



**BEN SEMINAR  
ON PUBLIC RELATIONS AND INFORMATION STRATEGY  
IN CROSS-BORDER COOPERATION  
(Hiiumaa, 27 April 2006)**

**RECOMMENDATIONS TO BEN-PARTNERS**

- Explain the project to all stakeholders, not your own role in it;
- Do not inform on the existence of the project/institution, but on the results/achievements;
- All information should be in line with the project's communication strategy/requirements;
- Coordinate PR activities/information campaigns within the project and between its partners;
- Remember the corporate identity and factual background of your project/institution;
- Use good and simple (national) language, clear and simple messages without being banal;
- Be realistic (*How much can be done with resources available?*);
- Aim for quality not quantity; plan well ahead;
- Do the basic things well (*Press releases, database, reply to enquiries, website, newsletter*);
- Involve your entire organisation (*Information/communication is a responsibility of all*);
- Involve the grass-roots level and third parties (universities, associations etc.);
- Be focused, don't scatter (*The more targeted, the more effective*);
- Money is not the most important (*Many highly effective actions cost nothing*);
- Time is money (separate Press conferences, short rather than long information);
- Keep careful records of enquiries, brochures distributed, visitors etc.;
- Evaluation and feedback (*Get feedback when possible. Reply slip in newsletter, message on website, feedback form at seminars etc.*);
- Do not underestimate the volume of reactive work;
- Be open and provide information to media; find the right person in the media organisation;
- The media wants not only facts and figures (also provide visual material), but also news; information should be concrete and attractive;
- Be very careful with visual information. Increased visibility has risks (no guarantee when talking to the press);
- Choose the right method and do not approach media too often;
- Adjust the information to the different media and provide the information in the media's language (be pragmatic).