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برنامج ممول من الإتحاد الأوروبي

# Euromed Heritage التراث الأوروبي المتوسطي

## Agenda

### Training: Sustainability & Communication without mega budgets

Madrid – 30 November – 03 December, 2009

**Place:** United Nations World Tourism Organisation  
Capitán Haya, 42, 28020 Madrid

#### Monday 30 November

#### **Morning Session** TRA\_02 Communications without mega budgets

*John BELL, FREELANCE COMMUNICATIONS EXPERT*

*Nick EASEN, FREELANCE COMMUNICATIONS EXPERT*

- 09.00 Welcome and brief introduction by UNWTO  
*Dr Taleb Rifai - Secretary-General*
- 09.30 Marketing on a budget
1. *Examination of Marketing Plans*
  2. *Marketing on a budget – how is it done?*
  3. *The media – who they are and what they are.*
  4. *Tools available – recognition of the needs of journalists*
- 11.00 *Coffee break*

In partnership with



- 11.30
5. What is a story? Fitting your story to the needs of the media.
  6. Reflecting the requirements of the audience – religious, historical, ethnic etc.

**13.00**      ***Lunch break***

### **Afternoon Session**

14.30

1. Practical example. A freelance journalist – based in Madrid. What makes a story – how to ‘sell’ it to a journalist? The Conference and the projects are themselves existing stories i.e. this is not an academic exercise.
2. New media. Twitter, blogs, e-zines – face book, forums – a journey through the whole world of new and social media and a guide to the world-wide opportunities which it offers projects.
3. Practical training in interview technique so that maximum advantage is taken from the opportunity. The lessons learned here apply to any form of interview with a journalist be it for newspapers, radio or television.
4. Interviews – recorded and shown live.
5. Press release to drive home the requirements for short, sharp writing. This exercise to continue whilst the interviews are going on.
6. Releases to be filed and then examined in public with notes about how journalists treat releases etc.

17.30      Questions and answers

***Free Evening***

**Tuesday 01 December**

### **Morning Session**

#### **Practical field visit to Toledo**

*John BELL, FREELANCE COMMUNICATIONS EXPERT*

- 09.00
1. Practical training away from the conference.
  2. The aim of the day is to show project leaders how projects can be converted in to stories as part of the marketing plan.
  3. Project leaders will be expected to write a newspaper report of their experience including pictures so the day naturally follows on from Day 1 i.e. find a story, make it interesting, illustrate it.
- 11.00 – 11.45      Meeting with Milagros TOLON, Tourism Counselor of the Toledo Council.
- 12.00 – 14.00      Guided tour to the City of Toledo emphasizing the most recent archeological findings, courtesy of the Toledo Council.

- 14.00      **Lunch break**
- 17.30      Return to Hotel

**Free Evening**

**Wednesday 02 December**

**Morning Session      Review of field visit + summary of communications workshop**

*John BELL, FREELANCE COMMUNICATIONS EXPERT*

- 09.00      1.      RMSU & ENPI Info Centre presentations: communication support to projects  
Giuliano SALIS, RMSU; Kosta PAVLOWITCH, ENPI Info Centre
2.      Review of all media pieces from Day 2. Criticism/praise/comment.
2.      Photography – need for pictures, how to form a good press picture, technical requirements. Illustrated.
3.      Press kits. Contents. Are they needed?
- 11.00      **Coffee break**
- 11.30      4.      Opportunities – Competitions. Links with commercial products etc.
5.      Summary

**Evaluation**

1. All participants will have a thorough grounding and awareness of media and marketing with limited funds.
2. Participants will have practical training in writing for use in new/social media or the media at large.
3. Participants will have discussed the needs of all forms of media and will have had an opportunity to discuss such problems as ethnic and social restrictions, censorship etc.
4. All participants will have been media trained.

The practical nature of the training will ensure interaction between participants and will further increase the level of understanding of the various projects.

- 13.00      **Lunch break**

**Afternoon Sessions** TRA\_03 Sustainability and IPR*John SIVAK, MIDDLESEX UNIVERSITY PRESS**Celia COZENS, MIDDLESEX UNIVERSITY PRESS**+ Colleague from Brussels presenting on IPR*

14.30

**Discuss the approach to exploit outputs**

1. Introduction to IPR (to be confirmed)
2. Plan in advance
3. Storyboard
4. Commercialisation project team
5. Partners to assist the process

16.00

**How to manage the process**

1. Management structure
2. Auditability
3. Legal issues eg. copyright clearance
4. Contractual obligations
5. Efficient production methods

17.30

Questions and answers / suggestions

Manuel GARRIDO, Marketing Department of **TURISMO MADRID**, will be attending the afternoon session.

18.00

Guided tour "Essential Madrid and Christmas traditions" sponsored by **Madrid Tourism Board**.

Meeting point: Centro de Turismo de Madrid, Plaza Mayor 27.

**Thursday 03 December**

**Morning Session** Routes to commercialise outputs*John SIVAK, MIDDLESEX UNIVERSITY PRESS**Celia COZENS, MIDDLESEX UNIVERSITY PRESS*

09.00

Practical exercises using existing programmes, in particular advising on issues including:

1. print on demand,
2. assessing and accessing markets

11.00

**Coffee break**

3. enabling the flexibility to identify and respond to targeted niche markets

**13.00**      *Lunch break*

**Afternoon Sessions**

- 14.30      4.      Minimising costs
5.      Production of audiovisual material, printed material, press releases, websites
6.      effective systems to gather and present research materials
7.      collaboration between projects
- 17.00      Questions and answers / suggestions

**20.30**      *Farewell typical “tapas” dinner hosted by TURISMO MADRID  
at “El mercado de la Reina”, Gran Vía 12.*

All Workshop Filmed by Cameraman, Darren MURPHY & facilitated / minuted by Jonathan KARKUT.