

MAKING EU ACTION VISIBLE

**A GUIDE FOR PROJECTS
IN ARMENIA**



EUROPEAN UNION

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INTRODUCTION

Under the European Union's (EU) long-term budget 2021-2027, strategic communication and visibility are important parts of all EU programmes which implement the EU political priorities. The guidance provided in this document complements the Corporate Requirements provided by the European Commission's Directorate-General for Communication. It is intended for partners implementing EU-funded external actions under the "Neighbourhood and the World" heading of the EU budget 2021-2027. In the case of humanitarian aid and EU-funded civil protection operations outside Europe, specific guidelines may apply. The present Guidelines are without prejudice to any specific arrangements included in Financial Framework Partnership Agreements.

The 'Communicating and raising EU visibility: Guidance for external actions' (hereafter the Guidelines) replace the 2018 'Communication and Visibility in EU-financed external actions: Requirements for implementing partners'. Contracts and agreements concluded before the publication of the present Guidelines shall comply with the latter to the extent that this is permitted by the corresponding contractual provisions. Neither the European Commission nor any person acting on its behalf may be held responsible for the use which may be made of the information contained in this document.

These Guidelines reflect a shift from communication and visibility budgets and activities in individual projects/programmes to a more strategic approach in cases where the EU has agreed that partners implement communication activities.

WHAT'S COVERED IN THESE GUIDELINES?

VISIBILITY

Ensuring proper visibility of the EU's financial support provides accountability and transparency on the use of EU funds to taxpayers and the citizens of partner countries. The EU emblem should always be used with a simple funding statement mentioning the EU's support. See Section 2 for full details.

STRATEGIC COMMUNICATION

Strategic communication plays a key role in strengthening the EU's role in the world, fostering democratic debate and increasing the credibility of the EU, by demonstrating the added value of the EU's support. Exceptionally, the EU may therefore decide to finance communication actions on selected political priorities as part of specific programmes and / or projects.

These communication activities should focus not only on what the action is, but why it is needed, including by emphasising shared values, interests and impact. By doing so, these will help ensure awareness, understanding and perception of the EU and its role in the world, in both the EU and partner countries and regions, is commensurate with the scale, scope and ambition of its sustained engagement. See Section 3 for full details.

EU VISIBILITY

EU VISIBILITY

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received as stated in the 2018 Financial Regulations, in the Neighbourhood, Development and International Cooperation Instrument - Global Europe, the Instrument for Pre-accession Assistance III, the European Instrument for International Nuclear Safety Cooperation and the Decision on the Overseas Association (including Greenland).

The visibility obligations apply equally, regardless of whether the actions concerned are implemented by the European Commission, through grants and procurement contracts, or partners through indirect management.

Reference to recipients or (implementing) partners in these Guidelines refers to grant beneficiaries, contractors, organisations, entities or persons implementing external actions, whether in direct or indirect management, which are partly or wholly funded by the EU.



SYMBOL



CIRCLE OF GOLD STARS

Unity solidarity and harmony among the people of Europe

12

NUMBERS 12

Symbol of perfection, entirety, not related to number of Member States



COLOURS

Golden stars against a blue background

SYMBOLIC DESCRIPTION

Against the background of blue sky, 12 golden stars form a circle, representing the union of the peoples of Europe. The number of stars is fixed, 12 being the symbol of perfection and unity.

EU EMBLEM

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be created or used to highlight EU support, unless previously agreed with the European Commission. All recipients of EU funding must therefore use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. The EU logo must be correctly and prominently displayed and, in all cases, positioned in the upper left corner to ensure maximum visibility. When the EU emblem is reproduced in any graphic representation, it must be used in its entirety, without any alterations or additions. The display or reproduction of the emblem may not incorporate any flag or symbol of another country, donor, agency, or organisation. The graphic representation of any such partners must be displayed separately. The EU emblem and other visual elements can be found in the Download Centre for Visual Elements.

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

FUNDING STATEMENT

The EU emblem should be accompanied by a funding statement mentioning the EU’s support. The funding statement ‘Funded by the European Union’ or ‘Co-funded by the European Union’ (as appropriate) shall always be spelled out in full in the operational language of the EU programme and relevant local language(s) and be placed next to the emblem.

For partners implementing Humanitarian Aid field visibility under section 12.1.A of the Single Form the EU emblem accompanied with ‘Funded / Co-funded by EU Humanitarian Aid’ should be used. This derogation for field visibility is required for safety and security reasons.

Both the EU emblem and the funding statement are essential to acknowledge EU support. As a rule, they always go hand in hand and must not be separated.

THE USE



**Funded by
the European Union**



**Co-funded by
the European Union**



**Ֆինանսավորվում է
Եվրոպական միության կողմից**



**Համաֆինանսավորվում է
Եվրոպական միության կողմից**



**Funded by
the European Union**



**Co-funded by
the European Union**



**Ֆինանսավորվում է
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HORIZONTAL OPTION



POSITIVE VERSION



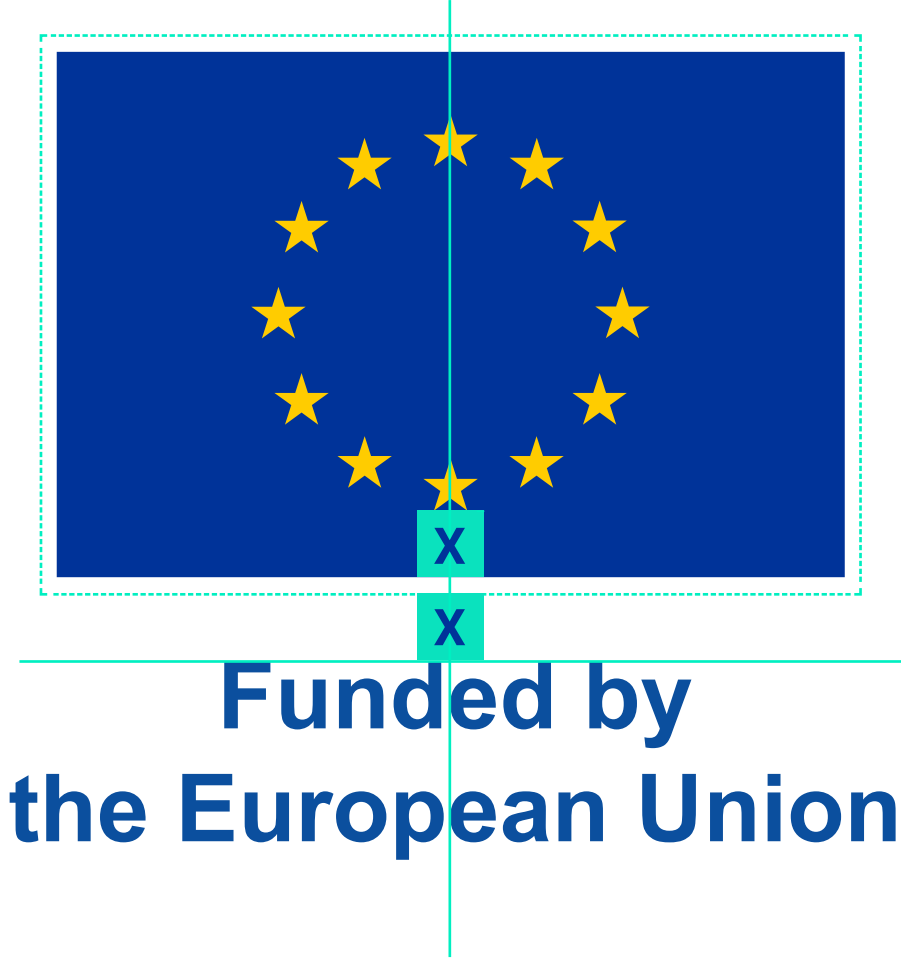
NEGATIVE VERSION



MONOCHROME REPRODUCTION



VERTICAL OPTION



POSITIVE VERSION



NEGATIVE VERSION



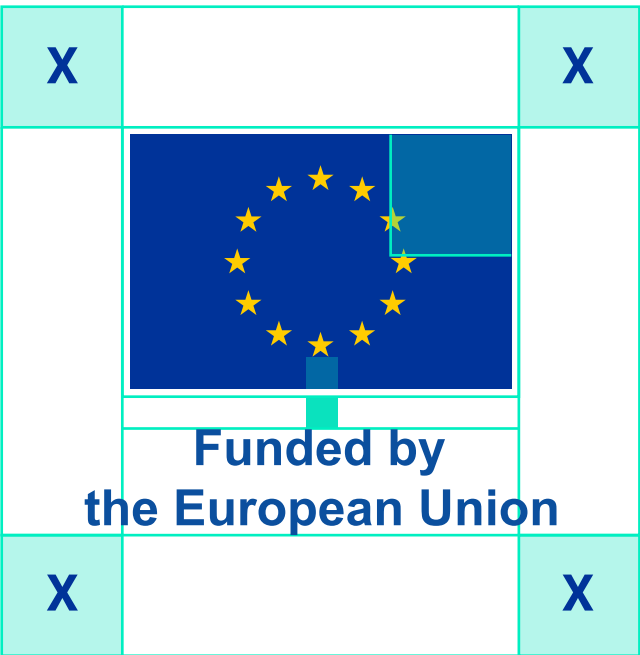
MONOCHROME REPRODUCTION



COLOURS



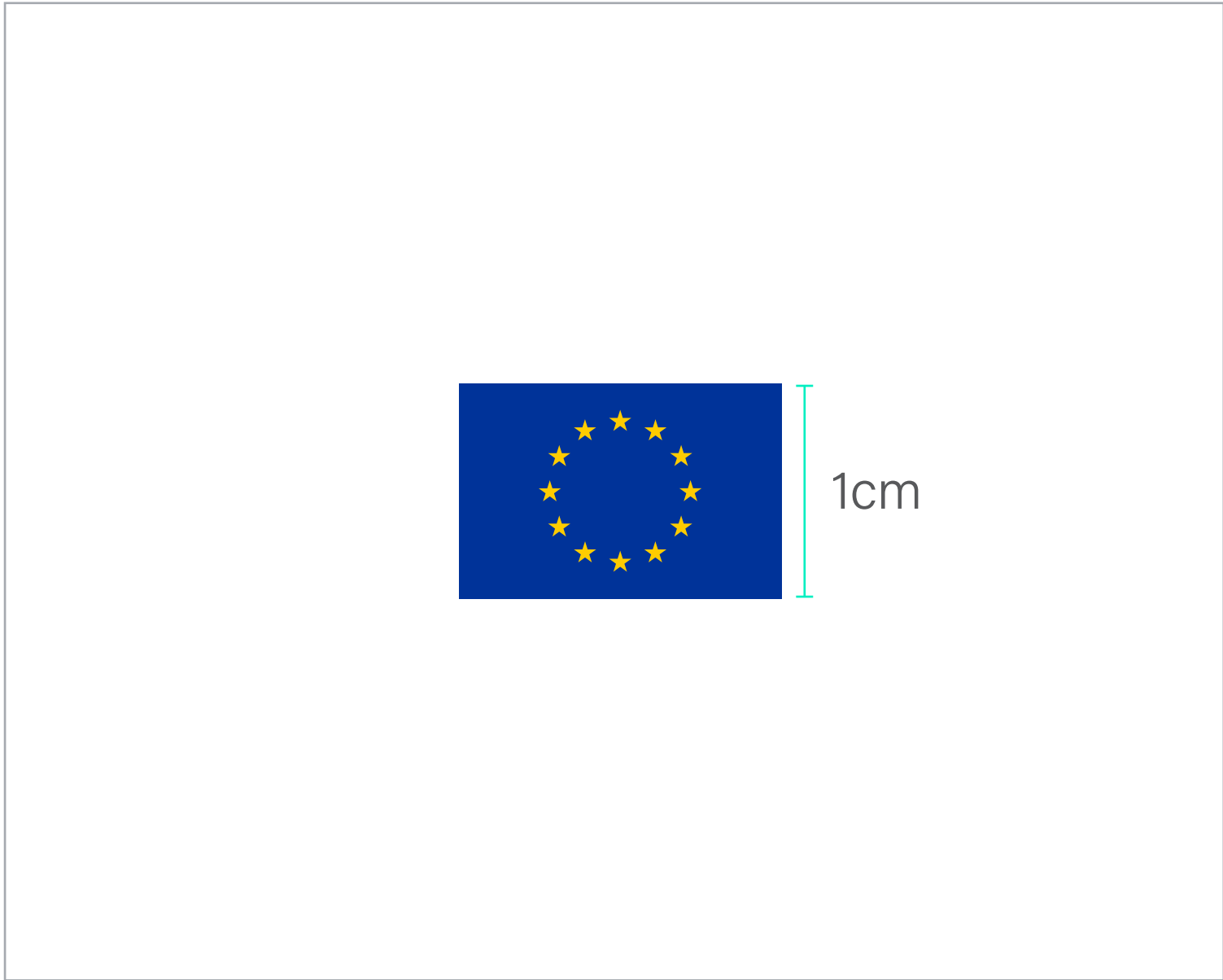
PROTECTION AREA



X
Recommended
clear space

- The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.
- Do not write in all capital letters.

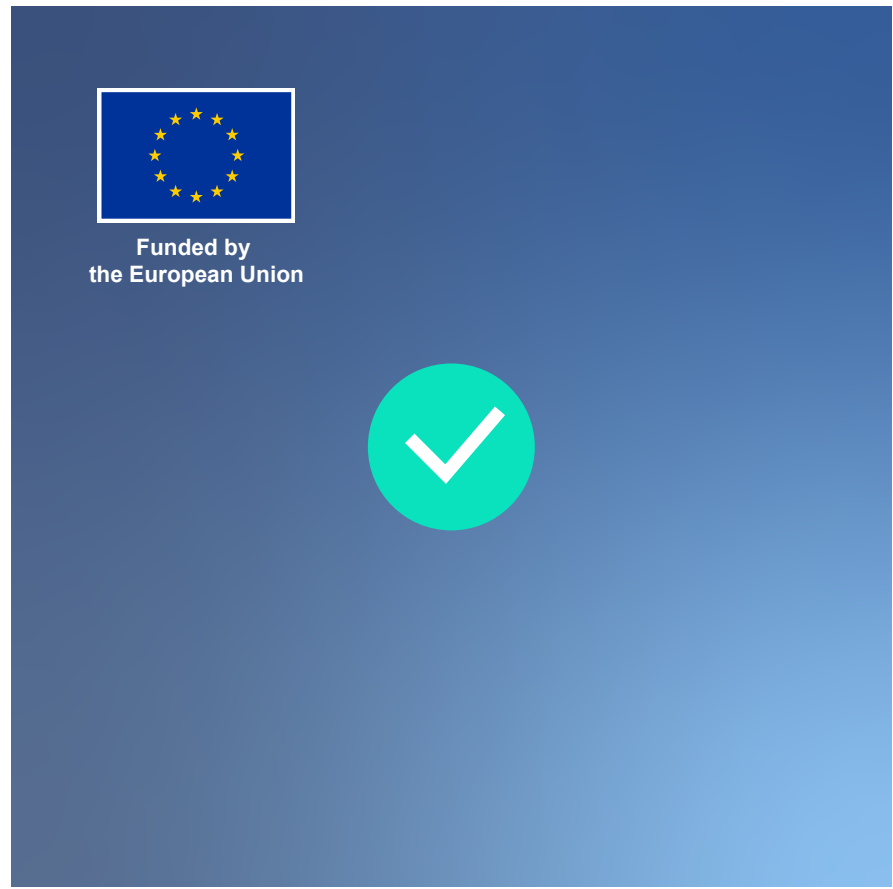
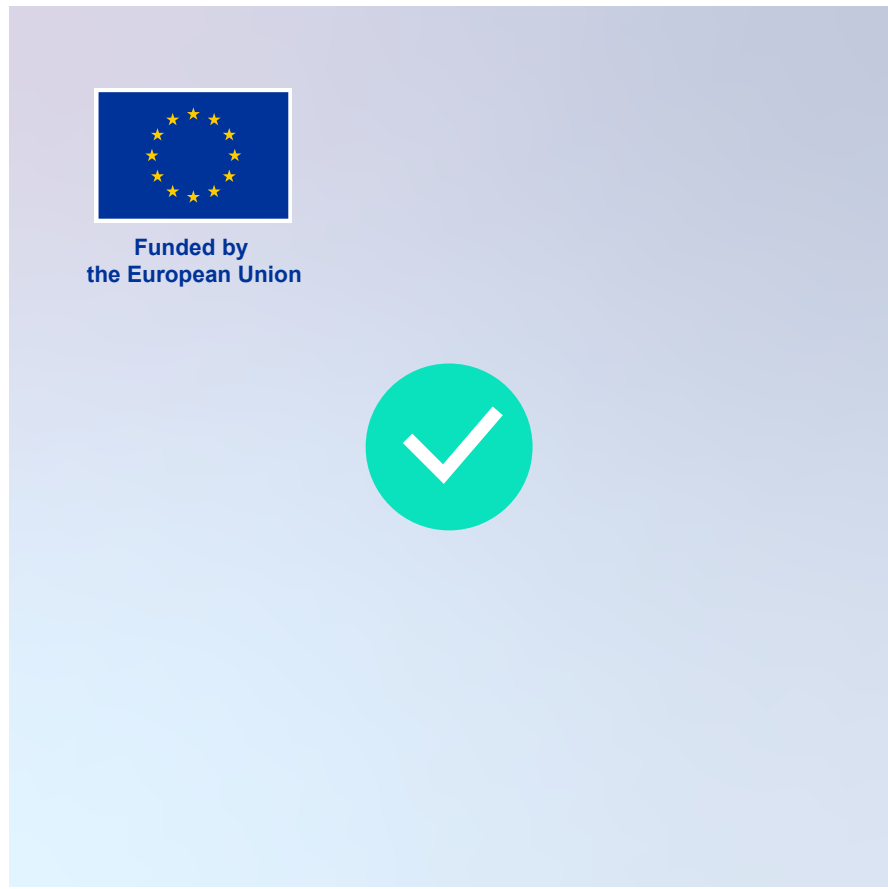
MINIMUM SIZE



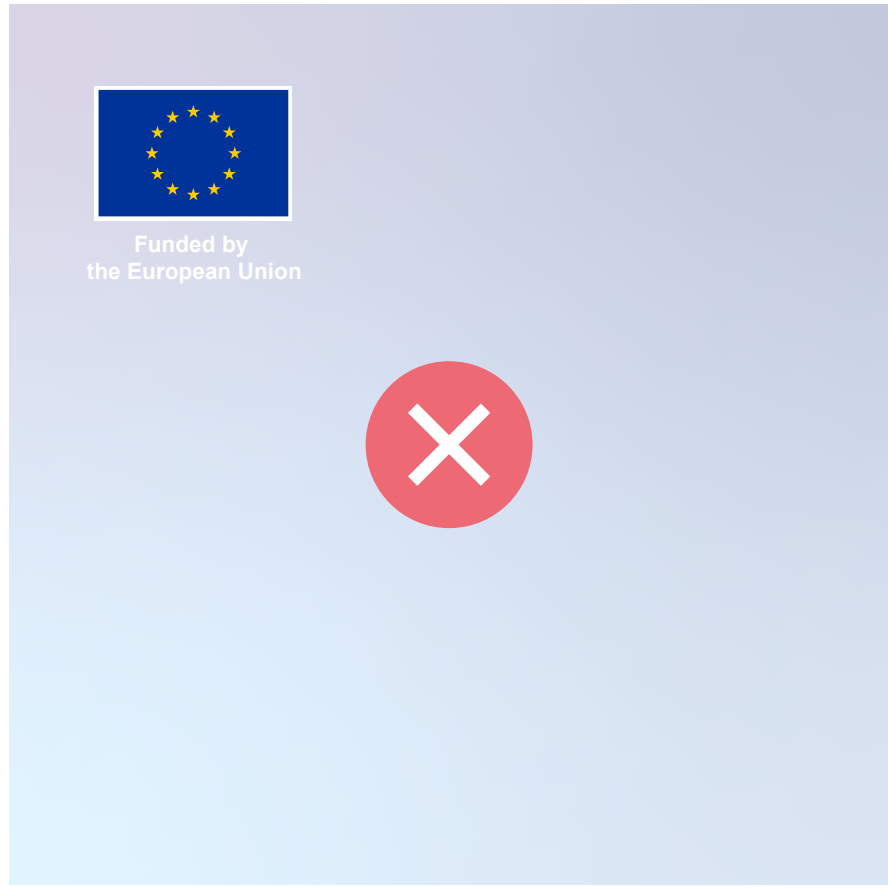
- The minimum height of the EU emblem must be 1 cm.
- For specific items, like pens, the emblem can be reproduced in a smaller size.
- When using the EU funding statement in a small size, we highly recommend using the horizontal version.

REPRODUCTION ON A COLOURED BACKGROUND

ACCEPTABLE



UNACCEPTABLE



EXAMPLES OF EMBLEM AND FUNDING STATEMENT

EXAMPLES OF EMBLEM AND FUNDING STATEMENT

DISPLAY PANELS

Display panels must identify the key deliverables and project management structures of the EU-funded actions to which they refer. They must be clearly visible so that passers-by are able to read them and understand the nature of the action and the role of the EU as donor. Display panels must be erected beside access routes to the site where the action is taking place and must remain in place from the start of the action until six months after its completion. Partners must also produce display panels when promoting EU-funded actions at exhibitions or events, and at the entrances to training centres, office receptions, etc.

COMMEMORATIVE PLAQUES

EU contributions to the construction of permanent structures such as houses, clinics, factories, institutions, training centres, roads and bridges must be acknowledged by permanent commemorative plaques. These must be placed, for example during the opening ceremony, in the most visible part of the structure, such as the main entrance, or in front of the building. The plaque must include the EU emblem and be inscribed with the relevant funding statement (Funded by the European Union' or 'Co-funded by the European Union).

VEHICLES, SUPPLIES AND EQUIPMENT

All vehicles, supplies and equipment used in, or delivered under, EU-funded actions must be clearly identified, and visibly bear the EU emblem and the relevant funding statement (Funded by the European Union' or 'Co-funded by the European Union).

BANNERS

For banners produced as a backdrop for special events such as inaugurations and conferences the EU emblem and relevant funding statement ('Funded by the European Union' or 'Co-funded by the European Union') must appear on the banner where it will be most prominently visible.

PUBLICATIONS

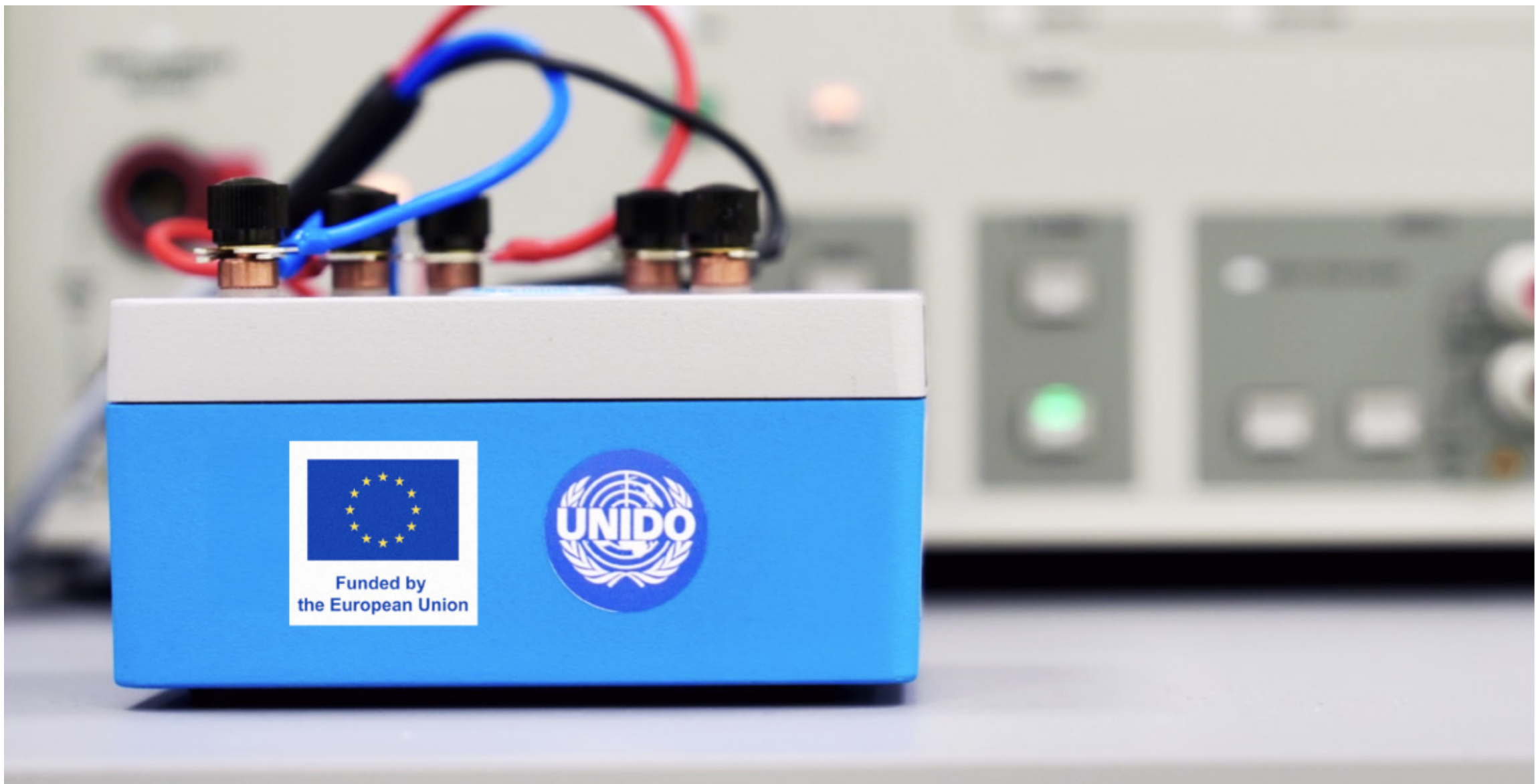
The EU emblem and relevant funding statement ('Funded by the European Union' or 'Co-funded by the European Union') must be included in reports, brochures, leaflets, flyers, posters, newsletters and other publications, printed or electronic, directly relating to EU-funded projects. Whenever possible, when a partner's own publication features an EU-funded project but is not exclusively related to it (e.g. annual reports, etc.), this fact should be acknowledged with the relevant statement 'Funded by the European Union' or 'Co-funded by the European Union' as part of the visual or written reference to the project. An appropriate disclaimer should be used as set out in section 4.6.

DIGITAL ASSETS

Digital assets are understood to be any product that is stored digitally and is uniquely identifiable that organisations can use to promote their actions. Examples of digital assets include webpages, visuals, infographics and videos. The EU emblem and relevant funding statement ('Funded by the European Union' or 'Co-funded by the European Union') must be included in digital assets directly relating to EU-funded projects. Whenever possible, when a digital asset features an EU-funded project but is not exclusively related to it (e.g. general websites, etc), this fact should be acknowledged with the relevant statement 'Funded by the European Union' or 'Co-funded by the European Union' alongside the visual or written reference to the project.

STATIONERY, BUSINESS CARDS, LETTERHEADS, ETC.

Where the title of an EU-funded project is mentioned on stationery (for example in letterheads, correspondence subject lines, fax cover sheets, business cards and email signatures) used by the implementing partner, it must be accompanied by the relevant funding statement (Funded by the European Union' or 'Co-funded by the European Union). Under no circumstances may the EU emblem be used on partners' business cards, stationery, or correspondence (either by post or email). 2.3.8 Other types of production For traditional and low-tech productions and actions produced using EU funding (such as theatre, mime, griots, heralds and street artists), the options for promoting EU visibility must be determined on a case-by-case basis in agreement with the EU.



COMMEMORATIVE PLAQUES



Funded by
the European Union

Project title

Այս ծրագիրը 2017-2018 թթ. իրականացվել է
Եվրոպական միության ֆինանսավորմամբ:
An earlier phase of this project/programme
(<date 1 - date 2>) was supported by the European Union.
Այս (շինության տեսակը) կառուցվել է Եվրոպական
միության ֆինանսական աջակցությամբ:

Co Funder

Implementer



Project title

This school was rebuilt with the support of
the **European Union**



Funded by
the European Union



Contractor



Project title

This school was rebuilt with the support of
the **European Union**



Funded by
the European Union



Contractor



Project title

Provided by the **European Union**



Funded by
the European Union



Contractor

BANNERS



Funded by
the European Union

ԾՐԱԳՐԻ ԱՆՎԱՆՈՒՄ
PROJECT NAME

Logo

Logo

Logo

Logo

Logo



Սա հանրային միջոցառում է
Այս հանրային միջոցառման ընթացքում կատարված ֆոտո և վիդեո նկարահանումները կարող են օգտագործվել
ԵՄ պատվիրակության և ծրագրի կողմից՝ կայքում, սոցիալական ցանցերում, հրապարակումներում կամ հեռարձակմամբ:

This is a public event
During this public event videos and/or photos will be taken. The EU Delegation and project may use photos and videos with your image
for purposes of public diplomacy and communication activities on the website, social media channels and for publications or broadcasts.



Funded by
the European Union

Logo



Logo

ԾՐԱԳՐԻ ԱՆՎԱՆՈՒՄ
PROJECT NAME

Logo

Logo

Logo

Logo

Logo



Սա հանրային միջոցառում է
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ԾՐԱԳՐԻ ԱՆՎԱՆՈՒՄ
PROJECT NAME



Սա հանրային միջոցառում է
Այս հանրային միջոցառման ընթացքում կատարված ֆոտո և վիդեո նկարահանումները կարող են օգտագործվել
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Funded by
the European Union



Logo

ԾՐԱԳՐԻ ԱՆՎԱՆՈՒՄ
PROJECT NAME



Սա հանրային միջոցառում է
Այս հանրային միջոցառման ընթացքում կատարված ֆոտո և վիդեո նկարահանումները կարող են օգտագործվել
ԵՄ պատվիրակության և ծրագրի կողմից՝ կայքում, սոցիալական ցանցերում, հրապարակումներում կամ հեռարձակմամբ:

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for purposes of public diplomacy and communication activities on the website, social media channels and for publications or broadcasts.

IMPORTANT:

EU project banners should wear the following disclaimer at all times when there is a public event with photo and video filming taking place.

The disclaimer is added at the bottom of the EU project banner by default. If you have printed the design early on and do not have the disclaimer, please print and add a strip of sticker with disclaimer at the bottom of your banner.



Սա հանրային միջոցառում է

Այս հանրային միջոցառման ընթացքում կատարված ֆոտո և վիդեո նկարահանումները կարող են օգտագործվել ԵՄ պատվիրակության և ծրագրի կողմից՝ կայքում, սոցիալական ցանցերում, հրապարակումներում կամ հեռարձակմամբ:

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Funded by
the European Union

ԾՐԱԳՐԻ ԱՆՎԱՆՈՒՄ
PROJECT NAME



Սա հանրային միջոցառում է

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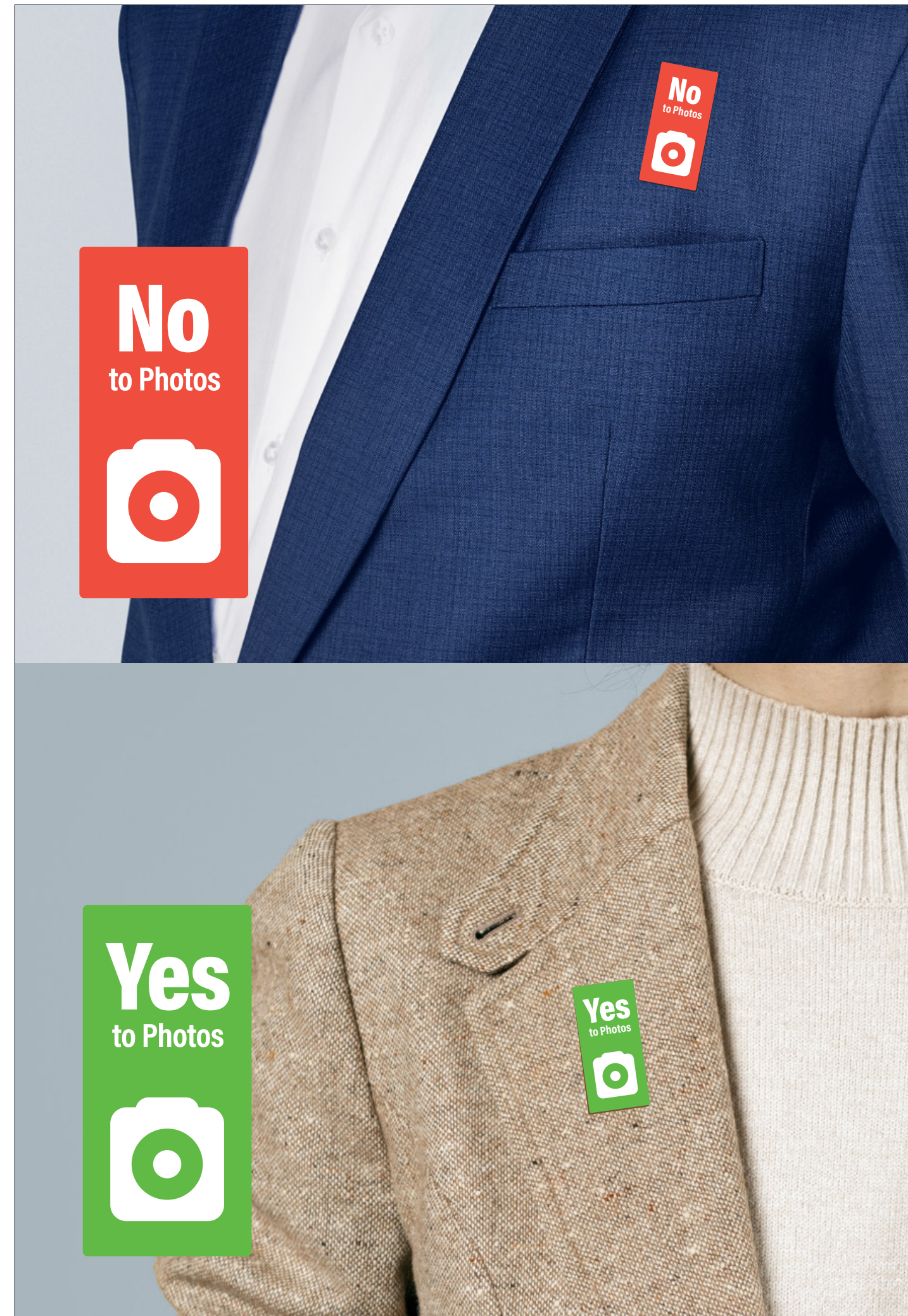
This is a public event

During this public event videos and/or photos will be taken. The EU Delegation and project may use photos and videos with your image for purposes of public diplomacy and communication activities on the website, social media channels and for publications or broadcasts.

PHOTOGRAPHY AND FILMING CONSENT POLICY

For all public events that involve photography or video recording, organizers must ensure that participants' privacy preferences are respected.

A clearly designated seating area should be provided for individuals who do not wish to be photographed or filmed. Alternatively, organizers may distribute visible stickers or badges that allow participants to indicate their preference - whether they consent to being included in photos and videos or prefer not to appear.



EXPLAINING THE EUROPEAN UNION

When providing information about the EU, its institutions or its policies in written communications, partners must ensure that the information given is accurate and correct.

Any of the following statements used by partners must be made in the operational EU language of the action concerned and in the relevant local language(s).

GENERAL STATEMENT

The European Union is an economic and political union of 27 European countries.

It is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities.

It acts globally to promote sustainable development of societies, environment and economies, so that everyone can benefit.

Եվրոպական միությունը եվրոպական 27 երկրների տնտեսական և քաղաքական միություն է:

Այն հիմնված է հարգանքի վրա՝ ուղղված մարդու արժանապատվությանը, ազատությանը, ժողովրդավարությանը, հավասարությանը, օրենքի գերակայությանն ու մարդու իրավունքներին, այդ թվում՝ ազգային փոքրամասնություններին պատկանող անձանց իրավունքներին:

Եվրոպական միությունը համաշխարհային գործունեություն է ծավալում՝ նպաստելու հասարակությունների, շրջակա միջավայրի և տնտեսությունների կայուն զարգացմանը և, որ այդ արդյունքները հասանելի լինեն բոլորին:



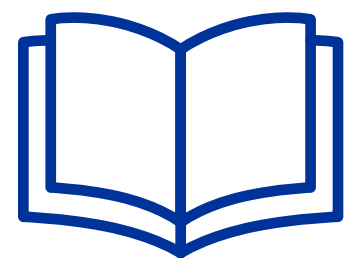
DISCLAIMER

**FOR PUBLICATIONS IN PRINT OR ELECTRONIC
FORMAT:**

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**ՏՊԱԳԻՐ ԿԱՄ ԷԼԵԿՏՐՈՆԱՅԻՆ ՁԵՎԱԶԱՓՈՎ
ՀՐԱՊԱՐԱԿՈՒՄՆԵՐԻ ՀԱՄԱՐ**

Այս «հրապարակումը» ֆինանսավորվել / համաֆինանսավորվել է Եվրոպական միության կողմից: Բովանդակության համար ամբողջությամբ պատասխանատու է «հեղինակի/գործընկերոջ անուն» և պարտադիր չէ, որ այն արտացոլի Եվրոպական միության տեսակետները:



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ՎԵԲ ԿԱՅԹԵՐ ԵՎ ՍՈՑԻԱԼԱԿԱՆ ՕԳՏԱՀԱՇԻՎՆԵՐ

Այս «կայքը/օգտահաշիվը» ֆինանսավորվել է/համաֆինանսավորվել է Եվրոպական միության կողմից: Բովանդակության համար ամբողջությամբ պատասխանատու է «հեղինակի/գործընկերոջ անուն» և պարտադիր չէ, որ այն արտացոլի Եվրոպական միության տեսակետները:



FOR VIDEOS AND OTHER AUDIO-VISUAL MATERIAL:

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**ՎԻԴԵՈՎԵՐ ԵՎ ԱՈՒԴԻՈ-ՎԻԶՈՒԱԼ ՆՅՈՒԹԵՐԻ
ՀԱՄԱՐ**

Այս «հոլովակը/ֆիլմը/տեսաձայնագրությունը» ֆինանսավորվել է/համաֆինանսավորվել է Եվրոպական միության կողմից: Բովանդակության համար ամբողջությամբ պատասխանատու է «հեղինակի/գործընկերոջ անուն» և պարտադիր չէ, որ այն արտացոլի Եվրոպական միության տեսակետները:



EVENT MANAGEMENT REQUIREMENTS AND PROCEDURES

EXPECTATIONS AND RECOMMENDATIONS TO THE EU-(CO) FUNDED PROJECTS

Please make sure to use and create communication and visibility occasions both for the EU-(co)funded project, stakeholders and donors, including the EU.

- Do not confine only to the opening and closing ceremonies of a project. Make sure you have **newsworthy occasions** throughout the lifespan of the project.
- **IMPORTANT:** if your project had an official contract signing ceremony with the EU Delegation in Armenia, there is no need to arrange for another opening event.
- Consider updating or your stakeholders and beneficiary publics about the **progress and outcomes** of your project and its impact: communication is an ongoing process.
- Consider inviting the media for newsworthy occasions and when you have **impactful occasions** and stories to share with the public interest in mind.
- Diversify the **format** of media occasions: not only invite for media briefings and conferences but also organise media tours, exclusive interviews, provide expert opinion, match the media with success and human stories; show them the results and impact.
- Build long-term relations with the media. Find out which media covers **stories** related to the sector that you cover or **issues** that you raise and resolve.

Please consider the following media relations protocols and procedures when the EU Ambassador, or other high profile EU representative is invited to be present at an event. EU protocols and requirements.

Inviting the Head of the EU Delegation to your EU-(co)funded project’s event

If you invite the EU Ambassador, Head of the EU Delegation to Armenia as a keynote speaker at your event please follow the basic rules of protocol.

Note: it is a good idea to check other specific provisions and circumstances with the Communications Manager at Operations Section or your direct Project Manager at the EUD.

Procedure of requesting the Ambassador’s presence

Please contact your direct Project Manager at the EUD to inquire about the Ambassador’s schedule and availability on the date of your planned event

- **Ambassador speaks the 1st in all instances** (minister, deputy PM, other ambassadors) except when Armenia's PM or President are present. They speak 1st and then the Ambassador, before any other delegates.
- Translation (simultaneous) is a must. Please check the approved list of translators with the EU Delegation
- Correct use of the Ambassador's name and title **(H.E. Vassilis Maragos-Ambassador, Head of the EU Delegation to Armenia, Ն.Գ. Վասիլիս Մարագոս - Հայաստանում ԵՄ պատվիրակության ղեկավար, ղեսպան)** - see the section Formulations

• Name tags should be placed for the speakers. Please make sure all names and titles are spelled correctly. Ideally bilingual, and if the space is limited only in the official language of the conference

• Water in a jar on a side and in the glass for all speakers

• EU visibility at an event venue must be assured; the EU project banner must be in the conference room and at the entrance of the venues where an event takes place. The EU project banner or the press wall wearing the EU logo, priority name and project name in ENG and ARM should be considered as a background for media interactions such as briefing, interview, news conference etc.

• EU visibility on communication materials must be assured for the events of the EU-(co) funded projects, joint or co-branded events, events where the EU high-ranking representatives are asked to attend as keynote speakers, panel speakers or the EU is sponsoring or co-sponsoring the event whether it is implemented by the EU-(co)funded project or other entity. The same procedures may apply to the invitation of other EU Delegation representatives. If there is high-level visit from the EU headquarters in Brussels please consult with your assigned Project Manager, Communications Manager of Cooperation Section and Press Officer at the EU Delegation to Armenia.

EU VISIBILITY AT EVENT

Ensure the EU visibility through EU-branded project banners at the events where EU-(co) funded project is featured, leads or (co)organises an event. Flags of Armenia and the EU shall be used only in cases of high-level protocol events co-organised with the EU Delegation to Armenia. In all other cases and occasions the EU project banner with the EU logo and EaP partnership with Armenia will suffice.

- An EU project banner should be used during all events and occasion and should have the proper name of the project, priority name, and the EU emblem (logo). The EU logo should be placed on all other communication and visibility materials as explained in the EU Visibility Manual.

- Alternatively you can use the combined EU banner with the project name in English and Armenian

- EU banner should be placed during all events whether mediatised or non-mediatised events



ACCEPTABLE



UNACCEPTABLE

PRESS AND MEDIA ENGAGEMENT

PRESS RELEASES

Press releases may be issued, for example at the launch of an action to highlight its objectives, beneficiaries and budget, and the EU's partnership with the country or region concerned, and, at the end of an action, to publicise the action's outcomes and achievements.

Implementing partners wishing to issue press releases or make public statements directly related to an EU-funded action they are implementing must first secure approval of the text from the EU. A quote by the respective European Commission high-level representative or by the relevant Ambassador/Head of the EU Delegation should be included. The EU may request that the announcement is made in a Team Europe approach. Where the press release is issued by the EU, the implementing partner concerned must provide all the requisite technical information and background on request. Partners are also invited to include the text provided in Section 5.1 describing the EU at the end of joint press releases.

PRESS CONFERENCES

Press conferences held in the context of an EU-funded action must always be organised in cooperation with the EU Delegation/Office on the ground. At the press conference itself, the EU flag must be displayed if other flags or emblems are being displayed.

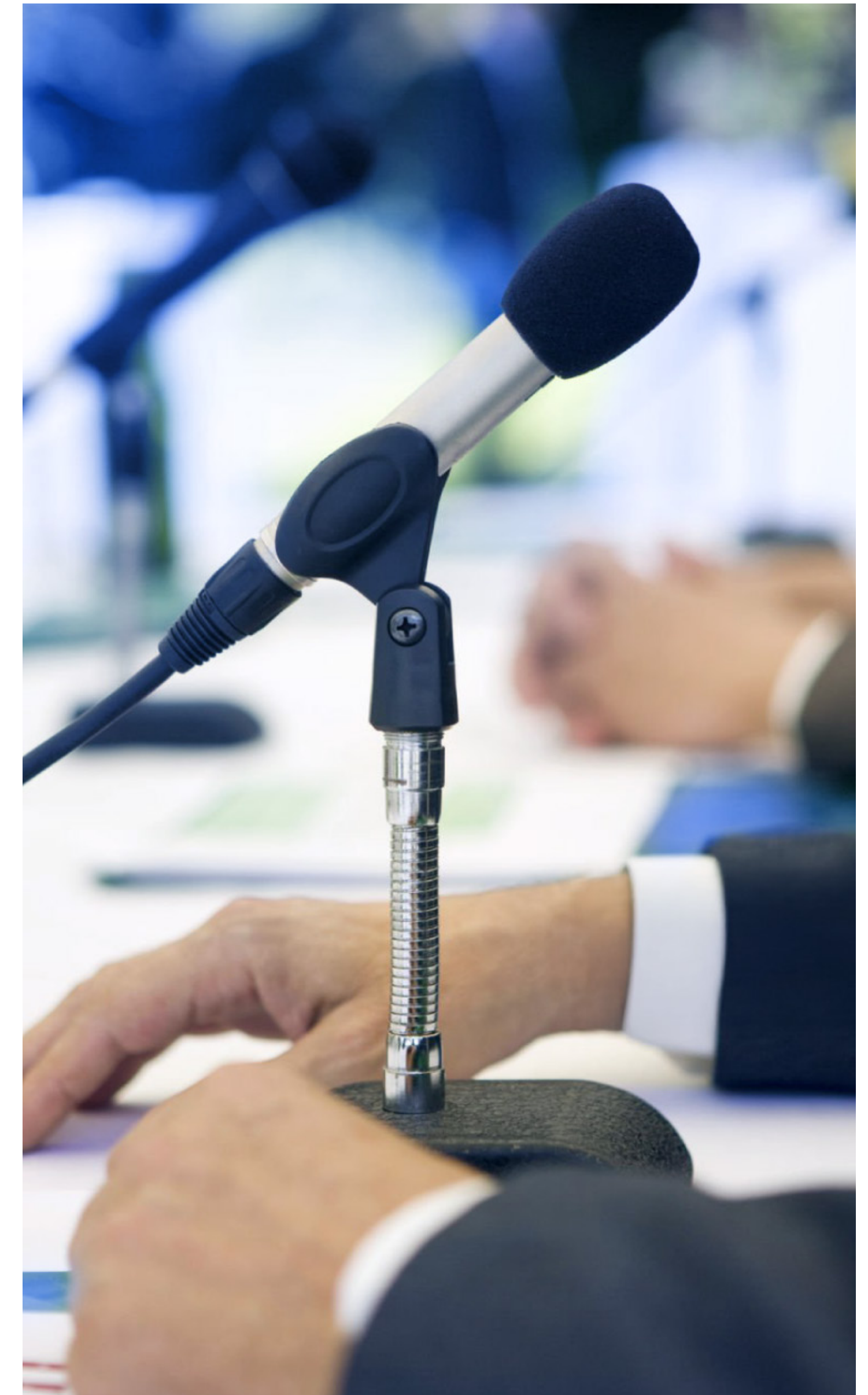
JOURNALIST VISITS

Implementing partners must seek authorisation from the EU in advance of any media visit(s) to EU-funded projects. For all media visits organised in the framework of an EU-funded project, partners must ensure that the EU is informed well ahead to allow for input and enable efficient and effective planning, including regarding date and likely focus. Partners are encouraged to share relevant press clippings with the EU.



TIPS ON MEDIA RELATIONS

- 1.** Identify an occasion, case, story and speakers that can deliver newsworthy message and visually interesting content to the media and their audiences
- 2.** Make sure you have prepared a media advisory (invitation) and news (story) release in advance and have cleared it with the EU Delegation and through EUDIGITool review
- 3.** Send the advisory at least one day before the event to the media and follow-up by calling and making sure that the media has received your message
- 4.** Ask the media to come for a sign up 15 minutes before the event, whether this is a briefing, news conference or for covering an event. Make sure you do the registration and provide a technical briefing about the event, protocol and the speakers at that point
- 5.** Have an assigned person who will register and follow-up with the media before, during and after the event
- 6.** Have assigned person to coordinate the media on the day of the event and moderate a media briefing, conference or interviews.
- 7.** Note: If the media briefing is with the EU Ambassador or other high level EU official from Brussels usually the press officer of the EU Delegation will accompany the EU representatives and /or moderate the media activity. Please check the roles and protocols with the EU Delegation first for such circumstances
- 8.** Media can be invited to cover the opening statements and have separate interviews as applicable. This depends on the agenda and purpose of the event
- 9.** Consider separate and branded (including EU visibility) room where the media can do Q&A, if needed, while the sessions of the main event are ongoing (if that is the case)
- 10.** Consider speakers that will want and will be ready to speak, also pass the message about the benefits of the EU-(co)funded project. Ask for their consent and discuss in advance the key points and message that they should share
- 11.** Have a branded media kit ready to distribute on the day of the event - hard copy, and follow-up distribution electronically. It can include: a news release ARM/ENG; agenda ARM/ENG; project brochure or one-pager; other project related branded collaterals as applicable. Please request Ambassador and other speakers to provide quotes in advance to include in the media release. Have proper clearance of all materials before distributing publicly
- 12.** EU visibility - EU logo on all event related materials



PRESS RELEASE TEMPLATE

SUMMARY

Should include reference to the EU, give incentive to read more.

Good practice: "EU and Government of Armenia review four years of EU support to agriculture" Bad practice: "Legal Aid Service Enhances Support to its Beneficiaries and Lawyers"

SUMMARY

One or two sentences summarising the main points of the press release. Good practice: An estimated 250,000 rural Armenians benefitted from current support, the EU announces third phase of assistance worth 230 million AMD (EUR) Bad practice: On 19 December 2023, the 83rd meeting under the Incident Prevention and Response Mechanism (IPRM) was held in Yerevan. The meeting took place in an open and constructive atmosphere.

BODY

Should include

- Information about event (occasion, speakers, etc.)
- Quote of the EU representative and other speakers
- Information about project (not purely technical info, but main objectives/results – in clear, "human" language)

BACKGROUND

Information on project, programme, overall EU policy, etc. Standards text about the European Union

CONTACT INFO

For further information please contact:

- Press/PR responsible contacts Name, Title; Email
- Project's contact details

[Logo of co-funder]



MEDIA RELATIONS PROTOCOL

The best practices and recommendations

- For highlighting EU-(co) funded project milestones consider inviting the local and/or regional and international media if applicable.
- Make sure that your event or activity is newsworthy
 - There are prominent speakers that can attract the media’s attention?
 - There is a new, unique and important message to share
 - Prepare press kit – pre-event release (advisory) and post-event release in Armenian and English
 - Consider if all or select media might be interested in your event
 - Do a technical brief when the media is there and explain what they should expect and what is the format or the protocol of the media event
 - Consider media occasions beyond just press briefing and news conference formats
 - Do not overuse news conferences and confine to this format only if there is something extremely newsworthy or urgent to say / communicate

- Follow-up with the media, thank them for cooperation, find out the issue or broadcast times
- Do media monitoring and report about the media coverage. Share the outcomes with the EU Delegation by submitting the report on EUDIGITOOL
- Target media as an audience and not only as a multiplier of your message. Consider involving them in the process of your actions to generate better success stories

WHAT MAKES A STORY NEWSWORTHY?

- Timing - when it happens and should be new
- Significance - how big and impactful it is
- Proximity - where it happens
- Prominence - people involved
- Human interest - emotions; why it matters to them

MEDIA BRIEFING OR NEWS CONFERENCE TIPS SET-UP

- Consider having a **designated room** that is properly branded
- Table cloths on speaker tables – if applicable, then **neutral colour** (beige, grey etc.) or EU blue, preferred to the red ones that they have
- A couple of **reserved chairs** for EU Delegation team (up to 5)
- Separate reserved area seating for the **media**
- Ideally, have press box and/or sound box in place for the media to capture good sound and not to put the mics on the speaker’s table or bureau
- Do the set-up, sound check and equipment check at least 1-2 hours before the event starts
- If there is projection in the background, please make sure the icons are clean and there is conference logo with EU and others (as in all branded materials)
- Photo session (though EUD may also have their photo team), it would be helpful if you take and share some photos of yours
- Translation/interpretation - EU accredited interpreter, translator booth and equipment (headsets)

MULTIMEDIA

THE BEST PRACTICES AND RECOMMENDATIONS

Multimedia content is trending in communicating and capturing the performance and impact of your project's performance. However before you jump in to use this media please consider the following aspects

- For who do you make the video?
- What should it tell about your project?
- Is there any other tool than the video that would achieve the same or similar results?
- Do you have enough human and financial resources?
- What part of the communication actions and expenses should the videos be?
- What is the communication impact that?

CONCEPTUALISATION TIPS

- Instead of lengthy 20 minute movies make 45, 60, 75 sec clips; Project overview moves can be between 5- 10 minutes at most
- Choose dynamic and active shots from the project activities; diversify the visuals and the storyline message (i.e. do not only or always capture meetings, trainings or signing ceremonies)
- Make sure you have action and not only “talking heads”
- Include good speakers, stories and testimonials
- Do not tell, show impact
- Provide statistics and other relevant data to support your story
- Human stories are impactful, use them
- Search and find what's trending and unique in the video production market
- Consult communication professionals and have a professional crew do the filming

- Get consent of people who are featured in the movie, and special one for children and special groups if they fall under vulnerability or confidentiality categories
- At the end of the video give proper credit to the EU and other donour, use the disclaimers as of

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Բոլոր իրավունքները պաշտպանված են.
Արտոնագիր՝ Եվրոպական միություն

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Բոլոր իրավունքները պաշտպանված են.



CORRECT USE OF THE EU AMBASSADOR'S NAME AND TITLE

INVITATIONS, AGENDA

H.E. Vassilis Maragos

Ambassador, Head of the EU Delegation to Armenia

ՀՐԱՎԵՐ, ՕՐԱԿԱՐԳ

Հայաստանում ԵՄ պատվիրակության ղեկավար, դեսպան Ն.Գ. Վասիլիս Մարագոս

PRESS MATERIAL, SOCIAL MEDIA

EU Ambassador to Armenia Vassilis Maragos

EU Ambassador Vassilis Maragos

ՄԵԴԻԱ, ՍՈՑՄԵԴԻԱ

ՀՀ-ում Եվրոպական միության դեսպան Վասիլիս Մարագոս

ԵՄ դեսպան Վասիլիս Մարագոս