



EU Strategy for the
Adriatic and Ionian Region
EUSAIR

Interreg



ADRION

ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

EUSAIR FACILITY POINT

EUSAIR COMMUNICATION ACADEMY 2.0

5-6 July 2023, Thessaloniki, Greece



About the EUSAIR Communication Academy 2.0

EUSAIR Facility Point Lead Partner, in cooperation with the Centre for European Perspective, is organising EUSAIR Communication Academy 2.0. The Academy will take place on **5 and 6 July in Thessaloniki, Greece**.

The training is a continuation of EUSAIR Communication Academy, a three-part capacity-building program that took place in 2022. Check the **after video of the EUSAIR Communication Academy** [here](#) to get a sense of what you are applying for.

Whereby the first edition focused on the tools and techniques needed for effective digital communication, **EUSAIR Communication Academy 2.0 will focus on explaining complex and abstract issues in a simple, comprehensible, and persuasive way.**

The participants will gain the critical skills and tools to support them in effectively communicating EUSAIR to the stakeholders and interested public. Participants invited to attend the Academy are **EUSAIR key implementers, government communicators, and journalists.**

By joining the three groups at the EUSAIR Communication 2.0 we will try to **bridge the communication gap between the three groups and learn how to effectively communicate EUSAIR** in a way that is understandable and that resonates with the public. This will be achieved with a series of workshops that will focus on communication skills and tools, practical exercises and cooperation among the groups of participants attending the Academy.



Logistics and Programme

Arrival of the participants is expected on 4 July, the departures on 6 or 7 July, subject to participants' request and available transportation.

The official programme of the EUSAIR Communication Academy will begin on Wednesday 5 July in the morning and finish with lunch on Thursday 6 July.

The programme of the EUSAIR Communication Academy 2.0 will comprise theoretical and practical parts with an overall emphasis on **interactivity and peer-to-peer learning**. The Academy will also include a rich social programme with relaxed informal activities in and around the city.

The training will be conducted in English and led by a group of experienced international media and communication experts. Among other, the participants will be polishing their skills for message development, writing in simple English, communication with media and others. The final agenda of the Academy will be shared with participants upon their selection.

After finishing with the official programme on Thursday, we will continue with the unofficial programme – a trip to Halkidiki and an informal dinner.

Participants will be accommodated in **Hotel Capsis 4*** in the center of Thessaloniki nearby all tourist attractions.

Participation will be restricted to a limited number of participants due to space limitations.



Information for EUSAIR key implementers

EUSAIR key implementers are:

- National Coordinators,
- Pillar Coordinators,
- Thematic Steering Group members,
- EUSAIR Facility Point Project Partners.

Travel and accommodation costs (including breakfast and dinner) for EUSAIR key implementers are covered by participant's national EUSAIR Facility Point project (or indicate in case this is not possible). Organisers will help with the organisation of the accommodation.

Information for journalists

Journalists are:

- Journalists reporting or interested in reporting on EUSAIR and Macroregional strategies.

The costs (travel, accommodation and food, but no per diems) for selected journalists will be organised and covered by the organisers.

Information for government communicators

EUSAIR government communicators are

- communicators (public relations office) of the ministries of EUSAIR key implementers.

The costs (travel, accommodation, and food, but no per diems) for government communicators will be organised and covered by the organisers.

HOW TO JOIN?

If you are interested and becoming a part of EUSAIR Communication Academy 2.0 please register [here](#) by 8 June 2023.

Selected participants will be informed shortly after the deadline for the applications.

If you have **any additional questions**, please do not hesitate to contact CEP's Project Coordinator, Magdalena Rakovec, by e-mail at Magdalena.rakovec@cep.si, or by phone at 00386 30 361 830.



REPUBLIC OF SLOVENIA
MINISTRY OF COHESION
AND REGIONAL DEVELOPMENT

Participants of EUSAIR Communication Academy in Bled in October 2022.

