



IMPACT OF E.C. FUNDED RESEARCH

Communication, Dissemination and Exploitation Strategies in E.C. Funded Research Projects

LEAD EXPERT

Martha Papathanassiou

PROJECT PROPOSAL EVALUATOR E.C.

Ms. Papathanassiou is an expert consultant in Dissemination, Communication and Science Education. She holds an MA in Communication Studies and has over 15 years of experience in working with public institutes, associations, research organisations, universities, private companies and the EC. She has provided consulting services related to the development and implementation of dissemination and communication strategies, event management, science education, stakeholder engagement and media relations for several EU-funded projects. She was a long-lasting member of the European Marine Board Communications Panel and has also worked as a Communications Consultant for IOC-UNESCO. In addition, she has served as an EC expert evaluator for H2020 proposals. Ms. Papathanassiou is currently the CEO of a company active in the communication and dissemination of EU projects, which gives her an in-depth understanding of the European Commission's communication and dissemination framework, as she has gained enough practical experience in the subject. She has been involved in an impressive list of projects (FP6, FP7, H2020, ERASMUS+ etc) for international research, academic and governmental organisations.

TRAINING AGENDA Day 1

Registration 8:30 - 9:00

Welcome & Introductions 9:30 – 11:00

Tour de Table

- Introduction to Workshop Objectives, Goals & Expectations
- Introduction to the EC' new Programme Horizon Europe

Introduction to Communication, Dissemination and Exploitation
9:30 – 11:00

- Central Definitions: Communication, Dissemination & Exploitation
- Why Communicate and Disseminate your Results?
- Requirements of the EC: Obligation to Disseminate your Results
- Knowledge Management, Open Access & Open Data

Coffee Break 11:00 – 11:30

How to Develop your Plan for Exploitation & Dissemination of Results
11:30 - 13:00

- The 3 stages of D&E: pre-proposal, during project, post-project
- Key Elements of a Dissemination & Exploitation Plan
- Dissemination Activities, Tools, Timing, and Responsibilities

Lunch Break 13:00 – 14:00

Communication & Dissemination Material in Collaborative Research
14:00 - 15:30

- The Importance of Project Branding
- Creating Engaging Communication Content
- Dissemination Material: How to Best Showcase Project Results
- Using Images & Videos in Research

Coffee break 15:30 – 16:00

Create a Winning Proposal: A Hands-on Session on Impact, Dissemination and Communication" **16:00 - 17:30**

- Based on a real-life case scenario/project, participants will prepare the dissemination and communication strategy for a project/proposal.
- Participants will identify how (their) project will contribute to the expected impacts mentioned in the call and address and differentiate between barriers and risks; they will define the relevant target groups and the most appropriate dissemination and communication tools, channels and strategies for disseminating and communicating project results that will maximise impact.
- What do evaluators look for?

End of Day 1 17:30

OTHER COURSES

MANAGEMENT AND COORDINATION OF
E.C. FUNDED PROJECTS;
THE PM² METHODOLOGY

PM² PROJECT MANAGEMENT
METHODOLOGY FOR EUROPEAN FUNDED
PROJECTS

RISK MANAGEMENT FOR EC FUNDED
PROJECTS

PROPOSAL WRITING FOR RESEARCH &
INNOVATION PROJECTS

IMPACT OF E.C. FUNDED RESEARCH

FINANCIAL ADMINISTRATION & AUDITING
PREPARATION
FOR E.C. FUNDED PROJECTS

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TRAINING AGENDA

Day 2

Recap of Day 1 9:30 – 10:30

Websites 101: Best practices, Content Creation & Management

- Websites as a Powerful Marketing Tool
- Website Structure, Content and Functionality
- Using SEO to Improve your Website's Visibility

Coffee Break 10:30 – 11:00

Social Media in Research 11:00 – 13:00

- Why Social Media?
- Choosing the Right Platform
- Best Practices for Social Media Platforms
- Assessing and Evaluating Impact: Social Media Metrics

Lunch Break 13:00 – 14:00

Communication methods: Digital Storytelling 14:00 - 15:00

- Introduction to Storytelling
- Use Storytelling to Share your Research
- Tools, Techniques and Tips for Digital Storytelling
- Storytelling Success Stories, Examples & Best Practices

Coffee break 15:30 – 16:00

Using Scientific Events for Dissemination 16:00 - 17:00

- Choosing the Right Events
- Organising Your Event: What to Consider
- Event Management Tips and Best Practices

Discussion, Q&A Session and Workshop Evaluation 17:00 - 17:30

End of Day 2 17:30