



# C-E.N.T.E.R - Competence, Cooperation, Communication in the C-E.N.T.E.R. of Dissemination and Exploitation of EU Project Results

4<sup>th</sup> Newsletter | December 2011

## C-E.N.T.E.R. Pilot Workshop

The C-E.N.T.E.R. Toolkit and Trainer Manual were tested in a 3-days workshop in Lodz, Poland in September 2011. All project partners together with one additional person working in EU projects or marketing related fields from the partner countries participated in this test run. All modules were covered during the pilot workshop but not all in detail. Different guest speakers were invited such as a marketing expert and a public relation expert who shared their working experience with the participants and gave useful hints and tips from a practical perspective.

Topics such as

- "How to plan an event?",
- "How to prepare a press release?",
- "How to transfer marketing principles (4 Ps) to a EU funded project?" and
- "What could be appropriate gadgets for specific target groups?"

were discussed in group exercises and shown with case studies from real projects.



Furthermore, the participants visited a local TV channel and had the opportunity to produce a small video clip. This unexpected

opportunity was very much enjoyed by the participants and you can take a look at the result at:

**Youtube** "Dissemination is..."  
<http://www.youtube.com/watch?v=K5NcQNPOsSw&feature=youtu.be>

After final improvements on the material according to the feedback that was received in the pilot workshop, everything is ready now for the training workshop at European level.

## C-E.N.T.E.R. Workshop

*"Valorise or Vaporise" - The essential of  
Dissemination and Marketing in EU Projects  
organized from  
14-18 May 2012 in Porto.*

The course "Valorise or Vaporise" aims at improving dissemination/exploitation knowledge and networking/communication skills of EU project managers and other



actors involved with EU funding programmes. Participants will get to know different methods and instruments that aim to enhance their marketing competences in order to fulfill dissemination and exploitation activities within their projects even more successfully.

**Funding is available** through Grundtvig "Visit and Exchange" action and can be applied at the national agencies for lifelong learning!

### Course Modules

1. Introduction to Dissemination and Exploitation
2. Communication and Networking
3. ICT and Dissemination
4. Print and Mass Media
5. Production of Dissemination Materials

Further details on registration, funding and programme are available on our website and C-E.N.T.E.R. Facebook page.

## Spread the Word ! Conference in Varberg

The 4<sup>th</sup> C-E.N.T.E.R. Conference in Sweden on November 25<sup>th</sup> was a big success. About 80 participants used the event to establish new contacts and to promote their activities. The conference was in the focus of networking, involving and engaging people in activities and dissemination in general. Beside interesting key note speeches and a project fair the participants



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exercises and had the opportunity to participate in a matchmaking session in order to establish new contacts for future cooperation.



also did networking

[www.c.enter-network.eu](http://www.c.enter-network.eu)

### Coming up next...

- ☞ 5<sup>th</sup> C-E.N.T.E.R. Dissemination conference will be held on March 22 2012 in Bilbao, Spain!
- ☞ Good practice award for dissemination Organisations representing good practice examples of dissemination in EU projects according to identified quality criteria can apply for a certificate and certification award medal. The call for project will be released in January!
- ☞ The C-E.N.T.E.R. Case with a collection of up to date products in the field of Active Ageing and Learning in Later Life will be ready in March 2012 and can soon be ordered at [www.c.enter-network.eu](http://www.c.enter-network.eu) and will then be sent throughout Europe.
- ☞ C-E.N.T.E.R. Toolkit: This collection of dissemination instruments and methods will serve as practical supportive material for workshop participants on the one hand. On the other it will also be used as guidelines for active dissemination and exploitation of EU project results to support anyone working in the field of European projects.
- ☞ 3<sup>rd</sup> edition of Focus Europe available in January 2012!

### CONTACT-C-E.N.T.E.R

If you would like to use our products for your dissemination activities or you have any questions, recommendations or concerns please contact the project coordinator or the partner in your home country! **Join us now also on Facebook:** <https://www.facebook.com/#!/pages/C-Enter/179301028776439/>

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