of innovative tools and management models and promote their deployment in pilot areas with clear transferability .

#### 3.3.1 Project specific objective's contribution

Communication activities contribute to SO3: Improve efficiency in monitoring and intervention through upgrade of Emergency Management Systems, by raising awareness on the benefits that stem from the utilisation of cutting edge solutions for risk prevention, early detection and mitigation. Communication activities will support the dissemination of the solutions that allow IT and HR Emergency Services to cooperate in monitoring and predicting geophysical factors, coordinating the emergency interventions and activating channels of communication with rescue teams and affected citizens.

Medial (press releases and articles) and non-medial (webpage, news, brochures, video and social media) tools will support the sharing of the project good practice and foster the exchange of experiences on the innovative process and tools and highlight their transferability potential for other beneficiaries.

#### 3.3.2 Approach/ tactics

Target Groups will be reached by a constant awareness-raising campaign on the project achievements in terms of environmental benefits and safety enhancement. Technical professional orders' members will be encouraged to engage in pilot actions, Civil Protection Corps and Volunteers' associations and citizens to involve themselves in training courses, exercises, drills and simulation activities. Digital tools like storytelling video and an ad "hoc" social media campaign will play an important role, giving floor to the operators and institutions involved in pilot activities to directly share and exchange the achievements and promote the integrated approach adopted by project. Reports on the project pilot implementation will also be disseminated during the CB exchange, and the thematic seminars specifically aimed to transfer the knowledge gained and push the uptake of results. Results of the use of innovative tools and models will also be communicated during the project events (e.g. Final Promotional Event), by means of local press to increase the project results visibility to public opinion, address the general public and sensitize on the theme of the environment protection. Furthermore, the results will be available and updated on the project website. Shared platforms will network the involved stakeholders and support exchange of good practices in order to enhance the knowledge transfer and capitalization of achieved results in the field of prompt response to disasters.

## 4 Target audiences

### 4.1 Identifying the target groups

Identifying the project’s audience is a key starting point of the communication strategy. Target audiences are selected to meet the different needs and expectations of the project. Dissemination of key messages to the right audience is a major success factor for the project.

The project aims to involve the target groups as in the following 4.2 List of target groups.

**Location:** The project’s direct target groups are located in the Interreg IT-HR Programme area, in the Italy and Croatia Countries.

Contributing to the horizontal principles, the project promotes equal opportunities and non-discrimination, as all citizens are encouraged to enhance their ability to resist, mitigate, accommodate to and recover from natural and manmade hazards.

Furthermore, the transnational project partnership will approach stakeholders without any discrimination because of race, color, national or ethnic origin, age, religion, disability, sex, sexual orientation, gender identity and expression, or any other characteristic protected under applicable laws.

### 4.2 List of target groups

Target groups	Description	value
General public	Citizens of involved municipalities (including children), tourists of different typology, increase their knowledge on civil protection mechanisms and contribute to risk mitigation through raised awareness. They are addressed through social media, local press, and during info days, rescue exercitations, simulations, and exhibitions of Civil Protection displaying vehicles and equipment, and supported by booklets, video, publications and produced communication material (WP2 and WP5).	200000
Local, regional and national public authorities and related entities	Regional, national, or local institutions and the neighboring municipalities will improve the resilience of their own territory by upgrading risk management and prevention. They are addressed by high-level conferences, media and social media, workshops (WP2, WP3 and WP4) to get informed on the benefits of FIRESPIILL strategy for the local development. All ITA-HR regions and EUSAIR regions are addressed via WP2 for the transferability of FIRESPIILL outputs.	40

Emergency services and coast guard centres	Regional functional centers in Italy and Croatia dealing with emergency management: firefighting corps, civil protection regional/county units, coast guards. Enhancement of their operational capabilities will be furthered by the provision of safety equipment, emergency vehicles, communications systems, and Advanced Training Centre establishment (WP4), but also through the establishment of cross-border Emergency Management Systems foreseen by WP3.	52
NGOs	This target group includes volunteers' associations and crisis management associations established as non-government organisations with the aim to protect people and resources from fire and other natural and man-made disasters. Associations involved in environmental protection activities are also addressed. They will receive special attention in the community disaster awareness activities (WP5), furthering as well as sharing their knowledge related to risk prevention and management.	13
Education and training centers	Education and training organizations of ITA and CRO regions involved are addressed in the phase of planning and implementing public education initiatives, so as to integrate disaster awareness planning into broader community development. Education and public awareness are the cornerstone of approaches aimed at reducing vulnerabilities to hazards. FIRESPIILL will give due attention to education and training centres improving knowledge and skills essential for disaster preparedness.	10
Universities and research institutes	Universities and research centres operating in natural and man-made emergencies prevention, monitoring and intervention will be especially addressed by FIRESPIILL in the WP3 activities focusing on analysis of hazard exposure of project area. FIRESPIILL will stimulate additional research implemented by universities and research centres, particularly at cross border level, which will be increasingly linked to policy making and practice in disaster risk reduction.	4

### 4.3 Stakeholders' mapping: the power-interest grid

Meeting the different needs, perceptions and expectations of the target audiences is a critical success factor of an effective communication strategy. The target groups need to be identified as accurately as possible so as to ensure that the key messages are transferred to the right audience. Following the identification of the project's target groups, a stakeholder mapping comes next, listing and mapping the groups, analyzing their interest, their attitude and the best channels to reach this group to adapt their communication activities accordingly.

The stakeholders demanding priority attention can appear on a grid showing the correlation between their power/influence and interest. The grid is used by inserting the groups or individuals on the four quadrants.

**Upper-right box: Influence high + Interest high = Manage**

High-influential and high-interested stakeholders, are classified as our first priority and are the ones that project partners should be focusing on. They should be managed carefully and closely. They are key players to the success of the project and must be involved to transmit key-messages to governing authorities and decision making bodies.

**Upper- left box: Influence high + Interest low = Satisfy**

High-influence but low-interest groups need a different approach in order to capture their attention and upgrade them to “interested” by meeting their needs. The project team should try and therefore adapt their communication activities accordingly to make the groups of individuals located in the left hand box move into the right hand box.

**Lower-right box: Influence low + Interest high = Inform**

Low-influence groups but high-interest should be kept informed and involved given that the interest alone can significantly contribute in the successful implementation of the project. Interested parties will easier adopt the new policies and innovation initiatives, with a potential to get more involved in a next stage. They are potential supporters of the project. It is preferable to use their interest by involving them in lower risk areas of the project.

**Lower- left box: Influence low + Interest low = Monitor**

Low-influence groups with low-interest are scaled as the least important group of stakeholders and should be monitored but not overthought. Creating a greater interest to them is a desirable result but comparing these groups with the others, it is advisable to spent more time and efforts to the other groups who can bring better results in shorter time. This group must be kept informed with more general communication activities. The aim is to upgrade them to high-interest stakeholders.

Communicating with the stakeholders will help in providing answers to the following:

- Who are the most important stakeholders?
- What is the stakeholders' knowledge of the current policies and operational capabilities on risk prevention? What is their position on them?
- Who can contribute to the network?
- Who are more willing to adopt changes?
- What do stakeholders see as potential pros and cons in project activities/pilot projects implemented?
- Who can contribute to the implementation of the pilot activities?

Stakeholders mapping is of outmost importance in order to strategically get the stakeholders involved taking the best possible results out of their activities. It also improves the way of managing the communication with certain stakeholders in order to influence them in case they show limited interest or even blocking trends.

#### 4.3.1 The Power-Interest grid



Manage closely:	Emergency services and coast guard centres, NGOs, General public (citizens)
Keep satisfied:	Education and training centers , Local, regional and national public authorities and related entities
Keep informed:	Universities and research institutes
Monitor:	National and International Authorities

#### 4.3.2 Compliance with General Data Protection Regulation (GDPR)

All communication activities aiming the targeted stakeholders must be complied with the General Data Protection Regulation (EU) 2016/679. The regulation contains provisions and requirements regarding the processing of personal data of individuals.

It is important that permission for processing their personal data is sought prior to communication activities such as the subscription to newsletters, registration in events etc.

## 5 Communication Channels & Tools

### 5.1 Channels & Tools. Creating influential content.

External communication involves the exchange of information, promotional activities and direct communication such as participation in events fostering transnational communication.

The approach of each target group will be achieved through the use of reliable communication channels & tools. Innovative content will be created (infographics, cinemagraphs, videos) and continuously feed social media networks. Events will be promoted via video coverage and livestreaming to social media and website. Traditional media will be also utilized as well as magazine articles and printed material (flyers, posters, a "Guide").

Digital media	Press and Traditional Media Appearances	Printed material	Events & meetings
<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media networks (Facebook and Instagram)</li> </ul>	<ul style="list-style-type: none"> <li>• Articles in newspapers/ magazines</li> <li>• Press releases/ Press kits</li> </ul>	<ul style="list-style-type: none"> <li>• Project's promotional material</li> <li>• Green paper (Guide)</li> </ul>	<ul style="list-style-type: none"> <li>• Events. Organization of events and participation in events organized at program level</li> <li>• Workshops</li> <li>• Training programs</li> </ul>

### 5.2 Project's Website

The Programme will provide and host a complete ready-to-use website (calendar, document library, directory, tools etc.) on IT-CRO web platform for each selected project.

The website will be set up in accordance with the program's guidelines and will be enriched with communication elements such as icons, illustrations & infographics providing clear information in a more eye-catching way. Attention should be also given to writing for the web, which differs from other forms of writing.

Thus, for creating and maintaining the standard project website there will be no fixed costs since these services will be provided by the Programme Authority as well as all the elements to manage and configure their website section.

FIRESPILL will have to foresee internal/external human resources in order to fill the project website with short description of the project in English including: its aims and results, project's progress, partnership information and highlighting the financial support from the Union. The website will be update regularly with news, features, content, social networking, event's calendar, deliverable library, photo gallery.

The website should be designed and managed taking advantage of the existing networks and being accessible via following links in other tools through online searching.

### 5.3 Social media networks

#### 5.3.1 General tips

- ✓ Follow FIRESPILL's partners. Social networks need interaction.
- ✓ Repost and share FIRESPILL's messages

- ✓ Create powerful content
- ✓ Use tags
- ✓ Use hashtags
- ✓ Use the URL shortener
- ✓ Follow trending topics
- ✓ Use key-words
- ✓ Pay attention to metadata- name an image/ video before uploading it
- ✓ Include a link to your channel in your email signature
- ✓ Promote the content of each channel on other channels and social networks

### 5.3.2 Facebook

Facebook is a top marketing tool offering maximum visibility at minimum cost. As of the second quarter of 2018, Facebook had 2.23 billion monthly active users.

The project's facebook page has been created and published aiming at making FIRESPELL more visible to its targeted audiences. Through the facebook page regular information of project's progress is provided, messages and results are disseminated, target audiences are being reached.

Key objectives: educate, inspire, engage the general public and raise brand awareness FIRESPELL project

In order to achieve high engagement on Facebook it is important to create powerful content suitable for this channel.

Powerful content contains:

- ✓ Short texts (50-80 characters)
- ✓ Simple posts
- ✓ Quality images combined with short text- messages
- ✓ Post variety of content: Photos, Videos, press releases, articles. Good monitoring of posts- good rotation of type of material used. Videos get the most shares.
- ✓ Post dedicated to one single message
- ✓ Posts dedicated to a certain target group
- ✓ Posts including questions encouraging discussions. Ending a post with a question, encourages viewers to get involved. Questions get the most likes.
- ✓ Create polls
- ✓ Prompt and adequate responses
- ✓ Infographics
- ✓ Icons & illustrations
- ✓ Keep it animated during events- post on real time

### 5.3.3 Instagram

Instagram is a young tool offering visibility at minimum cost. It is a powerful means of communication through images and short videos and it is useful in creating a strong connection with followers.

The project's instagram page will have a feed with images of activities, results, infographics to make FIRESPELL more visible to its targeted audiences (young people) and to provide clear information in an eye-catching way. The account will also have highlights useful to collect images in thematic catalogs. Through the Instagram page regular information of project's progress is provided in an easy way, messages and results are disseminated, target audiences are being reached.

Powerful content contains:

- ✓ Short texts (50-80 characters)
- ✓ Simple posts
- ✓ Quality images combined with short text- messages
- ✓ Post variety of content: photos, short videos. Video stories get the most shares.
- ✓ Post dedicated to one single message
- ✓ Prompt and adequate responses
- ✓ Infographics
- ✓ Icons & illustrations
- ✓ Keep it animated during events- post on real time

Key objectives: educate, inspire, engage the young public and raise brand awareness FIRESPILL project.

In order to achieve high engagement on Instagram it is important to create powerful content suitable for this channel.

## 5.4 Project Digital Content

### 5.4.1 Story telling

Story telling is an effective way of improving communication, shifting from a formal method to a more engaging and inclusive conversational style. Communication in the form of stories generates a stronger reaction to the audiences, giving them the desired motivation.

Effective storytelling involves a deep understanding of human emotions. Stories have to be universal, true, clear and focused.

For story telling Firespill project will use: Facebook Stories and Instagram Stories and Highlights. Unlike regular Instagram Stories that vanish after 24 hours, Instagram Stories Highlights can live permanently on your profile. They are like curated collections of Instagram Stories that your followers — both old and new — can tap into and watch any time they like. Because of their prime location directly under your bio and above your Instagram feed, it's the perfect place to direct followers to your most valuable and interesting content.

### 5.4.2 Videos

Visual transmission of information via videos is one of the most effective ways of boosting engagement massively. The majority of the audiences prefer videos than reading.

Videos can be used to present a summary of key principles & findings of a project, easily disseminated through social media, being effective for broad and diverse audiences.

The storyline and content of a video are more important elements than its production quality.

- A professional video (in native languages with English subtitles) at the project level to provide coverage of the entire project partnership (less than 10 minutes long) will be produced.
- Informal participatory videos will be produced by each PP sharing stories, and disseminating peer-to-peer education.
- A video per pilot actions under WP4, will be produced by each respective PP in charge of the pilot action.

## 5.5 Press and Traditional Media Appearances

### 5.5.1 Articles in magazines

Articles will provide information on the project's goals and principles and its progress and will be placed in print publication. Articles offer reliable information, raising interest by building trust to



the audiences. Better publicity and high searching rankings can be achieved through dedicated strategy including the selection of high ranked hosting newspapers/ magazines.

Five project related articles will appear on thematic relevant EU paper magazines presenting project results and achievements and contributing to the FIRESPIII wider promotion.

#### 5.5.2 Press conference reports/ Press kits

Press releases are used to inform media about the project's objectives, findings, messages and outputs. They should be prepared with the right format for the journalists providing them with information presented in a way that would be appealing to them, trying to include some news and avoiding technical language.

Two press conferences will be organized at project start and end. Press kits with project content will be prepared and distributed to the journalists. The press releases will be sent to local/regional media and uploaded on the Programme web-platform and the partners' institution websites.

### 5.6 Printed material

**Disclaimer.** As general rule, stated by the Interreg Authorities, for any publication produced by project, such as recommendations, good practices guide, etc., it is necessary to use the following disclaimer: "[THIS DOCUMENT] reflects the authors' views; the Programme Authorities are not liable for any use that may be made of the information contained therein."

#### 5.6.1 Project's promotional material and logo

Within the approach adopted by the Interreg IT-HR Programme, almost all of the graphic templates for the production of promotional material, as well as project's logo, will be provided by the Programme Authority as a "FIRESPIII Communication kit".

The project communication, in this sense, is more focused on promoting thematic communities than the identity of the project itself. Following these rules, the Interreg IT-HR Programme has adopted a single branding for project logos.

In accordance with the Interreg IT-HR programme, all project publications, including brochures, studies, articles and others must include the project logo and the reference to the EU co-financing. When this is not possible, for example, in scientific articles, conference proceedings or other publications, projects should explicitly mention the contribution from the EU co-financing and the Interreg IT-HR Programme. In addition, projects are strongly recommended to publish most essential results (or a summary of them) in English, the official languages of the Programme.

#### 5.6.2 Project brochure, roll up, poster and gadgets

In order to disseminate project's aims, objectives and results each PP is in charge of printing 100 copies of project brochure, one roll up, one A3 poster, tools and gadgets. PP2 is in charge of the graphic design of such promotional material (in English) and each PP in translate it in native language.

The brochure will provide information about the project's main objectives and the partnership formation and will be distributed during events to the target audiences. The brochure will be produced in partners' languages and in English. The content will be simple and precise. The design will follow the project's branding and the INTERREG IT-HR program's publicity rules.

Promotional brochures will be developed in digital and material form depicting the project and its outcomes for informing the local communities. PP2 is in charge for the design and contents of the brochure for IT, whereas PP3 will translate contents on the behalf of CRO partners for CRO partners.

### 5.6.3 Risk awareness publications

Risk awareness publications designed (printed and digital versions) and total of 200 copies distributed by each PP. Publications come in many forms and sizes: posters, handbooks and guidelines, flyers, brochures, booklets, mitigation guidance, summaries, standard instructions, activity books, paper models, comic books, storybooks, coloring books, assembly kits and teacher resources. Each PP decides on what type of publication to deliver but must have at least 2 types of publications covered and a minimum total of 200 hand-outs.

### 5.6.4 Billboards and banners

Billboards or banners with large-scale campaign messages will be compelling and carefully drafted to meet mass audiences and exhibited in highly visible places (possibly advertised on public transport).

In case of small scale infrastructure and construction works with a public contribution of more than EUR 500.000,00 shall follow the obligations of putting a billboard at the site of each operation during the implementation of the operation. Information that shall be stated on the plaque is listed in the Commission's Annex XII of the Regulation (EU) No 1303/2013.

### 5.6.5 Events & meetings

Events will be held so as to disseminate the project's results and engage stakeholders.

Each partner attending an event organized by the Programme or other EU bodies or other thematic events will have to share with the partnership the lessons learned, contacts and added value to the project.

All PPs will organize a local/regional event to present project objectives and results to the key regional and local stakeholders, with special focus to the tools developed in WP3 to educate stakeholders on the benefits of the shared cross-border tools and solutions.

#### Managing Sustainable events

As a member of the Interreg family, FIRESPELL, is encouraged to integrate sustainability criteria in the organization of its project events, following the Guidelines for Sustainable events, elaborated by the thematic communities. Events have an important environmental impact, such as natural and material resource consumption, energy use, and waste generation. The sector of events organization is exposed to large public coverage and therefore the integration of sustainability criteria, might furthermore contribute to the promotion and uptake of these values within / by a large palette of Interreg stakeholders and the general public. Social, economic and good governance factors should be considered while organizing an event being a managerial long time approach.

PP are encouraged to communicate the greening of the events prior, during and after each events.

Link to the sustainable guidelines [here](#).

## 5.7 Key-words & key-messages

The communication strategy aims at providing a consistent internal and external communication in order to accomplish the project main and specific objectives, share, disseminate and guarantee access to project outputs and results throughout project lifetime, as well as involve local, regional, national, MED area, and EU stakeholders. In this context, it will comprise messages that will be positive, clear, concise, focused, interesting, adaptable to different target audiences. These

messages will be conveyed by all project communications following an approach characterized by coherence, proactivity, openness, credibility, audience involvement, accuracy and timeliness, repetition through varying mechanisms, tailoring to audience needs, participation and reaction.

It is essential to think about the audience every time we communicate. Different target groups are reached by different tactics and different media. Messages need to be customized to be appealing for each target group. A good message is distinctive, consistent, concise, clear and simple.

The project’s messages are designed using relevant key words. Key words are ideas and topics which define the content of the messages.

### 5.7.1 Key-words

Messages must serve as a hook to attract your audience and keep them listening to what you are saying. Therefore, messages must be clear, short and easy to remember.

### 5.7.2 Customized key messages and means of communication

Who?	What?	How?
General public	<ul style="list-style-type: none"> <li>• Sectoral to risk mitigation through raised awareness</li> <li>• Civil protection mechanisms</li> </ul>	Social media (Facebook, Instagram), Website, Promotional material, , Events, Local Press, Info Days, rescue exercitations, simulations, and exhibitions of Civil Protection.
Local, regional and national public authorities and related entities	<ul style="list-style-type: none"> <li>• The benefits of FIRESPELL strategy for the local development.</li> <li>• Transferability of FIRESPELL outputs.</li> </ul>	high-level conferences, media and social media, workshops, events.
Emergency services and coast guard centres	<ul style="list-style-type: none"> <li>• The benefits of the utilization of cutting edge solutions for risk prevention, ealy direction and mitigation.</li> <li>• The importance of highlight the transferability potential of the exchange experiance for other beneficiaries.</li> <li>• Possibility to enhance their operational capabilities</li> </ul>	Social media Website, Promotional material, Newsletters, Articles, Events, Training programs, Workshops.

	<p>furthered by the provision of safety equipment, emergency vehicles, communications systems, Advanced Training Centre establishment and through the establishment of cross-border Emergency Management Systems.</p>	
NGOs	<ul style="list-style-type: none"> <li>• Training courses, exercises, drills and simulation</li> <li>• Increase knowledge on environmental and socio-economic benefits deriving from the use of innovative tools and management models and promote their deployment in pilot areas with clear transferability</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops with informal debating sessions and restricted think tanks.</li> </ul>
Education and training centers	<ul style="list-style-type: none"> <li>• Raise awareness on the importance of enhancing existing ESRS and EMS</li> <li>• Raise awareness and spread knowledge of the population affected by project activities on the importance of prevention interventions and proper behaviour reaction to natural and man-made disasters</li> <li>• Increase knowledge on environmental and socio-economic benefits deriving from the use of innovative tools and management models and promote their deployment in pilot areas with clear transferability</li> </ul>	<ul style="list-style-type: none"> <li>• Tailored activities to inform target groups, especially school-age youths (via edutainment incl. gamification)</li> </ul>

<p>Universities and research institutes</p>	<ul style="list-style-type: none"> <li>• Increase knowledge on environmental and socio-economic benefits deriving from the use of innovative tools and management models and promote their deployment in pilot areas with clear transferability.</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness raising campaign on project's activities.</li> <li>• Digital tools like storytelling video and an ad "hoc" social media campaign.</li> </ul>
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## 6 Communication activities. Action plan.

### Firespill, COPE

Project Lead: Split County

Start:	Mon 3/08/20
End:	Sat 31/12/22
Today:	Wed 12/08/20

Display:	Monthly
Month:	1



foreseen timeplan  
indicative dates

## 7 Project information

### 7.1 Access to project information

Project communication contributes to the Programme Communication Strategy. In particular, project communication has to aim at making the general public, thematic experts, decision makers and other target groups in the Programme area aware of the project results and achievements, and has become one of the key elements to ensure durability and transferability of outputs and results; in fact, result orientation is the key mantra of the 2014-2020 programming period.

Project partners will have to develop their relations in the spirit of the “INTERREG community” in order to allow the development of a true “community identity”. The success of project communication depends on establishing and developing continuous relations with the key target groups and general public throughout and even beyond the project lifetime.

Accessibility of project information is ensured by the use of appropriate tools like the website of the project, hosted on the joint online platform of the Programme. Information on project management, deliverables, outcomes, results, databases and schedule of events will be published there.

Other actions and tools further complement the public’s access, following the communication strategy.

Additional tools:

- Promotional material (printed and digital)
- Events (e.g. raising awareness events)
- Educational seminars

All project partners should publish a short description of the project on their institutional websites, including its aims and results, and highlighting the financial support from the Union. Partners should also include the project logo and the reference to the EU co-financing and a link to the project’s website in the Interreg Programme platform.

### 7.2 Availability of information and alternative forms

Any form of communication of the project will be available on the basis of the communication plan which results from an analysis aiming at maximizing the audience's response. Addressing the communication needs and expectations of the target groups is key for the project’s success. Depending on the maturity of the project results, specific messages can be transferred to selected recipients with targeted dissemination via media & social media.

## 8 Human resources

The quality of project communication results comes from a joint committed work of all partners, relies not just on the efforts taken by the Lead Partner internally, within the partnership (with a good internal communication management and documents repository sharing tools) or by the PP2 COPE, which is responsible for external communication activities.

Thus, the key for the most effective and successful overall communication of the project depends on all those human resources that will be appointed by each partner, and that will be internally responsible as Partner communication managers, being a direct interface between the Project communication manager (appointed by Cope), and the single partners themselves.

To these appointed partners' staff members will be specifically granted the possibility to access drive repository for documents and operate in the project website and social channels, with outputs/news sharing purposes.



## 9 Communication risks and mitigation activities

The optimal use of disseminated information of the project by the target audiences should be pursued during the project's implementation in order to achieve the best communication results. Identifying the obstacles that may arise in this process would help in order to undertake the appropriate measures to eliminate them.

Possible obstacles that may interfere by target group:

Target group	Risk	Risk level	Mitigation
Partnership (internal)	Lack of alignment between partners for communication activities	Low	Regular meetings between the project's communication partners
General public	Fail in reaching population on project objectives and in spread information on risk prevention and proper behaviour reaction to disaster.	High	Public Events, Drills, Awareness campaigns, Gadget/guides/operative kits distribution
Local, regional and national public authorities and related entities	Low activity in social media, overloaded calendar, difficult to reach, low technical perception of the activities implemented	High	Events, Bilateral meetings, strategic follow-up, tailor-made supportive material, design of easy and clear messages
<i>Emergency services and coast guard centres, NGOs, Education and training centers, Universities and research institutes</i>	Low activity in social media, Overloaded calendar, difficult to reach, low perception of the benefits provided by their involvement to the pilot deployment	Medium	Bilateral meetings, strategic follow-up, tailor-made supportive material

### 9.1 Evaluation. Monitoring of results-ways of improvement.

Assessing the effectiveness of the communication strategy is extremely important as it provides useful feedback on the extent to which the objectives have been met and on the assessment of the success of the communication activities selected. The evaluation criteria, indicators, measures and methods for assessing communication are defined according to the specific and communication objectives of the project. The contribution of the horizontal work of the thematic community can also be important to ensure that project evaluation is consistent with the community's assessment method of communication.

Quality area	Assessment criteria
Website	Website traffic
	Number of material downloads
Social networks	Number of page followers
	Growth of page followers' number per month
	Number of interactions with posts
Publications	Number of posts per month
	Number of articles in thematic magazines
	Number of media releases
Organizing Events	Number of events
	Number of participants
	Number of events per geographical level (local/ regional/ national/ EU/ international)
	Number of reached stakeholders
	Number of interactions on social media prior/during/after the events
Participation to events	Number of media releases regarding each event
	Feedback by the participants after the events
	Number of events
	Number of presentations by FIRESPELL's partners
	Number of events per geographical level (local/ regional/ national/ EU/ international)
	Number of reached stakeholders
	Number of interactions on social media prior/during/after the events
	Number of media releases regarding each event



## 11 COVID-19 guidelines to smooth pandemic's impact on Communication activities

Starting from March 2020 all Interreg MED programme's countries introduced lockdown measures, while public administrations, public and private agencies and enterprises adopted the smart working as a methodology to comply with the rules of social distancing.

This necessitates a project activities' in-depth analysis to study and take the most suitable precautions to mitigate the impact of the pandemic on the project implementation.

As regards communication activities, the public events are heavily influenced by COVID\_19 pandemic, above all, until the related restrictions can be eased or abolished and therefore it is necessary to switch all planned internal and external physical events to online events (webinars and/or on line meetings).

### 11.1 Online event guidelines

#### 11.1.1 Main principles

Due to COVID-19 pandemic, FIRESPELL is turning to online events that are simply presentations to delivery information on specific topics, with interaction, polls and questions among speakers and audience, more or less as in a physical event.

First of all, we find it interesting to define the difference between a webinar and an online meeting: in the first case one speaks and the others listen while in the second there is a connection between all the participants.

#### Webinar vs. online meeting



One to many

Connection among all



4

The following considerations resume up the organizational main aspects to be taken into account to organize and carry out an online event.

##### 11.1.1.1 Online Meeting:

Suitable for small groups (5-15 attendees)

Characterized by the interaction among all attendees with the same rights in Speaking, Sharing Screens, Webcam, Document.

It is recommended that it be:

1. Short ~ 1 hour

2. Creative by the use of:
  - Recordings
  - Online activities
3. Organised and efficient by defining
  - Agenda
  - Timescale
  - Responsibilities
4. Agree on a set of rules
  - Talk freely vs selected
  - Webcams on or off
  - Mute microphones if not speaking

#### 11.1.1.2 Webinar

Suitable for large groups

Characterized by a

- dedicated small team with the different roles and responsibilities: (i) Organiser that centrally controls the event; (ii) Presenter that shows presentations and videos;
- agreed on roles and responsibilities, as Changing slides, Turning webcam on or off, Sharing computer screen, Taking questions

The audience is enabled to actively listen, ask questions directly or in writing, be engaged in polls and quizzes.

#### 11.1.1.3 Large online events:

Suitable for unlimited participation and complex events

Unlimited participation is heavy demanding on the internet.

Its organization and management require a dedicated team (Organiser, Presenter, Panellist(s), Chat Moderator(s)), supported by external experts for quality of sound and visuals and quality of event moderation.

The audience is enabled to ask questions in writing and be engaged in polls and quizzes.

## 11.2 Online events planning and implementation.

### 11.2.1 Plan your content in advance

Just like physical events, it is important to establish an agenda in advance agreeing on key talking points and setting times when (i) speakers do the presentations, (ii) have Q&As, (iii) launch polls.

It helps to keep the online meeting together. Everyone knows their role and when they should speak. Finally, inform internal team about the agenda, their roles and times to help them prepare.

Agenda Template

	Time	Activity	People	Content
1	09:55	Virtual waiting room		Welcome message
2	10:00	Welcome from xx. My name is xx and I will be your host today. I am happy you joined our online meeting to discuss xx. You'll learn xx.	Moderator	Poll 1

		I am not alone here ... We have xx people registered from xx countries/ projects. You are most welcome! Housekeeping (agenda, polls, Q&A, chat in writing, presentations available, recording)		
<b>3</b>	10:05	Before we start, tell us [Poll1].	Moderator	Poll 1 launch (Organiser)
<b>4</b>	10:06	Poll 1 results Now, let's get to our agenda. Xx will start with a few words about:	Moderator	POLL 1 results (Organiser)
<b>5</b>	10:07	Topic A	Presenter	
<b>6</b>	10:10	Topic B	Presenter	
<b>7</b>	10:15	Q&A Now, let's move on and ask xx to tell us about:	Moderator	
<b>8</b>	10:20	Topic C	Presenter	
<b>9</b>	10:29	Do we have any questions? If not, let's move to [Topic D].	Moderator	
<b>10</b>	10:30	Topic D	Presenter	
<b>11</b>	10:40	Q&A Now, let's go back to xx and talk about [Topic E]	Moderator	
<b>12</b>	10:45	Topic E	Presenter	
<b>13</b>	10:50	Q&A Thanks xx. Let's have a look at the remaining questions.	Moderator	
<b>14</b>	10:55	To close our webinar, tell us xx..	Moderator	Poll 2
<b>15</b>	10:56	Poll 2 launch	Organiser	
<b>16</b>	10:57	Comments on the results of Poll 2	Moderator	POLL 2: closed
<b>17</b>	10:58	Closes show (thanks for all questions and participation in polls). Evaluation survey to come at the end. Recording available later – check YouTube	Moderator	
<b>18</b>	11:00	Till 11:30		Still answering remaining questions in writing

### 11.2.2 Create a small team

You will need help with your online meeting. You need people who take on different roles:

- The organizer: set key messages, draw up the agenda and select the speakers.
- Live moderator: opens the meeting, asks questions to the public and launches surveys.
- The presenter (s): speaks energetically and concise.
- The panellist (s): focuses on specific topics and answers questions.
- The chat moderator: makes the audience feel welcome and keeps track of questions.

The number of needed people will depend on the size and complexity of the online meeting: Usually for an online event of 30 people, an organizer, a live moderator, a presenter and a chat moderator are requested.

### 11.2.3 Prepare for the unexpected

What to do in case of technical error?

First check if more than one participant is experiencing the technical problem, in case the problem may have originated from your side.

- Check the cause and try to solve testing the Internet connection and in the extreme case, leaving the meeting and restarting the online meeting tool
- Always keep messages ready to be sent to your participants in case of technical problems.

If the problem comes from the attendees, ask them to:

- test their audio and sound
- test their Internet connection (suggest to disconnect and reconnect to on line meeting tool)
- reboot their computer

### 11.2.4 Use the online meeting tool that's right for you

Generally speaking, use those tools you already use/have in your institution, if it is suitable for the event you plan (local or final/international), as you already know what to do with these tools and how to work with them.

In case you don't have a specific tool for it, it's better to first think what kind of event you want to prepare with following main variables:

- How much people do you want/expect to attend
- How much time is the duration of the event
- Do you want one or some of the following characteristics? Polls/Quizzes, Video Recording
- How much budget you have in your "WP4 / External expertise and Services" to cover its costs.

Depending on the answers to these questions you will search for a tool that complies your needs. There are many tools available on the market to carry out your meeting online.

They vary in terms of costs and number of participants and offer various interactive elements. In chapter 2 the project has put together a list of common tools which can help your events. Feel free to add your tools too!

So go ahead. Compare. And choose the one that suits you best.

### 11.2.5 Before the event

Keep in mind that:

- Main issues should be always audio and sound
- Preparatory events to define connexions, internal team (responsibilities, roles), agenda, technical details, cameras, micros, sound, etc.
- Security issues might be needed
- Number of attendees expected
- Video recording or not
- Polls and Quizzes / Interaction possibility
- Promotion of the event: Send 2-3 reminders before of the event, focus 24 h before the event, use # and social media

### 11.2.6 Good speakers

- Focus on KEY MESSAGES to be sent

- Strict with timing, keep it concise
- Keep track of questions
- Don't look too bad or too "shiny", check your appearance, regular outfit for all seasons and neutral appearance.
- Maximum: 2 minutes per slide, 7 points per slide, 7 words per point

#### 11.2.7 Post-event communication:

To publish

- Article with the main points/ Q&A material
- Webinar recording
- The poll results
- Speakers' quotes
- Pictures on social media
- Create a tip sheet

To promote the reference materials