



Grant Agreement No.: 825354
Call: H2020-ICT-2018-2020

Topic: ICT-24-2018-2019
Type of action: CSA



D1.6 NGI COMMS FINAL COACHING REPORT

Work package	WP 1
Task	Task 1.5
Due date	30/04/2022
Submission date	13/05/2022
Deliverable lead	Tipik
Version	1.0
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Abstract	This deliverable reports on the communication coaching activities NGI4ALL has run during the entire project's duration, providing also an overview of the training sessions (participants, contents, modalities) and support materials.
Keywords	Coaching, Communication, Training, NGI, Online Communication

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EXECUTIVE SUMMARY

This report covers the training and coaching activities delivered by the NGI Outreach Office (i.e. NGI4ALL) between January 2021 and April 2022. It also presents an overall analysis of the achievements between January 2019 and April 2022.

One of the missions of the NGI Outreach Office has been to deliver training and coaching activities to projects' communications managers of the various NGI Research and Innovation projects. The common aim of these training activities and the support associated with them has been to increase the RIAs' communication skills in such a way as to favour more effective and impactful dissemination of the NGI goals and ambitions, as well as funding opportunities. It was also about creating a common communication culture, and thus better aligning the various communication initiatives of all stakeholders.

During the second reporting period (January 2021 - April 2022), the NGI Outreach Office delivered **ten** training sessions to all active NGI projects (CSAs and RIAs). These training courses were delivered online. Each session lasted between 60 and 90 minutes and was attended by an average of twenty participants, as it was the case in 2020.

In terms of the topics covered, the NGI Outreach Office worked in logical continuity with the training courses already given the year before. In concrete terms, and while remaining within a pedagogical approach adapted to all levels of expertise, this means that the approach has become more focused on **communication optimisation** (Search Engine Optimisation, Engagement strategy and tactics, Digital advertising...)

All topics addressed are fully detailed in the following pages, based on the same structure: training session objectives, structure and pedagogical approach, key messages delivered, impact and lessons learned, and optional follow-up.

The following topics were covered this year.

- **Running your website nowadays.** The objective was to provide participants with all the knowledge and skills they need to develop websites that are perfectly in line with the expectations of their users. The NGI Outreach Office delivered a series of tips and best practices on information architecture, navigation, graphical user interface, editorial content, visual content, and usability and accessibility.
- **Search Engine Optimisation.** The objective was to provide a full understanding of what SEO is and why it is so crucial for the NGI visibility, as well as an exhaustive review of all the parameters that can be used to optimise a website so that it is better referenced in the SERPs (Search Engine Result Pages).
- **The Art of Pitching.** In 2021, many beneficiary projects were beginning to have a number of solutions ready to be marketed, particularly to technology partners. It was therefore essential to train the RIAs but also beneficiary projects themselves in the Art of Pitching. These four trainings provided participants with all the keys to promote their idea through an original, well-structured and memorable pitch.
- **Engagement Strategy.** In an effort to increase engagement rates on web and RIAs' social channels, the NGI Outreach office has developed and delivered two training sessions aimed at better understanding engagement strategies and tactics. This session



focused on the principles of the engagement funnel, and how RIAs can launch, develop, and moderate their own communities.

- **Engagement Tactics.** This training session provided a series of engagement tactics in the most practical and concrete form, complementing the strategic aspects addressed in the previous session.
- **Digital Advertising.** This “hands on” training session educated RIAs to setup, run and monitor digital advertising campaigns on LinkedIn, Facebook, Twitter and Instagram.
- **GDPR Made Simple.** This session's objective was to clarify as much as possible what the GDPR really is, the specific rights it guarantees and the obligations it entails for any publisher or organisation that has to process personal data.

The main key-findings relating to these three years of training can be summarised as follows:

Overall satisfaction

As shown by the two satisfaction surveys conducted among the beneficiaries of these courses, the level of satisfaction is **excellent: 4.6 on average on a scale of 1 (Very poor) to 5 (Excellent)**. This rating includes the topics covered, the quality of the content, the pedagogical approach, the quality of the presentations, as well as the condensed format. No negative comments were received.

Amongst the expectations of the participants, that of more interactive sessions (workshops) is the most obvious and the most shared.

Lessons learned

The NGI Outreach Office has learned from this experience that the "Quality over quantity" approach is fully adapted to train extremely busy professionals in communication. The compact and dense format generally corresponds to the expectations of the participants.

On the other hand, the main request of the participants is to benefit, beyond a theoretical training, from practical and collaborative workshops that would allow them to put this acquired theory into practice at the level of their project. There is also a desire for more follow-up, although the NGI Outreach Office has made itself fully available to provide this support (on request) over the last three years.



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ABBREVIATIONS

CSA	Coordination and Support Action
EC	European Commission
GDPR	General Data Protection Regulation
ICT	Information and Communication Technology
IGF	Internet Governance Forum
IP	Internet Protocol
NGI	Next Generation Internet
NGIO	NGI Outreach Office
RIA	Research and Innovation Action
TCP	Transmission Control Protocol
WP	Work Package



1 TRAINING 1: RUNNING YOUR WEBSITE IN 2021

This training session was delivered online, on **14th of January 2021** at 15:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted one hour; the number of participants was **19**, coming from the following entities: EC, NGI4ALL, NGI Zero, DAPSI, and ONTOCHAIN.

1.1 OBJECTIVES

The objective of this training session was to provide participants with the knowledge and skills they need to develop websites that are perfectly in line with the expectations of their users. It included a series of tips and best practices on information architecture, navigation, graphical user interface, editorial content, visual content, and usability and accessibility.

1.2 STRUCTURE & PEDAGOGICAL APPROACH

Overall approach, valid for all training sessions

As has been the case since the very beginning of the project's Communication Training delivery, all communication training sessions given so far pursue more or less the same pedagogical approach.

The training systematically begins with the presentation and a precise definition of the subject, its general objectives, and the concrete problems it aims to solve. This introduction enables the participants to understand exactly the scope of the training, gives them an overview of what they will - in principle - learn, and the improvements they can expect in the exercise of their communication role.

The lead trainer (Philippe Félix, Tipik, for the NGI Outreach Office), invites all participants to interact with him during the session by asking him questions and offering any comments. The aim is to avoid an *us and them* scenario, and to set up an interactive dynamic.

Since it is difficult to know the level of expertise of the participants, and given this level of expertise differs fundamentally from one participant to another, the pedagogical approach is based on a systematic "back to the basics" introduction, ranging from the most general or theoretical aspects to the most concrete or practical aspects.

Each theme is approached according to a funnel model, starting from the fundamental concepts and developing into concrete examples of application of the advice given. As an example, the trainer systematically uses best practices (often identified on the web and social networks), some examples coming from sectors of activity related to those of NGI, and other examples (the most numerous) being identified within the production of NGI content itself.

The training sessions are divided into relatively short chapters (about 15 minutes). At the end of each chapter, the trainer calls for any questions that may arise, and engages in a short discussion before moving on to the next chapter. Sometimes the trainer asks direct questions to all participants who usually react positively. The training sessions end with a more general questions and answers session.

Great care is taken to ensure the rhythm and visual quality of the presentations, made of numerous slides (usually 60 to 80 slides for a one-hour session), but always very easy to



read, containing very short text, and many images and illustrations. The tone is generally humorous, and many cultural references (IT world, films and series universe) are used to keep the audience's attention throughout the session.

Structure of this “Running your website in 2021” training session

This training **started** with a demonstration of the importance of finding a balance between publisher goals and user needs and tasks. In particular, we developed the notion of "long tail vs. long neck" promoted by web consultant Gerry McGovern (<https://gerrymcgovern.com/>).

The **second chapter** reviewed all the current good practices in terms of information architecture (main roles, types of information architecture), navigation (roles of the user interface and basic principles of an effective interface), editorial content (web writing rules in terms of information structure, length of texts, vocabulary, etc.), in terms of quality of visual content, and finally in terms of ergonomics and accessibility.

The **third part** of this training session dealt in a rather general way with the importance of search engine optimisation, and some tips for better performance. This topic will be covered in depth in a future session.

During the **fourth chapter**, the lead trainer demonstrated good and bad practices of RIAs based on an analysis of their own websites. Examples mentioned were as follows: NGI Assure, NGI Atlantic, NGI Dapsi, ESSIF-Lab, NGI Explorers, Ledger, NGI Forward, NGI ONTOCHAIN, NGI Pointer, TETRA, NGI Think Nexus, NGI TRUBLO, and NGI's portal. The strengths and weaknesses of these websites were then summarised.

The session **ended** with a fairly dynamic discussion among the participants about the topics covered and the advice given.

1.3 KEY MESSAGES

The main messages delivered are the following:

- It is essential to develop websites that correspond as closely as possible to the needs of their users.
- These needs and tasks must be analysed in detail and prioritised.
- They must be reflected in all components of the site.
- The success of a good website is often in the details.

1.4 IMPACT AND LESSONS LEARNED

The impact of this session was particularly clear: many improvements were made to RIA sites, especially those where some bad practices had been identified.

This training session showed that the reference to concrete examples from the NGI ecosystem allows to reinforce and concretise the more theoretical aspects of the training, which can otherwise remain at the stage of principles, without real impact on the quality of the communication tools developed by the RIAs.



1.5 FOLLOW-UP

The main follow-up of this training session has been the “SEO 101” training session that has been delivered the following month.



1.6 SCREENSHOTS

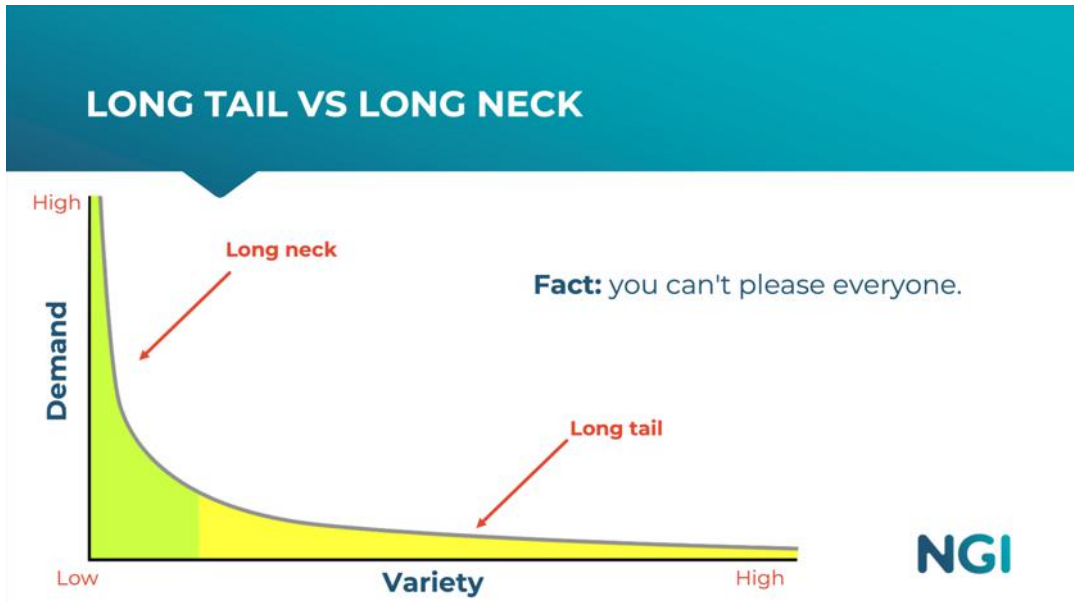


FIGURE 1: THE LONG TAIL VS. LONG NECK

INFORMATION ARCHITECTURE

Tips & tricks

- IA type 1: think **hierarchy & priorities**
- IA type 2: think **flexibility** (tagging)
- IA type 3: think **transversality**
- Not too **wide** (7 +/- 2 choices max *)
- Not too **deep** (3 + 2 clicks max). (Do the maths.)
- **One** choice, **one** feature (do not mix different types of content or services)

* Miller's Law on cognitive limitation.
https://en.wikipedia.org/wiki/The_Magical_Number_Seven,_Plus_or_Minus_Two

FIGURE 2: INFORMATION ARCHITECTURE TYPOLOGY



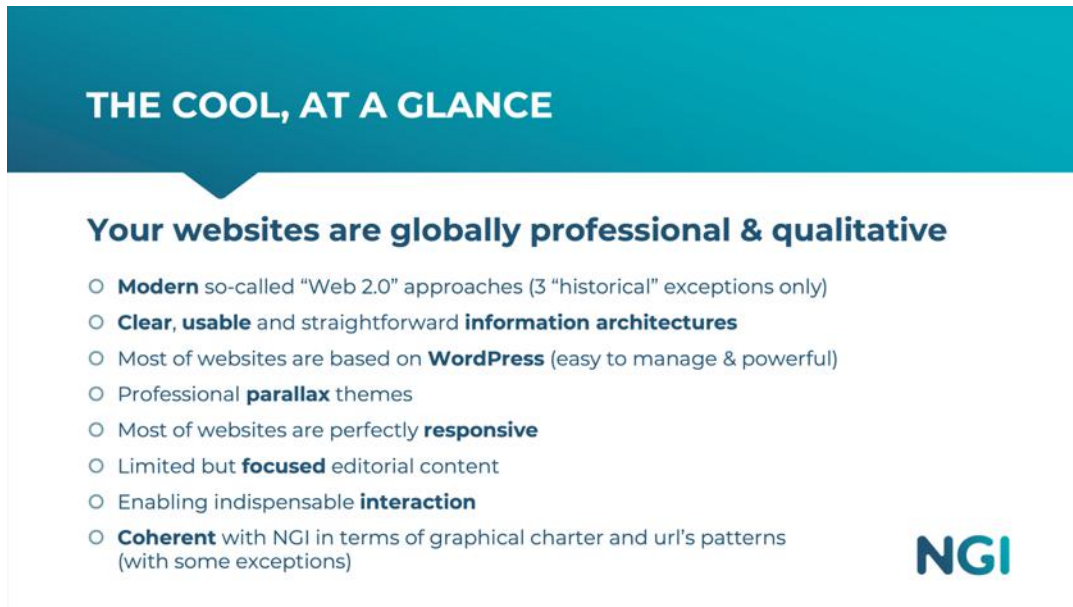


FIGURE 3: MAIN QUALITIES OF RIAs WEBSITES

1.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI Drive, the online repository (password-protected) open to all NGI projects.

Presentation

<https://drive.ngi.eu/index.php/f/16897>

Video recording

<https://drive.ngi.eu/index.php/f/28389>



2 TRAINING 2: SEARCH ENGINE OPTIMISATION 101

This Communication Training session was delivered online on **16th of February 2021** at 15:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted one hour; the number of participants was **20**, coming from the following entities: NGI4ALL, ONTOCHAIN, NGI Zero, F6S.

2.1 OBJECTIVES

The objectives of this training session were to provide a full understanding of what SEO is and why it is so important, as well as an exhaustive review of all the parameters that can be used to optimise a website so that it is better referenced in the SERPs (Search Engine Result Pages).

2.2 STRUCTURE & PEDAGOGICAL APPROACH

The **introduction** to this session demonstrated how and why every single click in search engines was essential for the NGI initiative visibility and popularity.

The **first chapter** clarified the context of SEO, namely the fact that the rules followed by search engines and their artificial intelligences are assumed, but still unknown.

The **main chapter** of the training focused on the set of techniques that can be used to optimise a website. The trainer explained in detail the nine Technical SEO tips & tricks, the 5 On-Page SEO tips & tricks, the three main Page Experience SEO tips & tricks (Google Core Web vitals), the three Off-Page SEO techniques.

The **next chapter** was dedicated to the main SEO trends and changes that would happen in 2021, namely the importance of User Intent Queries, and the recommended site structure based on Pilar Pages and Topic Clusters.

The session **ended** with a presentation of a series of tools available to significantly improve the SEO performance of RIA websites, as well as a short technical discussion.



2.3 KEY MESSAGES

The main messages delivered during this training session are that it is essential to fine-tune a website in **all its dimensions** (technical, content and linking strategy) in order to provide **positive signals** to search engines that will allow them to provide the best answer to their users' search intents.

2.4 IMPACT AND LESSONS LEARNED

The impact of this training is relatively difficult to evaluate, in the sense that the efforts in terms of optimisation on search engine results can only be evaluated through a dedicated study, which has not been carried out.

However, the trainer noted that although this subject was particularly difficult and technical, it nevertheless aroused a great deal of interest on the part of the participants, who acquired a global knowledge, an understanding of the essential concepts and a vocabulary that enabled them to approach this aspect of online communication with greater ease.

2.5 FOLLOW-UP

There was no particular follow-up to this training session, apart from a few technical questions that were put live and later to the trainer, Philippe Félix.



2.6 SCREENSHOTS

PUT THE ODDS IN YOUR FAVOR

- **Being crawled:** technical signals
- **Being indexed:** content-based signals (on-page SEO)
- **Being loved:** positive user experience signals
- **Being trusted:** link building & link baiting (off-page SEO)
- **Being ready** for 2021 major SEO evolutions: user intent, pillar pages and topic clusters

FIGURE 4: SEO MAIN PARAMETERS

TECHNICAL SEO - WEBPERF

Bouncing rate (*)

- 1 to 3 secs = + 32%
- 3 to 5 secs = + 90%
- 5 to 6 secs = + 106%
- 6 to 10 secs = + 125%

LCP TARGET: 2 secs!

<https://developers.google.com/speed/pagespeed/insights/>

(*) Source Google / SOASTA Research 2017

FIGURE 5: ONE EXAMPLE OF WEB CORE VITALS



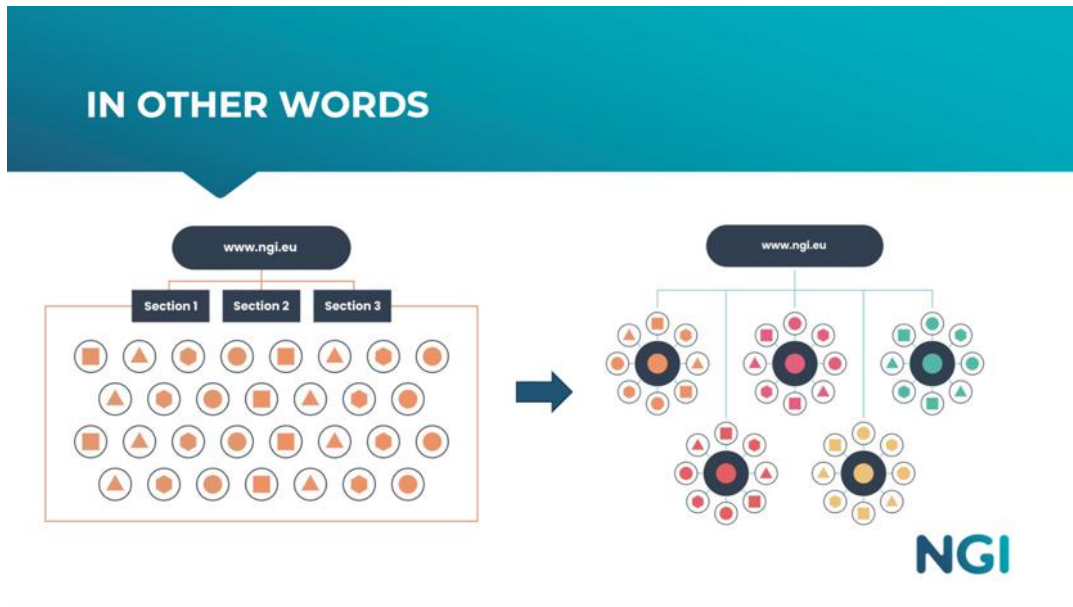


FIGURE 6: RECOMMENDED PILAR PAGE AND TOPIC CLUSTERS ARCHITECTURE

2.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI Drive, the online repository (password-protected) open to all NGI projects.

Presentation

<https://drive.ngi.eu/index.php/f/17465>

Video recording

<https://drive.ngi.eu/index.php/f/17481>

3 TRAINING 3: THE ART OF PITCHING. NGI VERSION

This Communication Training session was delivered online on **16 March 2021** at 15:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted one hour; the number of participants was **13**, coming from the following entities: NGI4ALL, F6S, NGI ASSURE

Important remark

This training session on "The Art of Pitching" has been delivered **four times** in all, in different formats, and to different audiences.

- The first delivery was intended for NGI RIAs, and was delivered on 16 March 2021 in the framework of the overall NGI Outreach Office Communication Training Programme.
- The second delivery was given on 17 March 2021, during the TETRA bootcamp. It was intended for the innovators participating in this bootcamp focused on the Art of the Pitch.
- The third version was delivered on 22 April 2021 to the innovators in connection with the NGI RIAs as part of the preparation of the Pitching Contest organised by the NGI Outreach Office in the framework of the NGI Forum.
- Finally, the fourth version was presented on 18 May 2021 at the NGI Forum itself, again in collaboration with TETRA.

3.1 OBJECTIVES

In 2021, several NGI innovators were beginning to have a number of solutions ready to be marketed, particularly to technology partners. It was therefore essential to train the RIAs but also the innovators themselves (in another session delivered the following day) in the Art of Pitching. The objective of this session was to provide the participants with all the keys to promote their idea through an original, well-structured and memorable pitch.

3.2 STRUCTURE & PEDAGOGICAL APPROACH

This training session started with a **short introduction** that demonstrated in real time, and in less than two minutes, what an excellent "Elevator Pitch" was.

The session was then divided into five parts, which covered the "Why" (the reasons for the pitch), the "What" (its components), and the "How" (the methods to be adopted) and ended with a summary of the points acquired and an open discussion.

The **first part** ("Why") dealt with the very definition of what an excellent pitch is, and its main qualities in terms of structure, storytelling and formatting.

The **second part** ("What") demonstrated, notably on the basis of well-known examples, all the qualities of a good Unique Selling Proposition, which is one of the pillars of a good pitch.



The **third part** ("How") was designed to share with the participants all the methods that make it possible to build an excellent pitch, in particular the components of the story, its structure, its rhythm, its explanatory principles, its essential and optional ingredients, and the visual quality of the supporting presentations. This part of the session ended with an analysis of the usual qualities of TED Talks, considered as reference pitches.

Finally, the session ended with a summary of the points presented and a practical **checklist**, followed by the traditional **open discussion**.

3.3 KEY MESSAGES

The main messages delivered during this session are the following:

A good pitch is a **very brief moment** based on four main challenges, i.e., to capture the audience's attention, provide key and differentiating information, some other essential information, and finally make the exercise memorable.

Delivering a good pitch requires special knowledge and skills in storytelling, visual media creation, and personal performance. **It's not about telling the whole story**, but about telling the essence of how the proposed solution solves a concrete problem better than competing solutions.

3.4 IMPACT AND LESSONS LEARNED

The concrete impact of this training was most clearly revealed during the TETRA bootcamp (next session), which focused on the art of pitching. Innovators had the opportunity to prepare their original pitch - often quite poor - and then to improve it progressively on the basis of the training received. The quality of the successive versions of the pitches steadily increased, until it became excellent for the most enthusiastic and talented innovators.

3.5 FOLLOW-UP

This session was followed by two almost identical sessions, one delivered the next day during a boot camp organised by TETRA, and the other delivered directly to the innovators during a workshop organised by TETRA at the NGI Forum.

3.6 SCREENSHOTS

TIPS & TRICKS: THE STORYLINE

Basic ingredients

- What we **do**
- What is the **problem** we address
- How do we **solve** it
- The underlying magic
- Who we **are**
- What we **offer**
- A compelling **call to action**



FIGURE 7: KEY INGREDIENTS OF AN EXCELLENT PITCH

TIPS & TRICKS: THE STORYLINE

Optional ingredients

- What/who are we **competing** with
- Key **staff** members
- Our top **priorities**
- Our **dream customer**
- **Business** aspects (sustainability, ratios...)
- **How far** we are
- **Why** are we doing this



FIGURE 8: OPTIONAL INGREDIENTS OF AN EXCELLENT PITCH



TIPS & TRICKS

Pitch @ 1.000 feet

Not too high (concepts)

Not too low (details)



FIGURE 9: DON'T BE TOO CONCEPTUAL, AND DON'T ENTER INTO THE DETAILS

3.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI Drive, the online repository (password-protected) open to all NGI projects.

Presentation

<https://drive.ngi.eu/index.php/f/18349>

Video recording

<https://drive.ngi.eu/index.php/f/18344>



4 TRAINING 4: THE ART OF PITCHING. TETRA BOOTCAMP VERSION

This communication training session was delivered online on **17th of March 2021** at 16:30. It was prepared and delivered by Philippe Félix (Tipik), Susanna Albertini (FVA New Media Research) and Louis Ferrini (FVA New Media Research). The session lasted 90 minutes; the number of participants was +/- **20**.

4.1 OBJECTIVES

The objectives of this session were identical to those described for training 3, except that the focus was a little different. It was to help the innovators participating in the bootcamp to fundamentally improve their ability to develop a "killer pitch".

4.2 STRUCTURE & PEDAGOGICAL APPROACH

The structure of this training session was relatively close to training, with the exception of a practical exercise carried out in teams on the Miro interactive platform. The structure of this exercise has been prepared by Philippe Félix, but the workshop itself was mainly led by Susanna Albertini and Louis Ferrini (FVA).

4.3 KEY MESSAGES

See training session 3.

4.4 IMPACT AND LESSONS LEARNED

As mentioned in the previous section on training session 3, there was a **dramatic improvement** throughout the bootcamp in the quality of the pitches developed, with some of them taking all the advice given to the letter.

4.5 FOLLOW-UP

There was no particular follow-up to this session, apart from a new and improved version which was delivered to NGI Innovators on 22nd of April, as a preparation for the NGI Forum during which a pitching contest has been organised.

4.6 SCREENSHOTS



YOUR OBJECTIVES

1. Catch your audience **interest**
2. Demonstrate that you solve **THE problem**
3. Keep **things simple**, stupid
4. Make it **memorable**
5. Build **trust**
6. Trigger a **follow-up (MAIN OBJECTIVE)**

In a word: tell a good story that strikes

FIGURE 10: OBJECTIVES OF A PITCH THAT ROCKS

CHECK-LIST #1

- Be **brief**
- Be **clear**
- Make it **specific**
- Highlight your **benefits (USP)**
- Identify the **problem** and your **solution**
- Make a compelling **call-to-action**
- Extend an **invitation** to continue the conversation


Charles de Gaulle, on 18th June 1940

FIGURE 11: CHECK-LIST #1



CHECK-LIST #2

- **Rehearse, rehearse, rehearse**
in front of your partners,
your friends, your kids, your dog.
- Continuously **improve** your pitch
- Throw it away after **25 uses**...
- ...and rebuild it from scratch.



Roméo, my stupid dog.

FIGURE 12: CHECK-LIST #2

4.7 SUPPORT DOCUMENTS

Presentation

<https://e1.pcloud.link/publink/show?code=XZKBwHZsrOITtczzoVqAu8Ga66YsJJuictX>

Video recording

This session has been organised by TETRA and has not been recorded.

5 TRAINING 5: THE ART OF PITCHING. NGI FORUM VERSION

This third version of this communication training session was delivered online,, on **22nd of April 2021** at 10:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted 60 minutes, and specifically targeted **Innovators** (recruited by RIAs) who wished to participate in the Pitching Contest organised by the NGI Outreach Office during the NGI Forum. The average audience during this session was +/- **20** participants.

5.1 OBJECTIVES

The objective of this session was twofold:

To present the NGI Forum Pitching Contest, the proposed themes (Internet Architecture, Internet of Trust, NGI International), as well as the rules for participation and awarding criteria.

To provide all the theoretical background and tips and tricks to develop a winning pitch.

5.2 STRUCTURE & PEDAGOGICAL APPROACH

See previous sections.

5.3 KEY MESSAGES

See previous sections.

5.4 IMPACT AND LESSONS LEARNED

The impact of this session was quite clear, in that the two winning companies in the competition (IRNAS and Matereo) largely applied the advice given to them.

5.5 FOLLOW-UP

A fourth version of this training session was delivered to other Innovators during a workshop organised by TETRA during the NGI Forum.

The other remarkable follow-up is that the two winning companies of the competition were able to follow a comprehensive communication training programme, which was offered by the NGI Outreach Office.



5.6 SCREENSHOTS

CAMERA

Any decent smartphone does the job

FIGURE 13: TECHNICAL TIP (VIDEO QUALITY)

WEBCAM INCRUSTATION (OPTIONAL)

OBS works. For free.

- Your picture: **big enough**
- Use a **free** screen zone
- **Look at** your audience
- **Don't read!**

0 euro

FIGURE 14: TECHNICAL TIP (WEBCAM INCRUSTATION)

BE “NAKED”: HONEST, HUMBLE & CONFIDENT

- Don't pass on your **stress**
- Be **yourself**, size matters not
- Do not fear **imperfection**
- Breathe, and **take your time**
- Don't take yourself **too seriously** (again)

Be there, right now.
You will be elsewhere later.

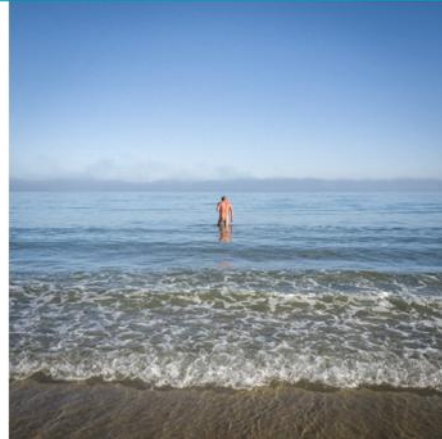


FIGURE 15: PERSONAL PERFORMANCE TIP (BE THERE, RIGHT NOW)

5.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. Since these documents had to be made available to Innovators who do not have access to the NGI drive, **they have been posted on the NGI public website.**

Presentation

https://www.ngi.eu/wp-content/uploads/sites/48/2021/11/20210422_Forum-2021_Pitching-Co ntest-V2-COMPRESSED.pdf

Video recording

<https://www.ngi.eu/artofpitching/>



6 TRAINING 6: THE ART OF PITCHING. NGI FORUM / TETRA VERSION

This communication training session was delivered online on **18th of May 2021** at 15:00. It was prepared and delivered by Susanna Albertini (FVA), Louis Ferrini (FVA) and Philippe Félix (Tipik). The session lasted 90 minutes. There were **86** signed-up participants, with a “no-show” ratio of 50%.

6.1 OBJECTIVES

This training session was designed as a **participatory workshop** to design an excellent Unique Selling Proposition, to be used as the main pillar of a Sales Pitch. The emphasis was on **collaboration** between the participants, who were able to put the theory and advice received into practice through an online live exercise.

6.2 STRUCTURE & PEDAGOGICAL APPROACH

The training / workshop was divided into **three main chapters**:

The **first chapter** consisted of a theoretical presentation of the qualities of a good Pitch, and the methods to develop it. This part, presented by Philippe Félix, is a summary of the training sessions described above.

The **second chapter** dealt with the theoretical aspects of developing a good USP. It was presented by Susanna Albertini and Louis Ferrini.

The **third chapter** consisted of a live exercise, organised in teams on the Miro collaborative platform, to develop the best USP that could serve as a pillar for the development of an excellent pitch. It has been animated conjointly by Susanna Albertini, Louis Ferrini (FVA) and Philippe Félix (NGI Outreach Office).

The session was closed by Iakovos Delioglani (TETRA) who invited participants to attend the next TETRA webinars and bootcamps.

6.3 KEY MESSAGES

The messages delivered during this training session are identical to those delivered during the previous sessions already described.

6.4 IMPACT AND LESSONS LEARNED

The impact and lessons learned during this session correspond to those already described in the previous sections.

6.5 FOLLOW-UP

There was no particular follow-up to this training session.

6.6 SCREENSHOTS



FIGURE 16: INVITATION TO SWITCH TO MIRO

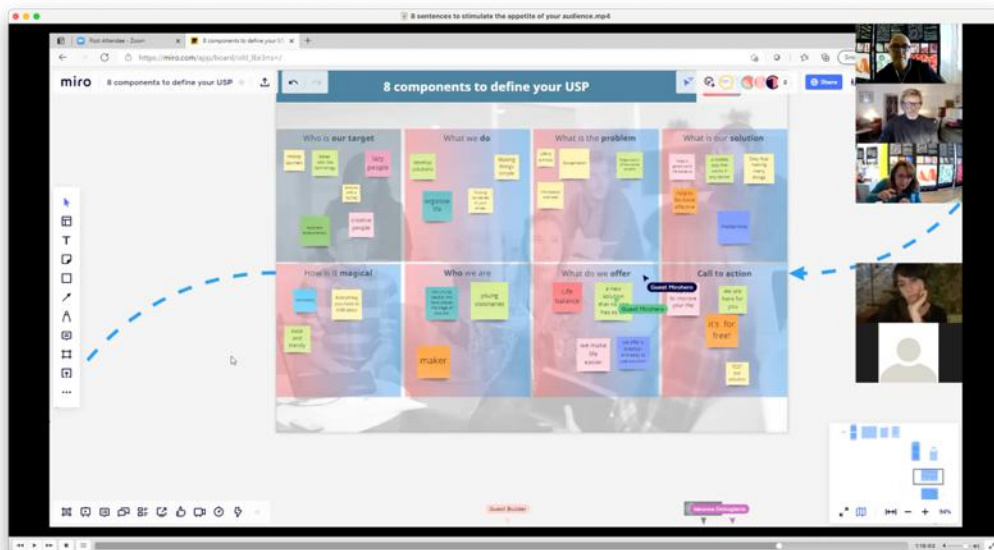


FIGURE 17: MIRO WHITEBOARD SCREENSHOT 1 (IDEAS GENERATION)

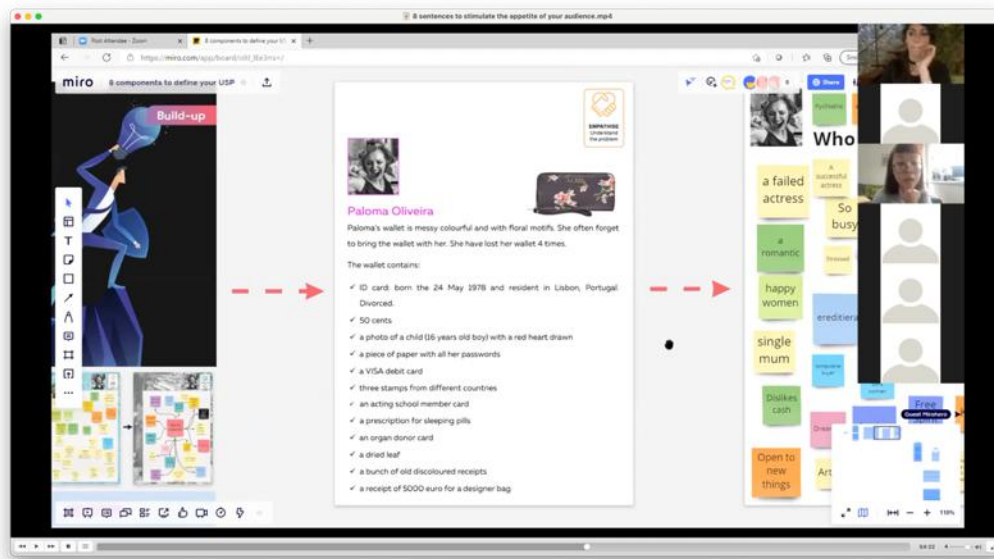


FIGURE 18: MIRO WHITEBOARD SCREENSHOT 2 (PERSONA)

6.7 SUPPORT DOCUMENTS

The presentation, the video recording and the Miro whiteboard have not been made public by TETRA, but are available by following the links below.

Presentation

<https://e1.pcloud.link/publink/show?code=XZRBwHZ06Ur0f87aIYhSBmL2ik6GYDuvhQ7>

Video recording

https://drive.google.com/u/0/uc?id=1AHKhj-XW_Z0W23ERfvXdZ72XIMKTVPD2&export=download

Miro whiteboard

https://miro.com/app/board/o9J_Ie3rrs/

7 TRAINING 7: ENGAGEMENT STRATEGY

This communication training session was delivered online on **15th of June 2021** at 15:00. It was prepared and delivered by Frederique Luca (Tipik) and Philippe Félix (Tipik). The session lasted 60 minutes; the number of participants was **14**, coming from the following entities: NGI4ALL, DAPSI, ONTOCHAIN, FS6, NGI Atlantic, NGI ASSURE.

7.1 OBJECTIVES

In an effort to increase engagement rates on web and RIAs' social channels, the NGI Outreach office has developed and delivered two training sessions aimed at better understanding engagement **strategies** and **tactics**.

This first session aimed to explain the nature and importance of engagement in an online communication ecosystem. The course mainly focused on the principles of the engagement funnel, and how RIAs can launch, develop, and moderate their own communities.

7.2 STRUCTURE & PEDAGOGICAL APPROACH

The **first chapter** of the course was devoted to establishing the differences and complementarities between communication, content and engagement strategies.

The **second chapter** highlighted the classic "engagement funnel", based on four consecutive communication goals: raising awareness, generating interest, creating desire and triggering action.

The **third chapter**, specifically presented by Frédérique Luca, was about showing what a community is, the different audience archetypes, and the main phases of community building: foundation, growth and leverage. Each phase was explained on the basis of three questions: what you need, what you will need to do, and what you should not forget.

The **fourth chapter** dealt with the issue of engagement channels, which will be described in more detail in the next session.

The training ended with a short **discussion** between the trainers and the participants.

7.3 KEY MESSAGES

The main messages delivered in this session were the following: engaging an audience requires building **interest** and **trust**. This trust is built by paying close attention to the members of the community(ies) you are developing. These communities are like **living beings**, requiring attention at **all stages of their lives**. Creating engagement is therefore about turning inactive by-standers into committed members. This requires very special skills, but also a lot of **time**.

7.4 IMPACT AND LESSONS LEARNED



In terms of impact, we see that the level of engagement on RIAs' social channels is tending to increase very gradually, which is hopefully the result of a more professional strategy and more tailored tactics.

In terms of lessons learned, we again see a clear demand from participants to link the more theoretical aspects (in this case strategy) with the more practical aspects (in this case engagement tactics).

7.5 FOLLOW-UP

The main follow-up to this training is the next session (delivered on 7th of September 2021) which complements it, providing an overview of engagement tactics.

7.6 SCREENSHOTS

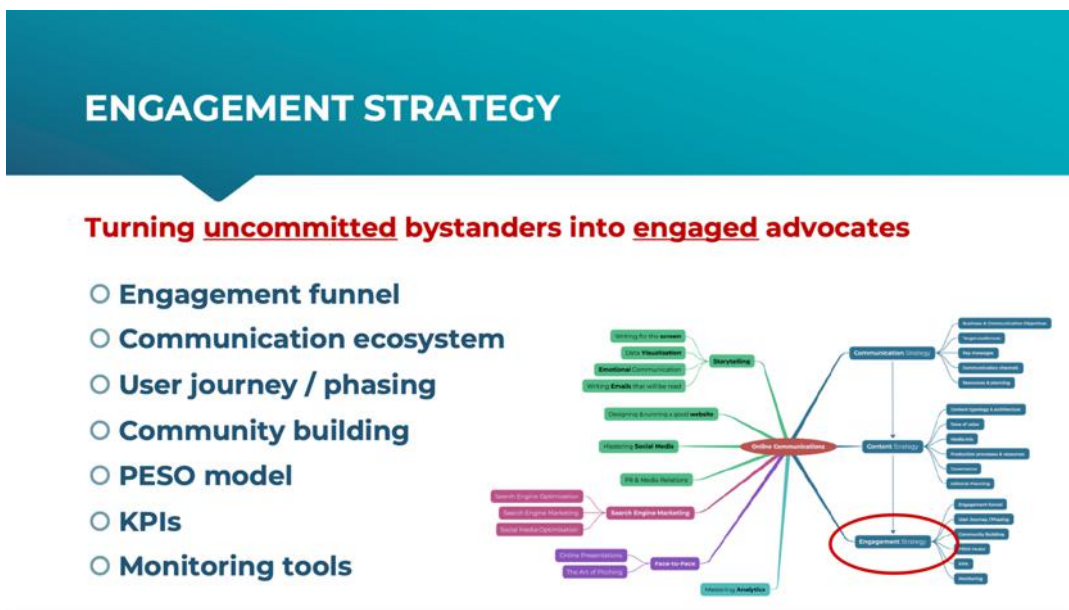


FIGURE 19: WHAT IS ENGAGEMENT STRATEGY





FIGURE 20: ENGAGEMENT FUNNEL AT A GLANCE

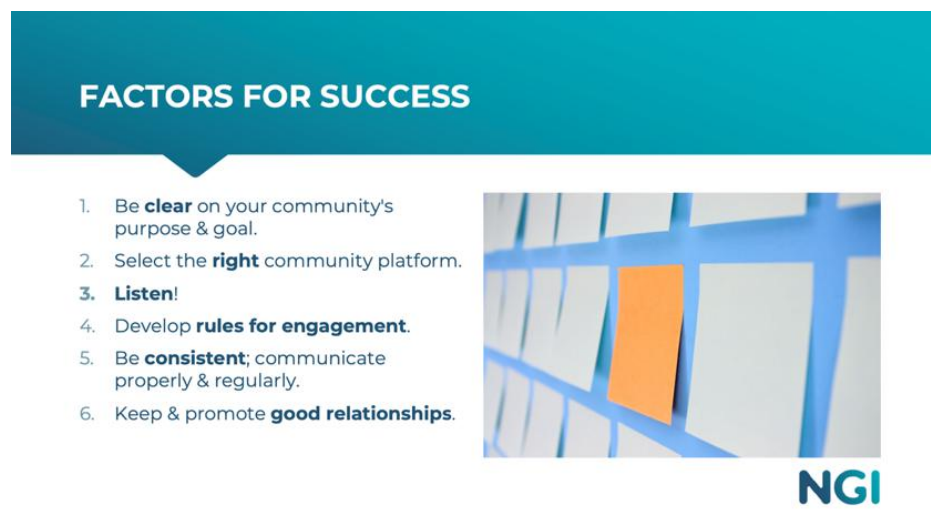


FIGURE 21: COMMUNITY BUILDING KEY SUCCESS FACTORS

7.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (password-protected) open to all NGI projects.

Presentation:

<https://drive.ngi.eu/index.php/f/24216>

Video recording

<https://drive.ngi.eu/index.php/f/24322>

8 TRAINING 8: ENGAGEMENT TACTICS

This communication training session was delivered online on **7th of September 2021** at 15:00. It was prepared and delivered by Margot Bourland (Tipik) and Philippe Félix (Tipik). The session lasted 60 minutes; the number of participants was **18**, coming from the following entities: NGI4ALL, NGI Zero, NGI ASSURE, NGI Explorers.

8.1 OBJECTIVES

The objectives of this training session were to provide a series of engagement tactics in the most practical and concrete form, complementing the strategic aspects addressed in the previous session. The aim was that at the end of this training, participants would have a set of creative ideas, which would enable them to communicate in a more engaging way on social networks.

8.2 STRUCTURE & PEDAGOGICAL APPROACH

The session started with the definition (or reminder of the definition) of the key concepts addressed this day: storytelling, engagement, communities, and engagement tactics.

The **second chapter** highlighted the four main current trends on social media, namely the copycat principle, the growing popularity of short-form videos, the importance of stories, and the search for authenticity.

The **third chapter** proposed 15 concrete tactics to increase the engagement rate, structured in four parts: planning of publications, communication channels used, tactics related to content, and finally the attitude to be taken within the communities to which the RIAs belong or which the RIAs animate.

The **fourth chapter** was dedicated to best practices related to the use of hashtags.

The session ended with the sharing of a series of useful resources and tools and a discussion between trainers and participants.

8.3 KEY MESSAGES

The main messages delivered during this training session are the following: the only way to significantly increase the engagement of a community is to feed it with stories directly related to its interests, at the right time, on the right communication channel, adopting a creative approach that allows it to get out of the insane flow of social content.

It is also necessary to adopt the cultural codes of the media used (*The Medium is the Message*) and, finally, to adopt an open and listening attitude.

8.4 IMPACT AND LESSONS LEARNED



As in the case of the session dedicated to engagement strategy, we have seen over time a significant and constant improvement in the quality and creativity of the content posted on the shared channels of RIAs, a quality that undoubtedly contributes to the gradual increase in the rate of engagement and the coherence of the communities built by them.

8.5 FOLLOW-UP

The most concrete follow-up in the area of social content produced by RIAs is the regular **exchange** with NGI4ALL which allows for optimal content curation, i.e. cross-promotion of content posted on NGI's official social channels and content posted on the RIAs' social channels.

8.6 SCREENSHOTS

BUNCH OF TACTICS #1: PLANNING

TIP #3: Choose best time to post

MAY 2021 data:
The best time to post on social media overall is **10:00 AM on Tuesdays, Wednesdays, and Thursdays.**

Source: <https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>




FIGURE 22: ENGAGEMENT TACTIC RELATING TO PUBLICATION PLANNING

BUNCH OF TACTICS #3: CONTENT

TIP #6: Always deliver added value

- Always tell a **story**
- Stay **topical**
- **Hack** news
- Recycle **evergreen** content
- Curate and share **others' valuable content**
- Target content and activities on **member cohorts**
- Join conversations that are **already happening**



FIGURE 23: ENGAGEMENT TACTIC RELATING TO CONTENT QUALITY

BUNCH OF TACTICS #3: CONTENT

TIP #12: Use hashtags and mentions

- Tag (**mention**) your followers, people you've quoted, or influencers (relevant to topics you address)
- Use **hashtags**, but stay sober... (see Dessert)
- **Generic** hashtags to **pull** new followers
- **Specific** hashtags to reinforce the feeling of **belonging** to the community



FIGURE 24: ENGAGEMENT TACTIC RELATING TO SM CULTURAL CODES

8.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (password-protected) open to all NGI projects.

Presentation

<https://drive.ngi.eu/index.php/f/25615>

Video recording

<https://drive.ngi.eu/index.php/f/25674>



9 TRAINING 9: DIGITAL ADVERTISING

This communication training session was delivered online, on **2nd of November 2021** at 15:00. It was prepared and delivered by Marta Albújar (FundingBox) and Philippe Félix (Tipik). The session lasted 60 minutes; the number of participants was **13**, coming from the following entities: NGI4ALL, F6S, NGI ASSURE, NGI Pointer.

9.1 OBJECTIVES

The objective of this “hands on” training session was to teach RIAs to set up, run and monitor digital advertising campaigns on LinkedIn, Facebook, Twitter and Instagram.

9.2 STRUCTURE & PEDAGOGICAL APPROACH

After a short introduction demonstrating what a bad advertising campaign targeting could be, the first chapter of this session addressed the different types of digital advertising as well as the focus of the session.

The second chapter made the link with communication strategy essentials (strategic planning, which is the main pillar of any advertising campaign): defining communication objectives, segmenting the target audience, setting up the media mix, defining the communication products, and establishing the communication plan.

Marta then presented the five steps to a successful social media advertising campaign:

- preparing the campaign (administrative issues, creating assets, setting up landing pages)
- technical setup (defining objectives, UTM links and conversion pixels, audience segmentation, bidding strategy, A/B testing)
- launching the campaign (checking assets, checking budget...)
- monitoring and optimising the campaign (dashboard, data monitoring and visualisation, tracking awareness, consideration and conversion)
- reporting (good and bad practices)

The training session ended with a rather lively open discussion, with the trainers answering additional questions from the participants.

9.3 KEY MESSAGES

The main message to the participants was that a well-thought-out campaign (based on a sound communication plan) is not that difficult to undertake if you have the necessary knowledge, and that a precise segmentation of the target audience can achieve excellent conversion scores for relatively modest budgets.



9.4 IMPACT AND LESSONS LEARNED

The main lesson learned during this training session is that RIAs participants like “hands-on” sessions that are considered as the natural extension to more theoretical training sessions.

The concrete impact is rather limited since RIAs do not have a lot of money to invest on advertising campaigns.

9.5 FOLLOW-UP

No particular follow-up was given to this session.

9.6 SCREENSHOTS

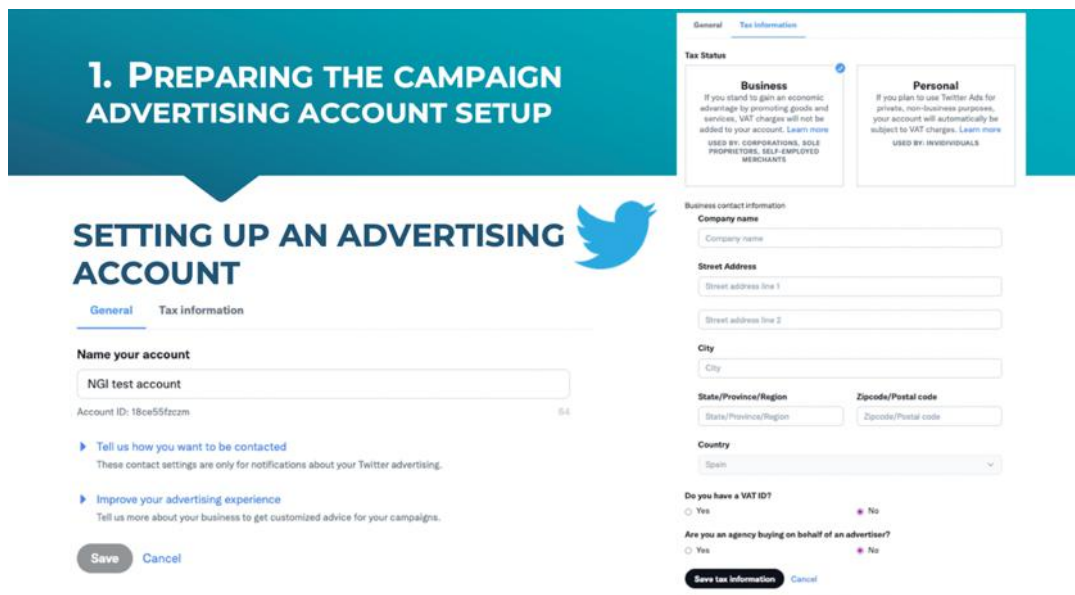


FIGURE 25: SETTING UP A TWITTER ADVERTISING ACCOUNT



1. PREPARING THE CAMPAIGN CREATING ASSETS

Choosing ad formats

- **FACEBOOK:** Link click ad, video ad, boosted posts, carousel ads, dynamic product ads, Facebook leads ads, Canvas ads, Collection Ads, Page like ads, Mobile apps, Event ads, Local Awareness ads, Offer ads
- **INSTAGRAM:** Photo ads, video ads, carousel ads, IG stories ads, CTA buttons
- **TWITTER:** Promoted Tweets, promoted account, promoted trends
- **LINKEDIN:** Sponsored content, sponsored messaging (InMail), Text ads, Video ads, carousel ads dynamic ads

FIGURE 26: AVAILABLE ADVERTISING FORMATS

1. PREPARING THE CAMPAIGN LANDING PAGE

The anatomy of a Landing Page

Source: Semrush

The diagram illustrates the components of a landing page for a productivity tool. It includes a main proposition, supporting copy, a CTA button, three benefit points (Business to use, D2T access, Enhance productivity), social proof from a client, a risk-reversal section, and a final CTA.

FIGURE 27: ANATOMY OF AN EXCELLENT LANDING PAGE

9.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (password-protected) open to all NGI projects.

Presentation

<https://drive.ngi.eu/index.php/f/27920>

Video recording

<https://drive.ngi.eu/index.php/f/27973>



10 TRAINING 10: GDPR MADE SIMPLE

This communication training session was delivered online on **22nd of March 2022** at 15:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted 60 minutes; the number of participants was **20**, coming from the following entities: NGI4ALL, NGI Atlantic, F6S, DAPSI, ONTOCHAIN, NGI Assure, NGI Zero.

10.1 OBJECTIVES

The objectives of this session were to clarify as much as possible what the GDPR really is, the specific rights it guarantees and the obligations it entails for any publisher or organisation that has to process personal data. This was a very ambitious objective, as the subject is extremely complex and it is difficult to summarise the main points in 60 minutes without missing essential information.

10.2 STRUCTURE & PEDAGOGICAL APPROACH

This training has been structured in seven chapters.

The **first chapter** "Appetiser" summarised what the GDPR is, its legal basis and its aims. The trainer also developed the 10 key concepts of the GDPR which would be detailed later.

The **second chapter** "Starter" aimed to show the concrete impact of the GDPR on NGI entities, including RIAs. We described the users concerned, the communication channels involved, the type of data concerned, and finally the obligations summarised at the front-end and back-end levels.

The **third chapter** described in detail the five essential points of the GDPR application, which are the data protection principles, the data controllers and processors, the data inventory, the concept of data protection by design and by default, and finally the data processing and sharing agreements. These points are part of the "back-end" obligations.

The **fourth chapter** "Dessert" presented the participants' obligations in terms of "front-end", i.e., the mandatory elements to be included on their sites.

The **fifth chapter** "Coffee" summarised the actions to be taken in case of non-compliance and data breach.

The **sixth chapter** "Nightcap" allowed participants to share their experiences and ask any questions they may have.

The training session concluded with a **seventh chapter** "Last for the road" during which the trainer presented many useful resources.

10.3 KEY MESSAGES



The main message delivered during this training session is that compliance and implementation of the GDPR is essential for organisations whose values include increased privacy protection. While it is quite easy to appear GDPR compliant, it is difficult to be really compliant, as the implementation of this regulation has so much impact on the organisational and technical level of RIAs.

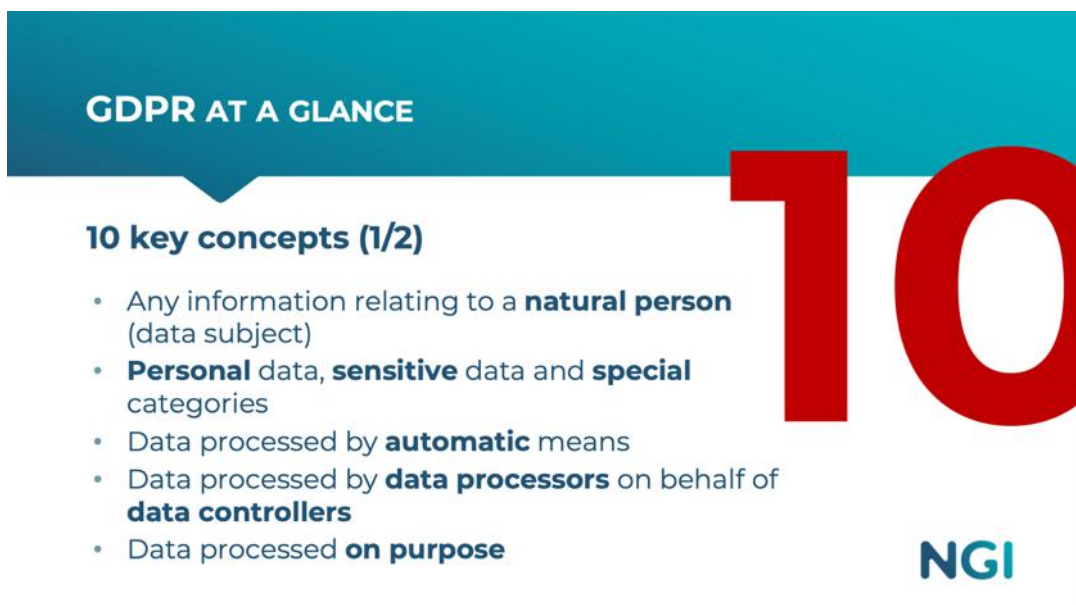
10.4 IMPACT AND LESSONS LEARNED

The impact of this training session is twofold: some RIAs got the confirmation that they correctly implemented GDPR, while others realised that they partially implemented it, and that they could do much better.

10.5 FOLLOW-UP

For the time being, no particular follow-up has been given to this session, most RIAs being "more or less" compliant with the GDPR.

10.6 SCREENSHOTS



GDPR AT A GLANCE

10 key concepts (1/2)

- Any information relating to a **natural person** (data subject)
- **Personal** data, **sensitive** data and **special** categories
- Data processed by **automatic** means
- Data processed by **data processors** on behalf of **data controllers**
- Data processed **on purpose**

10

NGI

FIGURE 28: GDPR AT A GLANCE, SLIDE 1/2

YOUR OBLIGATIONS

Front-end. The tip of the iceberg. (web for example)

- Create, assess & publish a **Privacy Notice / Policy**
- Create, assess & publish a **Cookie Notice**
- Get data subjects **univocal consent**
- Provide a **contact** person
- Processing questions & claims in **less than 30 days**

FIGURE 29: GDPR FRONT-END OBLIGATIONS

PRIVACY NOTICE / POLICY

Example of structure

- Our policy at a glance
- What/who is ACME.eu
- Legal bases we rely on
- When do we collect your personal data
- What sort of personal data do we collect
- How & why do we use your personal data
- How do we protect your personal data
- How long will we keep your personal data
- Who do we share your personal data with
- Where your personal data may be processed
- Your rights regarding your personal data
- How can you contact us

Layered model

FIGURE 30: PRIVACY NOTICE BEST PRACTICE

10.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (password-protected) open to all NGI projects.

Presentation

<https://drive.ngi.eu/index.php/f/31382>

Video recording

<https://drive.ngi.eu/index.php/f/31474>



11 SATISFACTION SURVEY, MARCH 2022

In April 2022, after the delivery of the last training session, the NGI Outreach Office launched a satisfaction survey among the beneficiaries of these courses. As shown in the table below, the general level of satisfaction is excellent, in terms of the quality of the training, the topics covered, the format offered, the organisation and finally the overall added value in terms of communication skills acquisition and improvement.

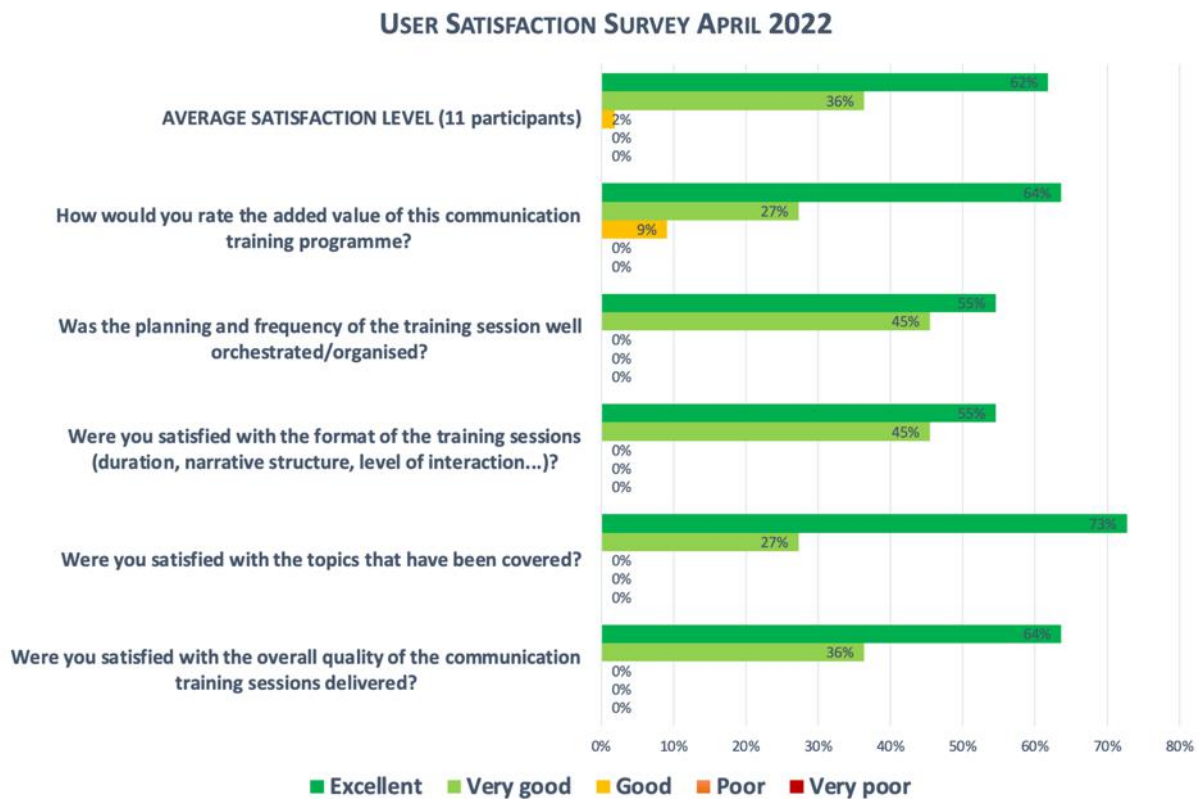


FIGURE 31: SUMMARY OF USERS SATISFACTION SURVEY

The NGI Outreach Office also asked beneficiaries’ suggestions or preferences for possible improvements.

Duration. 81% are satisfied with the current duration of 60 minutes. 18% would like to increase to 90 minutes.

Planning. 18% of the users would like to have the whole training over three months, 45% would like the cycle to be given over twelve months, while 36% are satisfied with the current approach.

Pedagogical approach. 73% of the beneficiaries would like to move to a model based on theoretical training plus a practical workshop to learn how to put the theory into practice for each topic.

Topics. Some additional topics have been proposed:

- Design basics and tools (logo, banner, infographics...)
- Live presentations & webinars
- Business modelling
- Communication and dissemination outside of the standard channels (Twitter, LinkedIn, Facebook, etc.)

Conclusions

Based on this feedback, it can be assumed that the NGI Outreach Office has done a relevant job, providing RIAs with a good level of knowledge and skills in online communication. These skills have enabled the RIAs to promote their initiatives in a professional, consistent manner and in line with the overall communication strategy set up at NGI level.

The expectations of the vast majority of users are clearly to move towards a more interactive format, probably longer, with the addition of practical workshops and more proactive follow-up.



12 OVERALL CONCLUSIONS

The NGI Outreach Office has delivered a comprehensive Communication Training programme over three years, with around 20 sessions lasting between 60 and 90 minutes. All essential communication topics were covered, from the implementation of the NGI Brand Image, theories on communication, content and engagement strategies, storytelling, to more technical topics such as Search Engine Optimisation, Analytics or GDPR implementation for example.

The NGI Outreach Office has met and even exceeded its KPI's target figures and it can be said that the beneficiaries of this training have been largely satisfied, as it clearly appears in both User Satisfaction Surveys we carried out.

In the light of these three years' experience, however, the NGI Outreach Office (NOO) feels that three problems need to be addressed through a significant change in the approach.

In terms of the pedagogical approach, the NOO has numerous requests to provide, in addition to the theoretical sessions (trainings), more practical sessions (workshops) allowing the theory to be put into practice. This development is quite feasible, but of course requires increased availability (at least double) on the part of the beneficiaries (RIAs and/or funded projects, see below).

In terms of planning, some training courses have been delivered much too late in RIAs' projects life cycle. Although the request expressed by the projects is to keep a three-year plan, it would be wise to group the projects as much as possible, and to deliver the training programme in one year, so that they would be more knowledgeable when they need it.

Finally, at the level of the target audience, it was clear that innovators funded by NGI were extremely enthusiastic about attending the training sessions. These organisations are indeed specialised in their own field of expertise, but generally have no background in communication, a skill which is nevertheless indispensable when their solutions or achievements come to life. The recommendation is therefore to open up this training programme to the "wider" circle of beneficiary projects.



Finally, here is the list of topics covered during these three years:

2019

- NGI Online Communication Ecosystem
- NGI Branding
- NGI Storytelling
- How to engage your audiences on social media

2020

- NGI Communication 101
- NGI Ecosystem 101
- Media relations 101
- Analytics 101
- Online presentations 101

2021-2022

- Running your website nowadays
- Search Engine Optimisation
- The Art of Pitching (*4)
- Engagement Strategy
- Engagement Tactics
- Digital Advertising
- GDPR Made Simple

