The smartest communication tools for EU projects
Programme of the 3-day webinar
Since the early days of Sparks & Co in 2014, our mission has been to communicate about science in the best and brightest way.

We’ve been working hard and we are now partners on 6 Horizon 2020 projects! Based on our experience through these projects and the partnerships we had with the different stakeholders in EU projects, we decided to launch our own training courses to share the smartest communication tools for EU projects with you that will give more impact to your Horizon 2020 project(s).

Follow Caroline and Joy to explore and discover how to make better communication tools with less resources!

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**CREATE THE SMARTEST COMMUNICATION TOOLS FOR EU PROJECTS**

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<td>Each day at 2:30 PM (GMT +1)</td>
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<td>PROJECT VISUAL IDENTITY and COMMUNICATION MATERIALS</td>
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If you have any question, contact us:
+33 7 68 35 00 60
trainings@sparksandco.com
WHY SHOULD I PARTICIPATE IN “THE SMARTEST COMMUNICATION TOOLS FOR EU PROJECTS” COURSE?

1) LEARN HOW TO CREATE SMART COMMUNICATION TOOLS

Your project needs some basic communication tools like a logo, a poster, a website, a press relations strategy? Our 6-hours long webinar is made just for you: we will cover all the communication materials your project might need, give you tips, advices and share some best use cases to emphasise how each tool can create more impact for your project. **After 3 days, you will be able to start off creating your communication tools yourself!**

2) GET INVALUABLE INSIGHTS FROM AWARD-WINNING EXPERTS

In May 2017, we won the **Consultancy of the Year** prize by the European Excellence Awards in Public Affairs, to celebrate our work in communicating European research.

Our team gathers a different range of talents to ensure all aspects and challenges of Communication & Dissemination for EU projects are handled professionally, skilfully and always with the smile! Listen to Caroline and Joy’s best practices and tips and take the opportunity to ask all of your questions during our live Q/A session.

3) SPEND YOUR FUNDS EFFICIENTLY

Creating Impact with your EU project is not just an important criteria in H2020 but it is also **an obligation** under **Article 38.1 of the Grant Agreement**.

Nevertheless, we know most project allocate few resources to the communication and dissemination strategies. If you are in charge of creating communication tools for an EU project, make sure you **learn the basic requirements** and get **tips from the experts** to spend your project funds efficiently. Get the most out of our 6 hours training webinar by taking the chance to ask all your questions too!
WHAT WILL I LEARN?

- How to create a professional and effective logo to catch your stakeholders’ attention
- What are the main and essential communication tools your project needs
- How to create your project website efficiently
- How to use videos to introduce your research project or showcase the outcomes of your project
- How to use social media to meet your different project objectives
- How to achieve international and local media attention

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IS THIS COURSE MADE FOR ME?

Whether you are a director, manager, officer or member of staff responsible for C&D activities, this webinar will help you understand how to improve your research communication, raise global awareness of your activities, receive best practice insights and tips from award-winning science communicators.

If you are in any of these relevant departments:

- communication, marketing, press or public relations offices,
- research and sciences department, science office,
- technology transfer office and research development office,
- public engagement office

Then this webinar is FOR YOU!!!

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WHAT IS INCLUDED IN THE PRICE FOR THIS WEBINAR?

- Access to the 3-day LIVE webinars
- Access to the LIVE Q&A with Caroline Estephon and Joy Cremesty
- Access to the replay of the 3-day webinars & Q&A for 7 days

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A 3-DAY WEBINAR:

DAY 1: CREATE YOUR PROJECT VISUAL IDENTITY & COMMUNICATION MATERIALS

Introduction
How to create a professional and effective logo to catch your stakeholders’ attention
What are the main and essential communication tools your project needs
Q&A session

DAY 2: DEVELOP YOUR PROJECT WEBSITE & VIDEOS

Quick recap on Day 1
How to create your project website efficiently
How to use videos to introduce your research project or showcase the outcomes of your project
Q&A session

DAY 3: MANAGE YOUR PRESS RELATIONS & SOCIAL MEDIA

Quick recap on Day 2
How to use social media to meet your different project objectives
How to achieve international and local media attention
Q&A session

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