

## **Notes on dissemination and cross-project communication workshop**

By Susanne Marx

Two topics prevailed in my workshops: joint communication and cross-project communication, acknowledging the limited outreach of a single, temporary project.

Joint communication opportunities of projects was seen to be limited by different target groups, however, some target groups are overlapping e.g. local politicians, where joint communication could increase impact and awareness. So, thematic clustering could be good. Towards politicians the local added value beyond the project lifetime should be in focus of communication. Furthermore, a more coherent branding across projects was discussed.

### **Even more potential was seen for cross-project communication:**

- knowing who are the fellow communication managers and what is their expertise
- provide opportunities for knowledge and experience sharing among the communication managers
- provide project information in the programme newsletter
- get input/share input on trends regarding communication (e.g. co-creation with target groups)
- use speed dating at programme events
- use an advanced participant list for programme events (e.g. even online before the meeting with contact info, interests, expertise)

**A third topic** was the use of project websites, which was questioned for their general efficiency. It was recommended to use the institution website whenever possible and to also store information and knowledge after projects end on the programme website.

**A fourth topic** was the event calendar, discussed as targeted towards the programme community on the programme website focusing on cross-project exchange and on the other hand using regional calendars promoting events for public target groups.