

REPORT ON THE COMMUNICATIONS NETWORK MEETING:

“Essential video and audio production and post-production workshop”

13-14 June, Athens, Greece

SUMMARY

On 13-14 June, Eurodiaconia held a Communications Network meeting in Athens, hosted by its member the Greek Evangelical Church. Around 16 communication officers from Eurodiaconia member organisations, from Greece, Finland, France, Germany, Czech Republic, Serbia, Romania and Armenia came together for two days to exchange and learn more about essential video, audio and post-production techniques. The event aimed at strengthening communication teams' knowledge on digital and multimedia content production through several workshops, presentations and meetings.

On the first day, participants were given the opportunity to learn more about the work of Perichoresis - the social services provider of the Greek Evangelical Church - through a presentation by their Board Member Mr. Ioannis Lazaridis. They then had the chance to be introduced to different audio recording and camera techniques by Mrs. Tutut Christen, *Consultant for Multimedia Production* at the United Nations Office for Project Services (UNOPS) and *Communication and Events Assistant* for Social Platform. The last part of the day was divided between a meeting with the Communications Team of the European Union Representation in Greece and a workshop on post production, video editing and distribution.

On the second day, Mrs. Christen resumed her workshop on video editing and distribution. The participants were then introduced to the seven different steps to creating community campaigns for the NGO sector through a presentation of the work of the Helsinki Deaconess Institute in the field by *Customer Relationship Manager* Mrs. Katri Angeria. After the presentation, participants were offered the chance to meet with officers of the National Data Protection Authority in Greece who were able to share their insights on the European General Data Protection Regulation (GDPR).

MEETING NOTES

Day 1

Presentation of Perichoresis: communicating the social service sector in a time of crisis

After traditional words of devotion, Mr. Ioannis Lazaridis, *Board Member* of Perichoresis gave an overview of the work accomplished by his organisation with refugee populations in the city of Katerini (Northern Greece) and its surroundings.

Katerini has historically been subject to frequent episodes of migration as early 1920 with the resettlement of Greek populations fleeing Pontos, Turkey, due to the systematic killing of the Christian Ottoman Greek population instigated by the Ottoman Empire.

Currently employing 49 people, from project managers to handymen, Perichoresis' work is deeply entrenched in this heritage. Since its creation in 2016, the organisation has developed several projects to assist and integrate all those that ran aground on the Greek coasts in recent years.

The first of their projects - *Estia* - is an accommodation strategy funded by the United Nations High Commissioner for Refugees (UNHCR) which has started in January 2019 and is set to end in December of this year. The programme offers accommodation in 125 apartments all around the city to 580 refugees. Among them, 303 are children and 128 are women.

While still focused on providing accommodation, Perichoresis' second project, funded both by RefuAid and Help Refugees aims also at supporting and fostering integration into Greek society. The project started in 2017 and currently provides 10 apartments for 36 refugees and Greek families in need. Nowadays, it mostly plays the role of a safety net for those finishing *Estia*. Among the beneficiaries are 15 men, 12 children and 9 women.

The third project presented by Mr. Lazaridis was *KOINONIA Nursery project* for mothers and preschoolers, funded by Gustav Adolf Werk, a society under the roof of the Evangelical Church in Germany which aims at aiding feeble sister churches and congregations. It started in September 2018 and is supposed to last for a year. As an educational project, *KOINONIA* supports 20 to 30 preschoolers and their mothers.

The *English language school project*, funded this time by Brot fur die Welt, is another example of Perichoresis' involvement in education. It aims at delivering lessons and certificates of proficiency in English to 80 adults and 20 teenagers.

Because literacy and language mastery are key to efficient integration, the organisation established a Greek language school project for refugees in January 2019, also funded by Gustav Adolf Werk. 50 adults and 4 children have been benefiting from it. A similar project was founded for members of the Roma community and is currently helping 22 adults and teenagers.

Funded by the German Committee of World Day of Prayer, a sewing workshop has been inaugurated at the beginning of 2019. Mostly benefiting women, this educational platform is linked to an employment project currently under development called *PeriErgon*. This social enterprise would eventually enable the remuneration of skilled and trained refugees and their integration into the job market.

Finally, Mr. Lazaridis also introduced participants to the *Community Food Bank Charity Project* launched in 2012 by the members of the Greek Evangelical Church of Katerini from which Perichoresis originates. Mainly funded by private donations and still running today, this project supports 575 persons and 170 families. Among these families, 116 are frequent beneficiaries, 14 come from outside the municipality of Katerini, 10 are Roma and 30 are occasional users. Some refugee families also benefit from the bank when needed.

Perichoresis has also been developing several pilot projects, such as the one in collaboration with the Greek Ministry of Sports aiming at providing access to sports practice to the most deprived.

Another pilot project - *Peace Pastries* - will start in July and it is aiming at giving refugee women a chance to socialize by cooking together.

Perichoresis also tries to be active in other parts of Greece and their pilot project *Chios Consultancy* (from the name of the island) perfectly aligns with this ambition. This other pilot project is aimed at providing relief at waterfronts, where part of the refugees and migrants later settling in the mainland arrive after their terrible journey.

Introduction to Film Making & Concept Development

After Mr. Lazaridis' intervention, Tutut Christen, *Consultant* at UNOPS and *Communication and Events Assistant* for Social Platform gave a presentation on social media videos and their potential for civic engagement.

Mrs. Christen gave participants few tips to plan and create quality media content for NGOs and civil society organisations. According to her, the first step in creating good content and tell a story is planning.

For a professional shoot, the second thing to remember is keeping the camera steady, while paying extra attention to lighting. The use of digital zoom is also not recommended.

To benefit from nice audio quality, Mrs. Christen explained how to use an external microphone.

She also recommended shooting for the intended platform: too long videos or inappropriate image format can jeopardize the potential outreach of any media content. Using an editing app to trim unnecessary stuff out is thus often required.

The goal of any multimedia content nowadays is to deliver its message quickly and efficiently. In order to do so, the attention of the audience must be caught rapidly. Keeping the video short is essential.

For viewers on their phones or lacking headsets, she recommended using subtitles or on-screen text.

After the presentation, participants were divided into three groups. Using cameras, each group was asked to shoot images to be used in the following workshops on video editing. This activity gave participants the occasion to share insights and best practice on how to use cameras (or phones) in the best way possible for shooting interviews and exterior scenes.

Communicating the EU in Greece, Meeting the communications team of the representation of the European Commission in Greece.

After the lunch break, participants were given the opportunity to meet with Mrs. Christina Karaitidi and Mrs. Anna Efstathiou, *Communication Officers* for the Representation of the European Commission in Greece.

They gave an overview of the Commission's different social media strategies and campaigns for advertising the European Union in Greece. Describing the different events organised around their campaigns, they managed to give some tips and insights on the best ways to promote the work of the organisation to the population.

Post-Production 1: Video Editing and Post-Production 2: Branding & Audio

Back at the meeting venue, participants were introduced by Tutut Christen to the fundamentals of PremierePro, Adobe's video editing software. Using footages from the morning, our members' communication officers learned how to trim, brand and mix videos. Acquiring such skills will be helpful for further multimedia content production projects.

Day 2

Distribution: Youtube-101

In the last workshop, Tutut Christen picked up where she had left of the day before and finished her presentation by explaining how to distribute video content on YouTube and other platforms. Then, some time was given to the participants to continue training on their own. Around 10 a.m., every group was asked to share its work with the other participants, exchange impressions and discuss the challenges faced during the shooting.

Advocacy strategy: 7 steps to creating a community campaign

The second day of the event was marked by the arrival of Katri Angeria, *Customer Relationship Manager* at HDI. After the end of the workshop, she took the stand to present her organisation and her thoughts on what she believes to be the 7 essential steps leading to a successful community campaign.

As one of the biggest social services providers in Finland, HDI has developed numerous projects to help the most deprived: children and families, migrants, homeless people, asylum seekers, elderly people, victims of torture, substance abusers, jobseekers or mobile citizens. The organisation is committed to working *with* those in need and not *on their behalf*.

One of the main projects established by HDI is *jVAMOS!*. The project was founded in 2008 and it employs 80 people in 8 cities in Finland. It is designed to support 16 to 29-year-olds facing unemployment and social exclusion. Services are based on intensive group and individual coaching, as well as youth-centered service integration strategies. At *jVAMOS!*, a personal coach guides young people onward and recognizes their individual needs holistically. In the last 11 years, 10.000 youngsters have already been supported by HDI.

Mrs. Angeria then moved on to present the participants with the 7 steps to building a successful campaign. These are:

- **Setting a goal.** Defining why and for whom the campaign is designed is the first step of any strategy. It enables finding potential partners that are essential to developing a sustainable plan. Mrs. Angeria indeed insisted on the fact that companies can help with their expertise in any campaigns. Such partnerships are mutually benefiting: by helping with their resources, enterprises can benefit from exposure and commitment to more social and human practices. Here, Mrs. Angeria gave the example of a recruiting campaign organised together by HDI and Fazer (a Finnish chocolate company) on the 100th anniversary of Finland's foundation. Committed to offering something meaningful to its country, Fazer started cooperating with HDI on a joint campaign. The campaign was chosen as Best Recruiting Act of 2018. Any partnership is therefore relevant: supermarkets can also develop campaigns and have a significant impact. The goal developed by the civil society organisation should however be 'SMART', meaning 'specific', 'measurable', 'achievable', 'realistic' and 'time-bound' to be appealing to eventual partners.
- **Searching for partners.** Who has already taken part in the issue? Who is your target group? Who is responsible? Searching for a partner can be done through networking, the internet, and social media, existing relations with supporters, news and awards. When looking for funds, you should: find 'who has money', as well as if the company is aligned with your cause and known among the public.
The question of responsibility is particularly sensitive: everyone should comply with predefined rules. For example, the Helsinki Deaconess Institute only cooperates with companies committed to practicing effective activities which are economically, ecologically, socially and ethically sustainable.
- **Telling your story.** Here, Mrs. Angeria gave a few tips on how to sell an idea to private businesses. To be useful and appealing to companies, it is important to start thinking like them: adopt their vocabulary (added-value, strategy, values, brand, benefits). One of the goals is to make everyone satisfied in the end. However, civil society organisations should be able to build value to a company by sponsoring, not by donating.
20 seconds should be enough to give a clear idea of what the organisation is doing, why it is good at it and credible. The goal is to produce a 'Wow!' effect and be pictured as valuable and different from other organisations.
Keeping things simple, being engaging, being customer focused, anticipating obvious issues, using numbers and honesty are key criteria for a successful presentation.
To present a project in the most efficient way, knowing the one critical point in the presentation and making it clear is essential. Acknowledging why people are listening,

making an immediate personal connection, keeping the audience focused on the speaker and not the presentation and knowing the story are also important.

- **Assembling your team and gathering resources.** The RACI matrix for responsibility assignment is the perfect tool to design efficient and relevant task plans. By defining who should be accountable for a task, responsible, consulted or simply informed, efficacy loss and time-consuming procedures can easily be avoided.
- **Designing a timeline and scheduling processes.**
- **Defining a communication strategy.** Here, Mrs. Angeria detailed a few procedures to be kept in mind. First, communication objectives and goals should be carefully planned. The audience should be precisely identified, and the message found. The same goes for promotional materials and media that will be used throughout the campaign. After the implementation of the communication strategy, careful evaluation and updating are required. It is also important to define a crisis strategy: a back-up plan can sometimes be very useful.
- **Putting the strategy in action.**

Katri Angeria then proceeded with her presentation by exposing examples of successful campaigns launched by HDI. Bringing politicians *Back to High School* during half a day to visit different units of the organisation or helping companies to become more attractive to skilled workers have proved to be very fruitful projects.

Communications in a time of European Data protection Regulation

After the coffee break, participants headed to the Hellenic Data Protection Authority in Greece and had the chance to meet with *Head of Communications* Elias Athanasiadis and *Auditor* Georgia Palaiologou to discuss the recently adopted European Data Protection Regulation and its impact on the job of Communication officers and their organisations.

After a recap of all the specificities of the regulation, Professor Palaiologou answered the participants' questions and gave some insights on how to best comply with the new legal framework and respect the rights of data subjects across Europe.

AGENDA

Thursday, 13th June 2019	
8-8.30am	<p>Welcome, devotion and ice breaking</p> <p>Third Greek Evangelical Church of Athens, 37 Chelintrech - Athens</p>
8.30-9.30am	<p>Presentation of Perichoresis and Faros: Communicating the social service sector in a time of crisis</p> <p>Ioannis Lazaridis, <i>Board Member</i>, Perichoresis</p> <p>Third Greek Evangelical Church of Athens, 37 Chelintrech - Athens</p>
9.30-10.30am	<p>Introduction to Film Making & Concept Development</p> <p>Tutut Christen, <i>Consultant</i>, United Nations Office for Project Services</p> <p>Third Greek Evangelical Church of Athens, 37 Chelintrech - Athens</p>
10.30-10.45am	Coffee break
10.45-1pm	<p>Production: Camera Techniques & Filming</p> <p>Tutut Christen, <i>Consultant</i>, United Nations Office for Project Services</p> <p>Third Greek Evangelical Church of Athens, 37 Chelintrech - Athens</p>
1-2pm	Lunch break
2.30-3.30pm	<p>Communicating the EU in Greece: Meeting with the Communications Team of the EU Representation in GR</p> <p>Christina Karaitidi, <i>Communications Officer</i>, EU Representation in GR</p> <p>EU Commission Representation in Greece, 2-4 Leof. Vasilissis Sofias - Athens</p>
4-5pm	<p>Post-Production 1: Video Editing</p> <p>Tutut Christen, <i>Consultant</i>, United Nations Office for Project Services</p> <p>Third Greek Evangelical Church of Athens, 37 Chelintrech - Athens</p>
5-6pm	<p>Post-Production 2: Branding & Audio</p> <p>Tutut Christen, <i>Consultant</i>, United Nations Office for Project Services</p> <p>Third Greek Evangelical Church of Athens, 37 Chelintrech - Athens</p>
8pm	<p>Traditional Greek Dinner</p> <p>Mikri Venetia, 15 Geor. Olimpiou – Athens</p>

Friday, 14 th June 2019	
8-10am	<p>Distribution: Youtube-101</p> <p>Tutut Christen, <i>Consultant</i>, United Nations Office for Project Services</p> <p>Third Greek Evangelical Church of Athens, 37 Chelntrech - Athens</p>
10-11.15am	<p>Advocacy strategy: 7 steps to creating a community campaign</p> <p>Juris Lavrikovs, <i>Campaign Advisor</i>, Social Platform</p> <p>Third Greek Evangelical Church of Athens, 37 Chelntrech - Athens</p>
11.15-11.30am	<p>Coffee break</p>
12-1pm	<p>Communications in a time of European General Data Protection Regulation</p> <p>Elias Athanasiadis, <i>Head of Communications</i>, National Data Protection Authority in Greece</p> <p>Hellenic Data Protection Authority in Greece, 3 Leof. Kifisias - Athens</p>
1.30pm	<p>Lunchtime</p> <p>I Píta tis Alexándras, 213B Leof. Alexandras – Athens</p>
2.30pm	<p>End of the meeting</p>