



European Commission



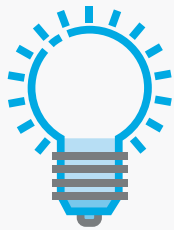
COMMON DISSEMINATION BOOSTER

The Essential Hands-on Service for R&I Projects



Apply online here by Nov 30TH 2017

<https://ec.europa.eu/eusurvey/runner/CDB>



Service 4 Dissemination Capacity Building

Learn the skills you need to improve your dissemination

Learn how to articulate what your portfolio of results is about and what your CDB Project Group can offer to its specific target audience in a clear and easy to understand language.

Pre-requisites:

Dissemination portfolio, description of target audience, portfolio dissemination plan and dissemination tools (or output from CDB Service 1, CDB Service 2 and CDB Service 3).

STEP

Assessment & needs analysis:

Answer the on-line questionnaire to form the basis of course content, tailored on your Project Group's needs and knowledge.

STEP

Course delivery:

Master the art of tailoring messages; hands-on webinar on best practices and tooling for social communication and to create an engaging website, including basics of Search Engine Optimisation; learn the skills of article- and press-release writing.

STEP

Evaluation:

Receive your take-away: a set of recommendations for future activities, including detailed feedback on concrete dissemination exercises based on your CDB Project Group's portfolio of results.

