

BUILDING  
A COMMON  
FUTURE

## INFO DAY

### INTERREG IPA CBC

### ITALY-ALBANIA-MONTENEGRO PROGRAMME

Campobasso, 11 April 2017

**Ileana Inglese – Joint Secretariat**

**Effective communication for successful project management**

# Set goals, approach, tactics!

- Goal-oriented communication
- Tailor-made approach
- Coherent, integrated actions
- Widespread diffusion
- Visible and tangible results



# Define objectives!

**S**

- Specific

**M**

- Measurable

**A**

- Achievable

**R**

- Realistic

**T**

- Timed

# Reach targets!



The diagram consists of two overlapping circles. The left circle is light blue and contains the text 'Internal targets'. The right circle is a darker blue and contains the text 'External targets'. The overlapping area in the center is a medium blue. To the right of each circle is a list of targets. The entire diagram is enclosed in a thin blue rectangular border.

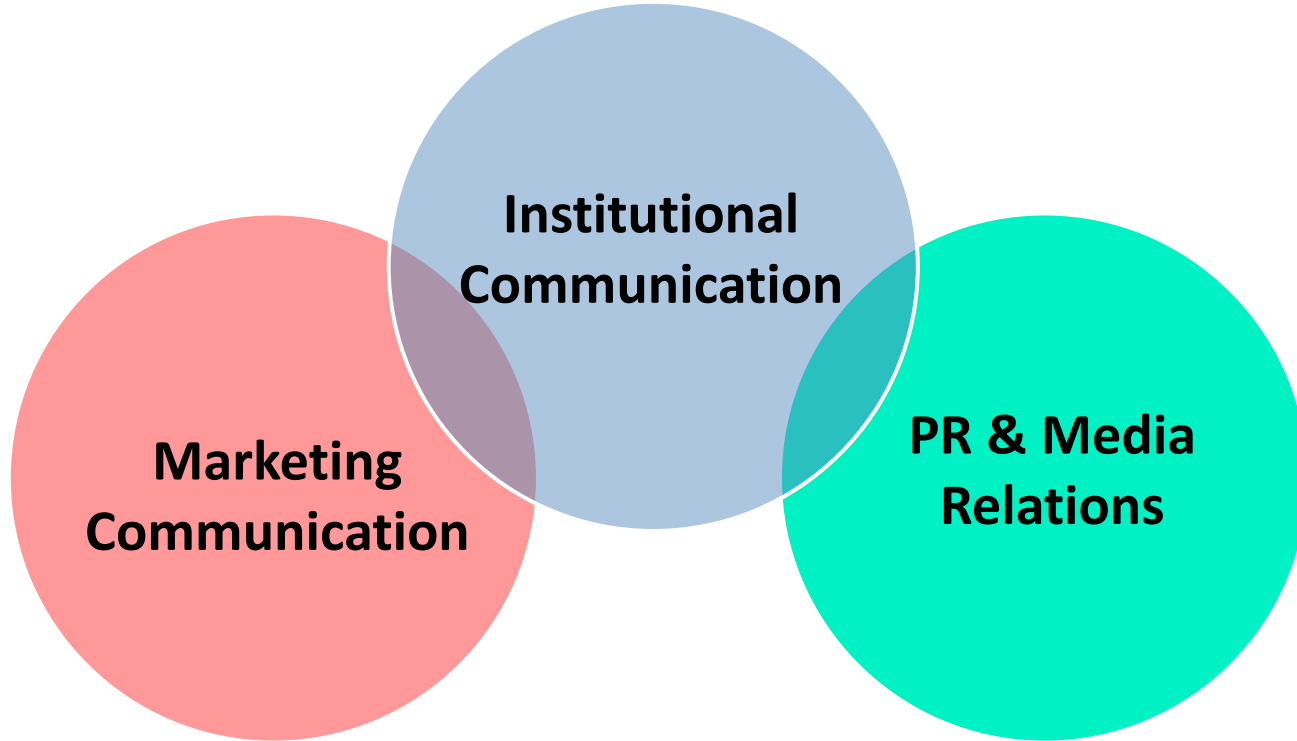
## External targets

- Stakeholders
- Press & Media
- Local communities
- Specific targets

## Internal targets

- Project Partners
- Programme MA/JS

# Plan activities!



# Logo & Visual Identity

**TIPS**

**Interreg - IPA CBC**  
Italy - Albania - Montenegro



- Joint Interreg branding → integrated Programme logo
- Project standard logo → provided by JS, free of charge
- Project customized logo → for specific needs, upon approval JS
- Information materials → in line with Programme Visual Identity

[www.italy-albania-montenegro.eu](http://www.italy-albania-montenegro.eu)

- Programme web portal ➡ hosts projects websites, free of charge
- Project website sections ➡ home, project, news, events, outputs, results, partners, contacts
- Content management ➡ implemented by project staff (plan costs!)
- Additional website ➡ only for specific needs, upon approval by JS



- Public events → at least one final event involving all partners
- Targeted events → preferably joint initiatives
- Conference materials → in line with Programme Visual Identity
- Promotional materials → folders, block-notes, pens, shoppers, usb-sticks  
(different items only upon approval by JS)



# FINAL TIP

EXECUTE

EVALUATE

UPDATE

Work together, share ideas,  
develop a **Network culture!**



## Thanks for your attention

### Contacts

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