

CONTENT

1. Defining the communication strategy (total com 3h)

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

2. Conception, implementation and steering the communication.

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
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Structuring an action plan

- Schedules, roadmaps, rolling plans, etc.
- Estimating the necessary human, material and financial resources
- Choosing whether or not to sub-contract
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Implementation and steering

3. The European media plan. (Patrizio Fiorilli 3h)

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.

4. Introducing information and communication technology into the communication plan. (Muriel Vandermeulen 6h)

Understanding the challenges of online editorial and social tools (ICT) - one session (3h)

- 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

Audit and evaluation of the communication plan.

Tools

Prospective analysis methods (SWOT)

Measuring impact

Practical exercises. (6h)