



# TRAINING PROGRAM

## COMMUNICATION & DISSEMINATION IN HORIZON 2020

# + CONTENT & OBJECTIVES

“Dissemination and Communication for H2020 projects” is a one-day comprehensive and interactive learning opportunity for participants who are not familiar with Marketing & Communication tools and need to master the fundamentals aspects of successful Dissemination & Communication Plan for publicly funded projects such as those funded by H2020. The course is modular and interactive, giving the audience opportunity to play an active role in the training independently on their level of familiarity with marketing and communication tools.

## WHY WOULD YOU NEED TO ATTEND?

Communication and Dissemination is an obligatory and essential part of any H2020 proposal. The EC emphasized the importance of giving projects’ results’ visibility, making sure they are taken up by decision-makers to influence policy makers, industry and the scientific community to ensure follow-up again in the work program for 2018-2020.

## FOR WHOM?

Researchers, innovators, and R&D&I players such as academics, SMEs and startups interested in understanding and preparing an effective communication strategy and suitable communication plan for their research/innovation results.

## WHAT BENEFITS IN ATTENDING?

Over the course of the day, you will learn how to:

- + Enhance the success rate of your proposal with a convincing Communication and Dissemination Plan
- + Understand the essentials of dissemination, communication and exploitation issues in Horizon 2020 proposals and projects
- + Exploit your project’s results by enhancing your reputation and attracting potential partners
- + Generate market demand and attract more funding
- + Learn how to create an integrated strategy on dissemination and exploitation reflecting the needs and interests of different partners in a consortium
- + Master the tools, techniques and channels to reach your target group and communicate the right message in the right way
- + Understand the requirements of the European Commission and your legal obligations
- + Work within the dos and don’ts for dissemination and communication in the H2020 Impact section.
- + Understand the evaluation process and KPIs you may adopt to keep your Dissemination & Communication goals under track!



## MASTER TRAINER

The training will be conducted by master trainer Dr. Monique Calisti, Managing Director and Head of Media at Martel Innovate. She is specialized in EU funding and has in-depth know-how and experience of national and international grant programmes, including support to innovative SMEs and start-ups. She is currently involved in several EC projects and she helps innovative ICT players to grab their EU chance!

# + TRAINING PLAN

MORNING  
AFTERNOON

## Module 1: The pillars of Dissemination & Communication within a H2020 project

- + What is dissemination in Horizon 2020?
- + What is communication in Horizon 2020?
- + What is exploitation in Horizon 2020?
- + What is sustainability in Horizon 2020?

## Module 2: Prepare a convincing dissemination/exploitation plan strategy for your H2020 proposal

- + A general-purpose methodology to draft your Dissemination and Communication plan within the Impact Section
- + The communication obligations for EC funded projects
- + Budgeting Dissemination and Communication activities

### Coffee break

## Module 3: Turn your communication strategy into an action plan

- + How to communicate research activity and outcomes
- + Online communication: website, newsletters, social media
- + Events
- + Video and PR
- + Publications
- + How to meet reporting requirements
- + How to handle open access requirements
- + How to measure impact?

### Lunch break

## Module 4: Successful case histories

- + H2020 successful Dissemination & Communication case studies

## Module 5: Hands-on working groups

- + Participants will be divided into two groups. Based on a concrete example, one group will prepare the work package description, the other group the dissemination and communication strategy for the proposal

## Q&A Session

## Recap and conclusions



FOR CUSTOMISED OR DEDICATED TRAINING

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