



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

5th Newsletter | June 2012

Let us introduce the C-E.N.T.E.R. Case...

C-E.N.T.E.R. Case concerning "Active Ageing and Learning in Later Life"



The C-E.N.T.E.R. Case is a collection of up to date EU project products about a specific thematic topic that will be sent to organisations interested in this particular field. The C-E.N.T.E.R. Case includes different products that are selected to provide a transversal overview in a thematic field.

You can easily order the C-E.N.T.E.R. Case for free and take a look at the different project products and receive contact details for further information. If products are available for free in greater quantity you can also keep one example and set of promotion material.

Further information about the procedure and where the C-E.N.T.E.R. Case is at the moment are available online. Order it now at <http://www.c.enter-network.eu/index.php?id=261>!

C-E.N.T.E.R. Course - 52 registrations!

"Valorise or Vaporise" - The essential of Dissemination and Marketing in EU Projects organised from 15-19 October 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.

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

Topics such as

- How to prepare a press release?
- How to plan an event?
- What could be appropriate gadgets for specific target groups?
- Should I use Facebook, Twitter, Blogs or Wikis to disseminate my project?

will be discussed in group exercises and by using case studies from real projects.

For the first European course 52 participants from all over Europe registered to come to Porto. It has to be seen how many of them will receive the Grundtvig In-service-training grant. The great interest already confirmed the importance and relevance of the topic though and the course will be offered also in 2013. Further details about dates and venue will be published at <http://www.enter-network.eu>.

"Get into the net – The profit of marketing 2.0 in EU projects" - Conference in Bilbao

The topic of social media marketing, marketing 2.0 and success stories were the topics of the 5th C-E.N.T.E.R. dissemination conference that was organised in Spain in the end of March. About 30 participants enjoyed the key notes and the European project fair with more than 50 projects from different EU funding programmes displayed. After the plenary session the participants used the opportunity to discuss various issues with the key note speakers. The meaning, idea and message of concrete commercials and TV-spots were a topic as well as the future developments of social media.





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Coming up next...

- ☞ 6th C-E.N.T.E.R. Dissemination conference will be held on 23 November 2012 in Brussels, Belgium! The final event will be organised on the topic Entrepreneurship and Creativity. Get ideas from the profit oriented sector and see how to use them in non-profit environments.
- ☞ Good practice award for dissemination The call for contributions was closed on 1 June 2012. During the summer period the evaluation process will take place and all results and the award winners will be published in September 2012.
- ☞ 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. The toolkit will officially be presented during the C-E.N.T.E.R. Course and the final event. Don't miss it!
- ☞ 4th edition of Focus Europe available in October/November 2012! Contact the project coordinator for available spaces before sending articles and find further details and all previous editions on the project website.



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Join us on Facebook:

<https://www.facebook.com/Centerproject>

Meet us on Youtube:

[http://www.youtube.com/watch?v=K5NcQNPOsW
&feature=youtu.be](http://www.youtube.com/watch?v=K5NcQNPOsW&feature=youtu.be)

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