

# EUROPEAN NON-PROFIT COMMUNICATION

## 2015-2016

### DIPLOMA

## EUROPEAN NON-PROFIT COMMUNICATION

FROM 16 NOVEMBER 2015  
TO 22 FEBRUARY 2016

### DURATION

69 hours

### COST

980 EUROS WITH CERTIFICATE  
OF ATTENDANCE

1230 EUROS WITH COACHING  
AND DIPLOMA

A certificate of attendance will  
be delivered upon completion  
to all participants.

Participants who wish to benefit  
from coaching sessions and  
receive diploma will be asked to  
present a final assignment and  
will have to pay an additional  
250 euros.

Each module can also be fol-  
lowed individually

### VENUE

IHECS ACADEMY  
27 rue des Grands Carmes  
1000 Brussels

### REGISTRATION

[www.ihecs-academy.be](http://www.ihecs-academy.be)

### ADDITIONAL INFORMATION

Esther Durin  
European trainings coordinator  
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Although European non-profit organisations and institutions have seen their voices play an ever stronger part in the European dialogue, they still lack the strength to compete with representatives of business interests, who make up 70% of the firepower of Europe's lobbying sector. They also face specific challenges and constraints when implementing their communication strategy, whether internally to their members or externally to their decentralised networks and citizens. How can grassroots campaigns be organised with limited budgets and staff? When developing key messages, how can effectiveness and ethics be reconciled? How can decentralised networks be activated? How can new technologies be integrated into a strategic communication plan? For what purpose using what content, and for what added value? This comprehensive 69-hour course aims to answer these questions and many others. The training team mainly comprises high quality professionals, experienced people who know the real challenges of the sector. They have been carefully chosen for their expertise and training abilities.

### MAIN OBJECTIVES

- To develop a global internal and external communication strategy adapted to your objectives, target audiences and means;
- To stimulate communication within decentralised and intercultural networks;
- To set up lasting relationships with the media;
- To implement your communication plan through appropriate use of information and communication technology;
- To audit the implemented communication strategy by using evaluation tools;
- To take the floor in confidence and adapt your communication to either a formal or an informal audience in an international and intercultural context.

### PROGRAMME

The programme is divided into 10 modules:

- 1) European non-profit sector communication : challenges and perspectives (3h)
- 2) Collective intelligence and intercultural competence building (9h)
- 3) The European communication plan (12h)
- 4) Ensuring coverage by European media (9h)
- 5) The social media strategy (9h)
- 6) Communicating with members : managing an online community (6h)
- 7) Optimising the readability and usability of your website (3h)
- 8) Public speaking (9h)
- 9) Event planning (3h)
- 10) Moderating an event with impact (6h)

# 1 EUROPEAN NON-PROFIT COMMUNICATION SECTOR: CHALLENGES AND PERSPECTIVES

## PURPOSE

The aim of this first module is to provide a comprehensive overview of the European political scene, its key players and opinion leaders, as well as an understanding of NGOs' specific challenges, constraints and strengths when communicating at the EU level.

## OBJECTIVES

- To understand the European policy and institutional context behind the communication changes in the non-profit sector, especially for NGOs;
- To identify the different types of stakeholders striving to define the European public agenda;
- To distinguish between the complementary strategies of grassroots and grasstops lobbying;
- To integrate the specific challenges, constraints and strengths of the non-profit sector in one's internal and external communication strategy.

## CONTENT

- The changing role of the non-profits working with European institutions;
- The struggle to control the European public agenda;
- Professionalisation of the communication sector and new challenges;
- Non-profit, social marketing and ethics;
- Public relations;
- Media relations;
- Intercultural dynamics.

## METHODOLOGY

The training methodology is based on participatory learning and collaborative dialogue.

## TRAINER

As the Creative Director of Old Continent – a young agency specialised in Visual Communication, Charl lie Jourdan had the opportunity to work with a wide range of clients, from European institutions to Private product-oriented companies and NGOs. He studied a Bachelor in Philosophy, a Master in Politics and worked 2 years in the European Parliament. After a journey abroad he came back to Brussels to work as freelance strategist in Communication before setting up a Communication Agency with Gauthier Bas. Old-Continent currently employs 6 people.

DIPLOMA

EUROPEAN  
NON-PROFIT  
COMMUNICATION

## MODULE 2

### DURATION

9 hours

### DATES

Wednesday 18 November 2015  
Thursday 26 November 2015  
Friday 27 November 2015

From 18h00 to 21h00

### VENUE

IHECS ACADEMY  
27 rue des Grands Carmes  
1000 Brussels

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## 2 COLLECTIVE INTELLIGENCE AND INTERCULTURAL COMPETENCE BUILDING

### PURPOSE

Every day in Brussels thousands of organisations work in a transnational way, increasing the need for culture sensitive working practices. How to understand and solve critical situations? How to build collective intelligence and action upon each partner's cultural norms and values? This module will help you to acquire the basics of collective and intercultural competence, and to understand the complexity of intercultural aspects in the workplace. It will also help you to develop a set of practical skills and collaborative strategies, with a view to solving collective challenges and unlocking complex situations that are temporarily frozen.

### OBJECTIVES

- To acquire the theoretical and methodological basics of collective intelligence;
- To understand the different intercultural challenges in the European context;
- To have a toolkit for collaborative processes and intercultural understanding.

### CONTENT

- Collective intelligence;
- Strategies and collaborative processes;
- Cultural awareness on national/organisational and professional aspects;
- Identification of cultural influences on personal and organisational aspects;
- Working in a complex reality;
- Intercultural skills through communication dynamics;
- Overcoming self-imposed limits when working with others;
- Practical exercises.

### METHODOLOGY

The training methodology is based simultaneously not only on ITT (In The Theory) understanding but also on IRL (In Real Life) activities. The learning process will be based on :

- Participatory experiential learning, appreciative inquiry;
- Sharing knowledge and personal experience by alternative means and collaborative dialogue: Photo storytelling, Culture Assimilators, "Think, pair and share", Sharing circle;
- Group multicultural problem-solving simulation game;
- Reality-check with transferability to participants' workplace;
- Video Capsules - films, videos, podcasts;
- Use of annotated bibliography/webography and participant's manual.

### TRAINER

Interculturalist, anthropologist, creative adviser and action-researcher, Ljiljana Simic worked in 30 countries on 3 continents as a consultant and trainer in the field of personal and organisational intercultural development in the private, public and NGO sector. Experienced as project manager and Board member of several international networks (SIETAR, ORACLE), she also worked for television and radio as presenter, editor and moderator. Co-author of books, articles and publications on cultural diversity, intercultural competence building and emerging art forms in contemporary society, she has a good understanding of how to develop participative processes to make change happen in a practical way.

DIPLOMA

## EUROPEAN NON-PROFIT COMMUNICATION

### MODULE 3

#### DURATION

12 hours

#### DATES

Monday 30 November 2015  
Wednesday 2 December 2015  
Monday 7 December 2015

Monday 22 February 2016

From 18h00 to 21h00

#### VENUE

IHECS ACADEMY  
27 rue des Grands Carmes  
1000 Brussels

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## 3 THE EUROPEAN COMMUNICATION PLAN

### PURPOSE

The European communication plan is an absolute must for effective communication campaign. But mastering it requires a great deal of expertise. This course will help you develop, implement and assess your global European communication plan, by forging strong links between European, national and local levels. It also focuses on messages development, creativity and ethics.

### OBJECTIVES

- To develop a global communication strategy and define a communication plan adapted to objectives and target audiences;
- To activate one's decentralised networks;
- To audit the implemented communication strategy by using evaluation tools.

### CONTENT

- Defining the communication strategy:

Positioning and tasks of the communication leader; diagnosis and analysis of the mechanisms in place or to be developed; defining the communication strategy.

- Conception, implementation and steering the communication:

Drawing up the communication plan; proposing a Mission Statement in light of the organisation's overall policy; mastering communication concepts, techniques and tools; determining, prioritising and quantifying communication objectives; identifying and prioritising target audiences and messages; communication, creativity and ethics; identifying information and communication tools to include in the strategy, networking, implementation and steering.

- Audit and evaluation of the communication plan:

Tools; prospective analysis methods; measuring impact.

### METHODOLOGY

The training methodology is based on the combination of theory and practical exercises.

### TRAINER

As the Creative Director of Old Continent – a young agency specialised in Visual Communication, Charlélie Jourdan had the opportunity to work with a wide range of clients, from European institutions to Private product-oriented companies and NGOs. He studied a Bachelor in Philosophy, a Master in Politics and worked 2 years in the European Parliament. After a journey abroad he came back to Brussels to work as freelance strategist in Communication before setting up a Communication Agency with Gauthier Bas. Old-Continent currently employs 6 people.

**DURATION**

9 hours

**DATES**

Wednesday

9 December 2015 Monday 14  
December 2015 Wednesday 16  
December 2015

From 18h00 to 21h00

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## 4 ENSURING COVERAGE BY EUROPEAN MEDIA

### PURPOSE

This fourth module helps you to know better the constraints of the European journalists and find the most effective way to communicate with them. You will improve your writing and press release skills, learn how to perform effectively in media interviews and press conferences and feel more comfortable in developing a dialogue with media.

### OBJECTIVES

- To understand the way European media work in Brussels;
- To structure and prioritise one's information, taking into account the way these journalists work and their constraints;
- To set up an effective press campaign aimed at European journalists based in Brussels;
- To perform effectively in media interviews and press conferences.

### • CONTENT

#### 1. European Media:

- Overview of European media and correspondents present in Brussels;
- European journalists in Brussels: specific constraints and daily work;
- Communicating with European media.

#### 2. Workshop on press releases:

- Introduction to general tools;
- How to manage conflicts;
- Measuring impact;

#### 3. Media training:

- Specific best practices for working with TV, newspapers, magazines, radio and social media;
- Press conference preparation, execution and follow-up.

### METHODOLOGY

The training methodology is based on the sharing of experience, concrete tips and practical exercises.

### TRAINERS

Gareth Harding has 25 years of experience in Brussels as a political advisor, journalist, lecturer, filmmaker and media trainer. He has written for Time Magazine, Politico, New York Times, Wall Street Journal and the Guardian. He is currently the director of the Missouri School of Journalism's Brussels programme and a columnist for EUobserver.ews.

Camelia Nistor is PhD in 'International Relations and European Studies', with a Thesis on 'Lobbying and the EU Decision-Making Process'. She has been living in Brussels in the last eight years, and has gained professional expertise in EU Public Affairs and Communications, EU Lobbying, EU Policy-Making, EU Decision-Making Process. She has worked for 5 years in the Secretariat General of the European Commission, and, just before, at the European Parliament, in a British Consultancy on EU Public Affairs & Public Relations, in Brussels, and in the European office of the world's largest association of public affairs professionals. Previously, she was a radio journalist. Currently, Camelia focuses on academic projects and consultancy services.

**DURATION**

9 hours

**DATES**

Wednesday 6 January 2016  
Monday 11 January 2016  
Wednesday 13 January 2016

From 18h00 to 21h00

**VENUE**

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1000 Brussels

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## 5 SOCIAL MEDIA STRATEGY

### PURPOSE

A good social media strategy should not create more work for you. It should instead save you precious time. This course will help you understand the challenges of online social grassroots and grassroots campaigns, make appropriate use of information and communication technology, and design a social media strategy that can be integrated into your global European communication strategy.

### OBJECTIVES

- To understand the challenges of online social tools (ICT) in pan-European campaigns;
- To make appropriate use of information and communication technology;
- To design a social media strategy to integrate into the global communication strategy.

### CONTENT

1. The rise of social media:
  - Introduction to web 2.0;
  - From publication to conversation;
  - Power to the people;
  - The global village;
  - Empowered customers + case studies.
2. The state of social media:
  - Blogging and microblogging;
  - Social networks;
  - Future opportunities;
  - Assignment.
3. Social media communication strategy:
  - The bigger picture;
  - Target audience;
  - Objectives;
  - Message -> content;
  - Tools;
  - Planning and budget;
  - Case study: European Parliament elections campaign.
4. Social media campaigning:
  - Mapping;
  - Content;
  - Outreach;
  - Monitoring;
  - Analysis;
  - Assignment: case study.
5. Politics and social media:
  - How the EU institutions communicate;
  - Share Europe Online;
  - Digital diplomacy;
  - Online lobbying;
  - Best practices.

### METHODOLOGY

The training methodology is based on the combination of theory and practical exercises and on a project-oriented approach : each participant is able to include the training inputs within his/her own professional work and objectives.

### TRAINER

After working for Cambre Associates (PR) and an innovation network, Kwinten Lambrecht joined communication agency ESN. He started working intra-muros as project coordinator for Share Europe Online, an innovative project that focuses on local social media communication. Both the European Parliament and the European Commission take part in this project. Ever since Kwinten has been giving trainings and advice on social media outreach, monitoring, engagement and strategy to colleagues in both institutions. He was also involved in several guest lectures at the Europe House in Holland, the Dutch Ministry of Social Affairs, Artevelde Hogeschool Ghent and IHECS.

DIPLOMA

## EUROPEAN NON-PROFIT COMMUNICATION

### MODULE 6

#### DURATION

6 hours

#### DATES

Monday 18 January 2016  
Wednesday 20 January 2016

From 18h00 to 21h00

#### VENUE

IHECS ACADEMY  
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## 6 COMMUNICATING WITH MEMBERS : MANAGING AN ONLINE COMMUNITY

### PURPOSE

This module shows how to adapt online community management strategies and tools to the specific needs of non-profit organisations and their members.

### OBJECTIVES

- To understand the advantages and ways of using online communities for improving decentralised and horizontal communication;
- To analyse the needs of your organisation and its members;
- To develop and lead one or more communities;
- To organise the information and knowledge-sharing;
- To empower the users and convert them into contributors.

### CONTENT

- The needs analysis;
- The basics, main issues and uses of an online community;
- The roles: manager, user, contributor;
- What content for what added value?

### METHODOLOGY

The training methodology is based on the combination of theory and practical exercises and on a project-oriented approach : each participant is able to include the training inputs within his/her own professional work and objectives.

### TRAINER

After working for Cambre Associates (PR) and an innovation network, Kwinten Lambrecht joined communication agency ESN. He started working intra-muros as project coordinator for Share Europe Online, an innovative project that focuses on local social media communication. Both the European Parliament and the European Commission take part in this project. Ever since Kwinten has been giving trainings and advice on social media outreach, monitoring, engagement and strategy to colleagues in both institutions. He was also involved in several guest lectures at the Europe House in Holland, the Dutch Ministry of Social Affairs, Artevelde Hogeschool Ghent and IHECS.

DIPLOMA

EUROPEAN  
NON-PROFIT  
COMMUNICATION

MODULE 7

DURATION

3 hours

DATES

Monday 25 January 2016

From 18h00 to 21h00

VENUE

IHECS ACADEMY  
27 rue des Grands Carmes  
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## 7 OPTIMISING THE READABILITY AND CONTENT OF YOUR WEBSITE

### PURPOSE

This practical module provides an overview of web usability principles and will explore techniques and tips for improving the legibility and ease of use of your website.

### OBJECTIVES

- To develop a clear and precise view of the challenges of web communication through a website;
- To build a coherent strategy for web communication;
- To adapt one's writing to the web;
- To organise the information on a site.

### CONTENT

- Web content strategy;
- Tips & tricks for better writing and better disseminating content;
- Structuring writing to maximise SEO;
- Writing: what is the ideal length of web content? Titles, lead paragraphs, introduction, text, keywords, specific cases, testing;
- The value of images, photos, videos;
- Tools to complement content: videos, audio, images, presentations, maps, timelines, graphics;
- Call To Action: engage with readers and get them involved.

### METHODOLOGY

The training methodology is based on the sharing of experience, concrete tips and practical exercises.

### TRAINER

Geert Allegaert has been interface designer, information architect and user experience designer for 20 years. He works at the intersection of technology, communication and design, and combines skills from computer science, library sciences and usability. In the early years of his career he has worked as a technical writer. Hence his preference to communicate complex, technical information in plain language. He's currently serving a variety of organisations, from Belgian and European governmental institutions, over well-established commercial market leaders, to start-ups.



DIPLOMA

## EUROPEAN NON-PROFIT COMMUNICATION

### MODULE 8

#### DURATION

9 hours

#### DATES

Wednesday 27 January 2016

Monday 1 February 2016

Wednesday 3 February 2016

From 18h00 to 21h00

#### VENUE

IHECS ACADEMY

27 rue des Grands Carmes

1000 Brussels

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#### ADDITIONAL INFORMATION

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## 8 PUBLIC SPEAKING

### PURPOSE

Speaking in public is often necessary. But for many, it is a dreaded exercise. However, there are basic techniques, fairly easy to master, which can help improve your performance in front of the audience.

### OBJECTIVES

- To introduce participants to effective oral communication;
- To identify and improve existing skills within the EU context;
- To learn to smoothly give a presentation and communicate in an formal and informal environment;
- To read efficiently;
- To better understand and be better understood;
- To communicate more efficiently in your daily work;
- To convey your ideas;
- To convince and persuade;
- To adapt to your audience in an international context;
- To make good use of Power Point.

### CONTENT

#### 1. Understand and be understood:

How to get attention? Persuade, convince and have a more effective impact? ; fear of public speaking and other people's opinions; emotional, mental, behavioral, linguistic and physiological aspects; stress management, self-assertion; para-verbal and non-verbal language; micro-movements, postures; showing your 'emotions' through body language, facial and body expressions; tone, rhythm, pitch, speed, pause; verbal language; structuring your speech, asking questions, making your case; the importance of adaptation at all levels.

#### 2. Practical exercises:

Reading, improving, presenting with power point, speaking to the camera; video-recorded simulations and extensive individual debriefing and coaching; immediate implementation of Living Communication toolbox; introduction and practice of effective communication models (Anchoring, Dissociation, Circle of Excellence, the Pyramid, the Triad, the Walking Stick...).

### METHODOLOGY

The training methodology is based on short lectures, targeted discussions, individual and group tasks. The training will be carried out in the form of an interactive workshop. The trainer will give mini-presentations and provide participants with relevant examples and exercises. Some exercises will be video-taped and individually debriefed.

### TRAINER

Seminar leader, Laurent Verrellen has a wide-ranging professional background: conference interpreter for 23 years, actor for 18 and management/communication trainer&coach since 2001. In his seminars – individually or in groups – Laurent shares and formalises his personal experience gained over the years as well as the knowledge acquired in various fields such as Neuro-Linguistic Programming, Personal Development, Psychology, Sociology, Cognitive Sciences, Hypnosis and Speech Production.

**DURATION**

3 hours

**DATE**

Monday 8 February 2016

From 18h00 to 21h00

**VENUE**

IHECS ACADEMY  
27 rue des Grands Carmes  
1000 Brussels

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## 9 EVENT PLANNING

### PURPOSE

Events play an important role in non-profit communication. This module will help participants to design and hold high quality events for building their organisation's identity.

### OBJECTIVES

- To create high quality events;
- To develop strategies for building the organisation's identity.

### CONTENT

- Developing event goals and objectives;
- Team building;
- Selecting speakers;
- Targeting the pertinent audience;
- Preparing the content & crafting effective message;
- Developing effective techniques for promoting the event;
- Preparing materials for publishing & broadcasting in the media after the event being run;
- Building a final evaluation process;
- Running relevant follow-up activities.

### METHODOLOGY

The training methodology is based on the combination of theory and practical exercises.

### TRAINER

Camelia Nistor is PhD in 'International Relations and European Studies', with a Thesis on 'Lobbying and the EU Decision-Making Process'. She has been living in Brussels in the last eight years, and has gained professional expertise in EU Public Affairs and Communications, EU Lobbying, EU Policy-Making, EU Decision-Making Process. She has worked for 5 years in the Secretariat General of the European Commission, and, just before, at the European Parliament, in a British Consultancy on EU Public Affairs & Public Relations, in Brussels, and in the European office of the world's largest association of public affairs professionals. Previously, she was a radio journalist, also having a Bachelor's Degree in 'Journalism and Communications' and a Master's Degree in 'International Relations and EU Affairs' from the Babes-Bolyai University; she has achieved her second Master's Degree from the Robert Schuman University, Strasbourg, France, still in the field of 'International Relations'.

Currently, Camelia focuses on academic projects and consultancy services in her areas of competence.

**DURATION**

6 hours

**DATES**

Monday 15 February 2016

Tuesday 16 February 2016

From 18h00 to 21h00

**VENUE**

IHECS ACADEMY

27 rue des Grands Carmes

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# 10 MODERATING AN EVENT WITH IMPACT

## PURPOSE

Democracy is based on debating ideas. But managing a good debate is not easy and raises a number of challenges. This training module gives you the keys to successfully overcome each of them.

## OBJECTIVES

- To identify the core practices and skills required for effective presentation/moderation;
- To stimulate public interest;
- To handle challenging situations and questions from the audience;
- To boost confidence and fluidity of the speakers;
- To communicate a clear message, draw conclusion in an interesting and lively manner;
- To consider the uses of a range of presentation techniques.

## CONTENT

- Techniques for leading a debate;
- Introducing the subject;
- How can the public's interest be stimulated? How can momentum be created and maintained?;
- Knowing how to adopt a position ( verbal and physical) in relation to the group;
- Managing the time;
- Smoothly interrupting;
- Understanding and managing the various speakers;
- Knowing how to highlight areas of contradiction;
- Managing critical and unforeseen situations: verbal attacks, conflicts, sabotage, passiveness, etc.;
- Developing the discussion without falling into controversy;
- Making a quick summary, concluding, and formulating the keypoints.

## METHODOLOGY

The training methodology is based on Learning by doing, a variety of discovery exercises, group and individual reflection, theoretical input, role simulation with video taping and video case studies.

## TRAINER

Interculturalist, anthropologist, creative adviser and action-researcher, Ljiljana Simic worked in 30 countries on 3 continents as a consultant and trainer in the field of personal and organisational intercultural development in the private, public and NGO sector. Experienced as project manager and Board member of several international networks (SIETAR, ORACLE), she also worked for television and radio as presenter, editor and moderator. Co-author of books, articles and publications on cultural diversity, intercultural competence building and emerging art forms in contemporary society, she has a good understanding of how to develop participative processes to make change happen in a practical way.