

ANNEX VI - Case studies – Media Relations and Outreach – Information Events for the Media

Case studies for module 1

1) Please provide a detailed work plan indicating the actions, methods and time needed (calendar and duration), as well as the suggestions for programme, profile of the invited media, speakers and all other relevant content elements for a one-day seminar in Brussels for around 30 media representatives on the [Investment Plan](http://ec.europa.eu/priorities/jobs-growth-investment/plan/index_en.htm)¹, with emphasis on:

- the investment opportunities it offers – with particular emphasis on the EFSI (European Fund for Strategic Investment)
- the overall framework to create an investment-friendly environment.

The seminar is in English and no budget for interpretation is foreseen.

2) Please provide a detailed work plan indicating the actions, methods and time needed (calendar and duration), as well as the suggestions for programme, profile of the invited media, speakers and all other relevant content elements for three-day case study visit for 12 media representatives from EU Member States to a series of projects in Tanzania, funded by the European Union, related to [climate change](http://ec.europa.eu/priorities/energy-union-and-climate_en)² fighting and adaptation.

Please propose a budget for its implementation, based on the entries quoted in the price list (Annex V). The quoted budget should not include VAT.

Case study for module 2

Please provide a detailed work plan indicating actions, methods, tools and time needed, as well as the suggestions for the information modules, content package, speakers and all other relevant content elements for a structured online information session on funding opportunities offered by the European Union with particular emphasis on opportunities for SMEs and young entrepreneurs. The main target audience is represented by specialized media and bloggers and other multipliers addressing EU funding and which reach SME owners and entrepreneurs considering starting new businesses.

Please propose a budget for its implementation, based on the entries quoted in the price list (Annex V). The quoted budget should not include VAT.

¹ http://ec.europa.eu/priorities/jobs-growth-investment/plan/index_en.htm

² http://ec.europa.eu/priorities/energy-union-and-climate_en

Case study for module 3

Please provide a detailed work plan indicating actions, methods, tools and time needed for a media relations campaign set up as follow-up to the course in the case study 1) for module 1. The main purpose of the campaign is to maintain interest and engagement of multipliers in the Investment Plan and the investment opportunities offered by it, and to build networks.

Please propose a budget for its implementation, based on the entries quoted in the price list (Annex V). The quoted budget should not include VAT.