

Outline Communication workshop

Cluj 7 March 2023

Invited: This workshop is aimed at staff working in central offices for communication, administrative and academic staff and students involved in NeurotechEU.

Purpose: Through this workshop we can reach a common understanding of how to communicate about and within NeurotechEU, creating an operative network with local knowledge from each partner that can facilitate further work in the alliance.

Expected outcomes: Better knowledge about members in the alliance, a network for communication within the alliance, shared best practice, agreements on how to present NeurotechEU internally and externally.

Homework for representatives from each partner:

- **The elevator pitch** Make an [elevator pitch](#) (30 sec – 90 sec) based on the first question below, and the result from an activity (world café, discussion etc.) or survey answering the following questions:
 1. Which are your university's unique selling points in NeurotechEU?
 2. What does your university stand to gain from participating in a European Universities Initiative (EUI) /NeurotechEU?
 3. How can your students benefit from NeurotechEU?
 4. How can your researchers benefit from NeurotechEU?

Bring this elevator pitch and be prepared to share it at his workshop. For more info see attached PPT.

- **Best practice** Do benchmark on good communication, preferably from a European University Initiative with partners in your country. Why is this good? How have they managed to reach out and get impact? Share this at meeting.

If you have questions you are welcome to contact Emma Hägg Karolinska Institutet emma.hagg@ki.se

Workshop on site 7 March 2023 14.00-19.00

Time	Content	Responsible
14.00-14.30	Introduction/Welcome	Jill Jönsson KI, Emma Hägg KI
	Check-in: what are your expectations?	
14.30-15.30	Presentations of elevator pitches, opportunities to ask questions. Putting together a joint presentation/pitch for NeurotechEU.	Coordinated by Karolinska Institutet
15.30-15.45	<i>Break</i>	
15.45-16.30	Presentation "Communicate with impact - how Karolinska	Johanna Sjöblom, social media coordinator at Karolinska Institutet

	Institutet get effective use of its social media presence”	
16.30-17.30	Reflection in smaller groups on best practice examples, benchmarks and impact – what can we bring into Neurotech Phase 2?	Coordinated by Karolinska Institutet
17.30-17.45	<i>Break</i>	
17.45-18.30	Website input https://theneurotech.eu/	
18:30-19:00	Summary and round-up. Check out.	Emma Hägg KI, Jill Jönsson KI