Communicating to different target groups - lessons learnt

Meet and Exchange
Paris, 6 March 2017
Who do we communicate with?

- Experienced applicants
- Colleagues
- New comers
- Government
- EU

NCP

IDIRUS

Enterprise Ireland 6 March 2017
Why do we communicate?

- To impart knowledge
- To receive knowledge
- To exchange knowledge
- To report information
- To inform
- To influence
- Public relations!
Different types of opportunities to communicate

- Monthly meeting – NCPs and ROs
- Annual event for newcomers
- Workshops for participants
- Launch event for work programmes
- Celebrate success “Irish Champions of EU Research”
- Reporting to Government
- Office in Brussels - events calendar
How do we communicate?

• Know your audience
• Understand their level of knowledge
• Understand their need
• Be aware of a change in your audience
  (personnel, level of knowledge etc.)
How do we maintain communication?

- Continuous updates
- Maintain relationships
- NCP Academy – Train the trainer
Thank You

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