

# DESIGNING AND IMPLEMENTING A EUROPEAN COMMUNICATION PLAN

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## The keys to improvement !

### PART 1

#### Defining the communication strategy

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- Positioning and tasks of the communication leader
- Diagnosis and analysis of the mechanisms in place or to be developed
- Defining the communication strategy

### PART 2

#### Conception, implementation and steering the communication

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- Drawing up the communication plan. Proposing a Mission Statement in light of the organisation's overall policy
- Mastering communication concepts, techniques and tools
- Determining, prioritising and quantifying communication objectives
- Identifying and prioritising target audiences and messages
- Determining a communication strategy, together with the means, channels and media
- Identifying information and communication tools to include in the strategy
  - Overview of the different tools available and their general operation
  - Choosing appropriate tools for the intended objectives
- Structuring an action plan
  - Schedules, roadmaps, rolling plans, etc.
  - Estimating the necessary human, material and financial resources
  - Choosing whether or not to sub-contract
- Implementation and steering



## PART 3

### The European media plan

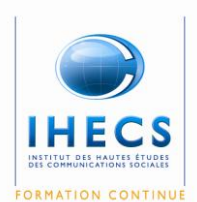
- Communicating effectively on an international level
- How does the press work?
- Defining a media plan: Who, what, how?
- Press release (do's and don'ts)
- Basic principles of visual communication
- Visual style guide: the impact of shapes and colours
- Creating a website that follows the communication strategy
- Managing the providers: communication agencies, site creators, etc.

## PART 4

### Introducing information & communication technology into the communication plan

- Understanding the challenges of online editorial and social tools (ICT)
  - Identity, relations, activities on the Web
    - Summary of the 'Web 2.0' concept
    - Individuals have the power
    - Maslow's hierarchy of needs in relation to Web 2.0
    - Social networks: users become their own media
    - Interaction with user-generated content
- Information, broadcasting, conversion on the Web
  - Online editorial tools
    - Blogging, micro-blogging and nano-blogging
    - Case study: Wordpress, Facebook, YouTube/DailyMotion, Twitter
    - Newsletters, RSS feeds, alerts
  - Which tools for which objectives?
    - Information tools (case study: blog and newsletter, etc.)
    - Broadcasting tools (case study: Twitter, Facebook, YouTube)





- Conversion tools (case study: newsletter)
  
- Defining your online editorial strategy - one session (3h)
  - Which audiences? What interaction?
  - What editorial objective?
    - Conversion, broadcasting, information
  - Choice of editorial tools
    - Functional constraints: Technical means, resources, autonomy
    - Editorial constraints: micro- and nano-content, and metadata
    - Formal constraints
  
- Inventory and organisation of content
  - User database
  - Campaign themes
  - Preparation and creation of content
  
- Setting up and launch
  - Preparing tools for putting online
  - Schedule for putting tools online and communication of launch
  - Creating an automatic chain with editorial tools
  - Importance of also communicating about putting these tools online

## PART 5

### Audit and evaluation of the communication plan

- Tools
- Prospective analysis methods (SWOT)
- Measuring impact

## PART 6

### Practical exercises

