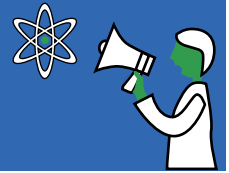


## Workshop

### EXPLOITATION, DISSEMINATION & SCIENTIFIC COMMUNICATION FOR EU-FUNDED PROJECTS

Katia Maronati, Vision Communication



### The Course - October 8, 2019

Communication plays a central role in the Horizon 2020 funding program that will be emphasised in the forthcoming Framework Program 9. Hence, a powerful strategy on communication and dissemination can make or break the funded assignment and the impact of the achieved results. Moreover, scientific programs are a compelling tool for soft-politics relations between Europe, the Mediterranean and globally, so an appropriate strategy can boost a scientific organisation's reputation and support national policies.

Hence, the training will provide insights on the following aspects:

- How to channel data, information and knowledge into a usable form.
- How to write a winning 'Work Package for Communication and Dissemination'.
- Full exploitation to support evidence-based decision-making and organisational renewal.
- How to share collected information with wider sets of actors (from EU officials, to researchers and tax-payers)
- Sharing information: maximising and enhancing its innovative potential through communication tools and social media.
- Big data visualization, storytelling, video-documentaries and communications campaigns.
- Engaging the public: video-knowledge products, human impact, learn from the audience, build relationships and create networks of knowledge.
- Marketing and internationalizing your ideas/projects abroad: effective tips.
- Q&A and Exercises.



**Katia Maronati**

### The Lecturer

**Katia Maronati** has an extensive working experience acquired through 20 years of work in different positions (communication and management), both in the private and public sectors. In the past 10 years, Ms. Maronati has worked within EU projects as consultant for private companies as well as Institutions, in the field of communication and development.

Ms. Maronati has a degree in Political Science a certificate in Project Cycle management and a Postgraduate Certificate in Development Management from the Open University.

### The Students

The candidates shall be prepared to actively participate in group exercises and discussions during the course. They must have therefore good command on written and spoken **English (Intermediate Level B1/B2)**, possibly proven by certificates. All applicants are requested to send as well a two-page **Curriculum Vitae** and a **one-page motivation letter**. **Both documents must be written in English.**

The motivation letter shall include a short presentation of the candidates, their research work and their expectations on the course. Any previous experience related to the topics of the workshop shall be mentioned.

Maximum number of Students: **30 pax.**



### Submission and deadline

Candidates must submit their application through the following form:  
<https://forms.gle/Ay4GKtVxbZYbXKhK9>

The deadline for submitting the applications is set for **Sunday August 25, 2019** at 17.00 Tunisian time (GMT+1)