



PERIIA VIRTUAL ASSEMBLY

COMMUNICATION STRATEGY

21ST NOVEMBER (14:00-16:00)



Outline

- Aims of the Strategy
- Target Groups
- Priorities
- Tools

AIMS OF THE STRATEGY



- To facilitate the establishment of PERIIA as a formal European association.
- To increase the visibility of PERIIA by focusing on the benefits the network could bring to the industry, research infrastructures and society at large.
- To specify tools for communication, exchange of experience and sharing of best practices among the ILOs – members of the Network.
- To contribute to the increase in the number of Network members.

TARGET GROUPS



- **A. For internal communications**

- ILOs - they have a dual role as an executor of the Strategy and as a specific Target group since the Strategy aims at providing an environment for communication and exchange of experience among them

- **B. For external communications**

- 1. Industry (the supply side)
- 2. Research infrastructures and organisations (the demand side)
- 3. Decision-makers at EU level

PRIORITIES



- The ILOs: to supply the Network with success stories/initiatives/event announcements, etc.
- The Network: to employ tools and establish appropriate mechanisms to:
 - (i) communicate the success stories/initiatives/event announcements with the stakeholders from Target groups and
 - (ii) facilitate exchange of good practices among the ILOs.

Electronic tools

- Improve the PERIIA website – create sections “NEWS” and “SUCCESS STORIES” and regularly updated them.
- Create a PERIIA LinkedIn page and regularly feed it with information about the Network’s activities
- Develop a basic electronic newsletter for internal/external communications containing mainly best practice showcases.
- Direct mailing to the ILOs-members and prospect members of the network - establish a list of e-mail contacts and update it regularly

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TOOLS (2)



Events

- Organisation of internal PERIIA events – seminars, training workshops, best practice working groups, etc. – aiming at increasing the capacity of the ILOs through cooperation and exchange of information and best practice.
- Organisation of and participation in external events – such as BSBF – to raise the PERIIA profile among the main stakeholders from the RIs and industry.
- Participation in conferences and seminars with multimedia presentations and stands– to raise the PERIIA profile among the stakeholders from the RIs and industry.
- Participation in relevant high-level forums in Geneva, Brussels, etc. – with presentations and stands – to increase the PERIIA visibility and profile at a decision-making level.

Establishing contacts with relevant media and regularly informing them about PERIIA activities.

THANK YOU



**THANK YOU VERY MUCH FOR YOUR
ATTENTION !**