



ResAlliance

Co-funded by



Co-funded by  
the European Union



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

# Resilience workshop training Communication 20 march 2024

[www.resalliance.eu](http://www.resalliance.eu)



Promoted by



In partnership with





ResAlliance

# Before the workshop





ResAlliance

## Integrating Activities at the Organizational Stage

**Do you want to combine your workshop with other events?  
Please consider pros and cons.**

### **Possible advantages:**

- Reach a larger audience
- Wider visibility on media (if the other events promotes the workshop)
- Reach other relevant project audiences

### **Possible drawbacks:**

- Time limitations for workshop organization and dissemination.
- Mismatch with overall project communication goals



ResAlliance

## Online Event Registration Form

**You can collect sign-ups any way you like, but we suggest using an online form so you can easily get in touch with folks later. Feel free to use stuff like Google Forms, Microsoft 365 Forms, Eventbrite, and so on.**

### **Essential form components:**

- Short project introduction & website link
- Event-specific information
- Mandatory fields: name, surname, email.
- Optional fields: organization name, other questions (e.g. catering)
- Suggested field: project newsletter subscription.
- Mandatory: privacy policy acknowledgment

### **Utilize confirmation and reminder emails:**

- a confirmation email one week before the event.
- a reminder email two days before, requesting attendance confirmation.

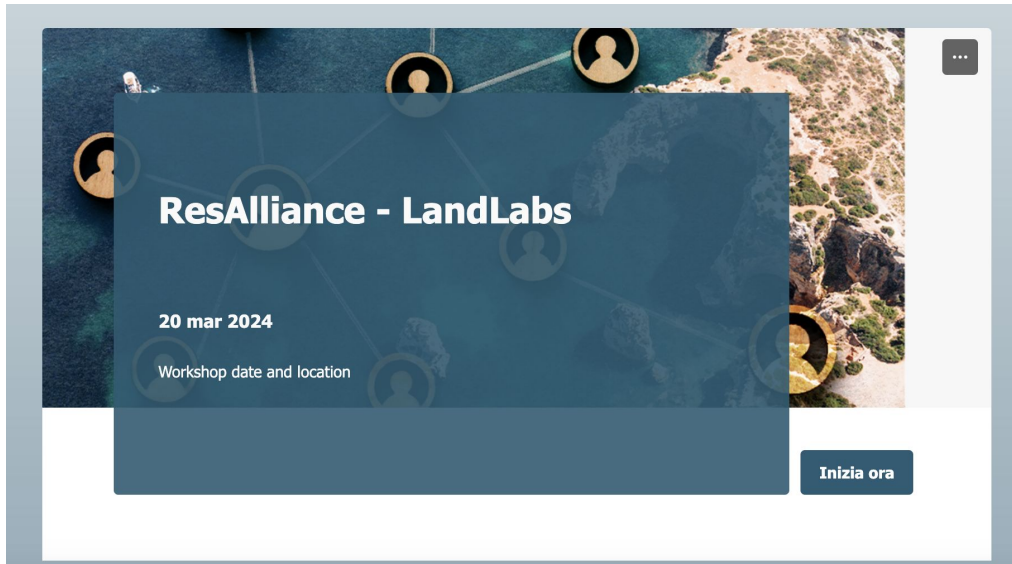


ResAlliance

## Microsoft Template Example

Link **to see and test** the form template: [click here](#).

Link that allow you **to duplicate and modify the form** in your personal microsoft account: [click here](#)



We have saved the links and some images here -> [WP5 Events Form Template](#)

NOTE: Nobody forces you to use Microsoft Forms (a tool that has limitations and is not very intuitive). You can create a similar structure with the tool you prefer e.g. Eventbrite and/or Google Forms. However, we ask you to save the people registered and those present for monitoring purposes and we have created a folder with contents that you can use to create your forms. Contact the communications team if you have any problems.



ResAlliance

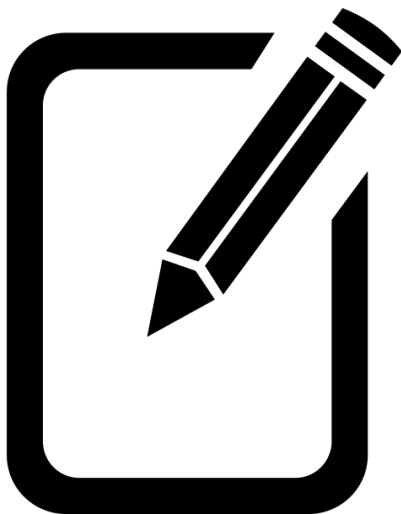
## Creating effective material

### **Coordinate with Communication Team:**

- start planning event details two months in advance, share information with communication team at least **one month** prior for promotion initiation three weeks before the event.

### **Graphic Materials:**

- get in touch with Project Communication team for creation of postcard and social media content (starting on existing material).





**Please:**

1. add all events information in the [Exchange table file](#) (final sheet - we updated it)

LandLab - Resilience Workshop Example	
Title of the workshop	..
Date/Dates	..
Venue/Location	..
Organizer/s	..
Other supporting entities	..
List of invited experts and activity name from other LandLabs	..
Information (500 characters including spaces, describe short description: to whom is it addressed, what is the purpose of the workshop? )	..
Agenda (short description of the workshop agenda)	..

**Please:**

2. ask the Comm team to design the workshop postcard (the design will be updated)



**5 LANDLABS TO MAKE THE MEDITERRANEAN LANDSCAPE MORE RESILIENT.**

 **country** | Join our workshop

DATE | PLACE

**Title**

Short description

**Register here**



Project co-funded by

Co-funded by the European Union

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

short description:  
to whom is it addressed, what is the purpose of the workshop?

short agenda

link to registration

www.resalliance.eu

Coordinated by

In partnership with

EFI | ETRIFOR | European University Cyprus | CERIDES | CIFOR | CIHEAM | CTFC | D.R.E.A.M. | FOREST | ELGO-DIMITRA | Forestas | INSTITUTO SUPERIOR D AGRONOMIA | IUCN | IRTA | PAU COSTA FOUNDATION





ResAlliance

# Effective Workshop Promotion Strategy

## List of Contacts:

- create list for invitations and use landlab database (website list). **Invite at least +50% of the people you want to be present.** Calculate that about 30-40 % of those registered do not attend the event (the percentage may even be higher as these are free events).

## Local promotion:

- the communications team will publish events in the official project channels, which are in English, so your help is essential. We ask you **to share your workshop material in social and other groups e.g. social network and online chats** (Whatsapp & Telegram groups).





ResAlliance

# Press Strategy



## Why is important to connect with the press?

To reach a wider audience and stakeholder engagement

## How we can help you?

- Collaborate with Communication Team to create a **press kit** with event details, photos, and press release.
- Distribute to local/national newspapers one week before the event, emphasizing project relevance and providing contact for interviews.
- Add contact in the dedicated file “[press contact and monitoring](#)”



ResAlliance

# During the workshop





ResAlliance

## Effective communication: materials

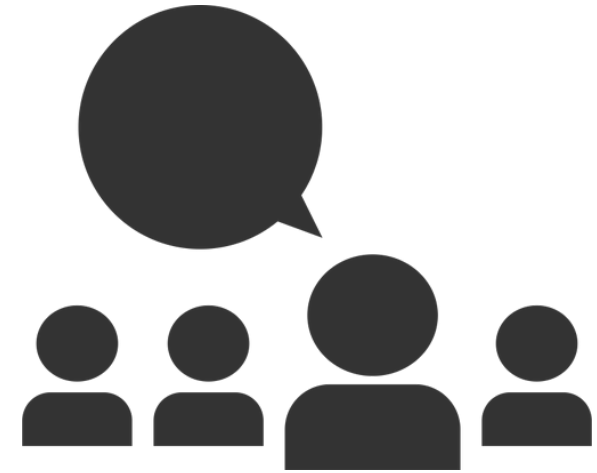
### **Check visibility:**

- ensure project and organizing partners' logos are prominently displayed throughout the event location. Utilize project rollups or posters to enhance the event space, highlighting project goals and objectives. Please check if you have the translated file -> if not write to Comm Team this month.

### **Take photo and video:**

- capture photos and videos focusing on key aspects of workshop such as audience, activities key moments (team work), group photo, ecc..  
Aim for 15-20 vertical and horizontal photos.

## Effective communication: the speech



### We suggest to:

- explain the project in few simple words and underline what can be interesting for the audience.
- invite them to join the LandNet and the project channels (newsletter, social).
- clarify next step in order to maintain a contact with them.



ResAlliance

# After the workshop





ResAlliance

## Key Activities

**Share** the collected material (photo, video, info...) with the Comm Team and share article or other press materials.

**Send** a comprehensive thank-you email to participants, including information about LandNet and project details.

**Consider** holding an optional final internal evaluation meeting to gather feedback from staff and plan for future workshops.

**Check** for any published articles about the workshop online or in print magazines. Add relevant information to the [C&D reporting excel file](#) and the [Press contact and monitoring file](#).



ResAlliance

## Other useful tools

Inside the [ResAlliance Guidelines for Resilience Workshop](#) you can find some useful tools such as:

- [Event Planning Checklist](#)
- How to Motivate and invite Stakeholders tips
- Interview guidelines







ResAlliance

# Storytelling

## Would you like to tell us a story?

It is vital for the project to be able to communicate results through direct engagement of local stakeholders: consider collecting most relevant best practice stories via interviews (video and traditional), to be entered in the **call for innovators contest** and to be used in the **project communication channels**.





Promoted by



In partnership with



Co-funded by

