

RESCOMM

- fruitful relations

RESEARCH COMMUNICATION

Research project memo

1. The mindset
 - a. Learn from the business community (corporate communication)
 - b. Communication is a professional competency
2. The application, planning and budgeting
 - a. Communication strategy is mandatory.
 - b. Communication expert on board from day one
 - c. Communication facilities and working hours to be calculated
3. The organisation
 - a. Communication expert as Work Package leader of communication & dissemination
 - b. Work Package leader working close together with coordinator
 - c. Consider different traditions and cultures among the participating countries
4. The manpower
 - a. Involve communication professionals (just like skilled researchers/engineers)
 - b. Relevant skills at relevant tasks/stages
 - c. Calculate in-house/outourcing
 - d. Clear decisions regarding division of work
5. The implementation of the communication strategy
 - a. In the entire project organisation
 - b. In day-to-day management
 - c. In external communication
 - d. In internal communication

© Jesper Madsen/RESCOMM 2012