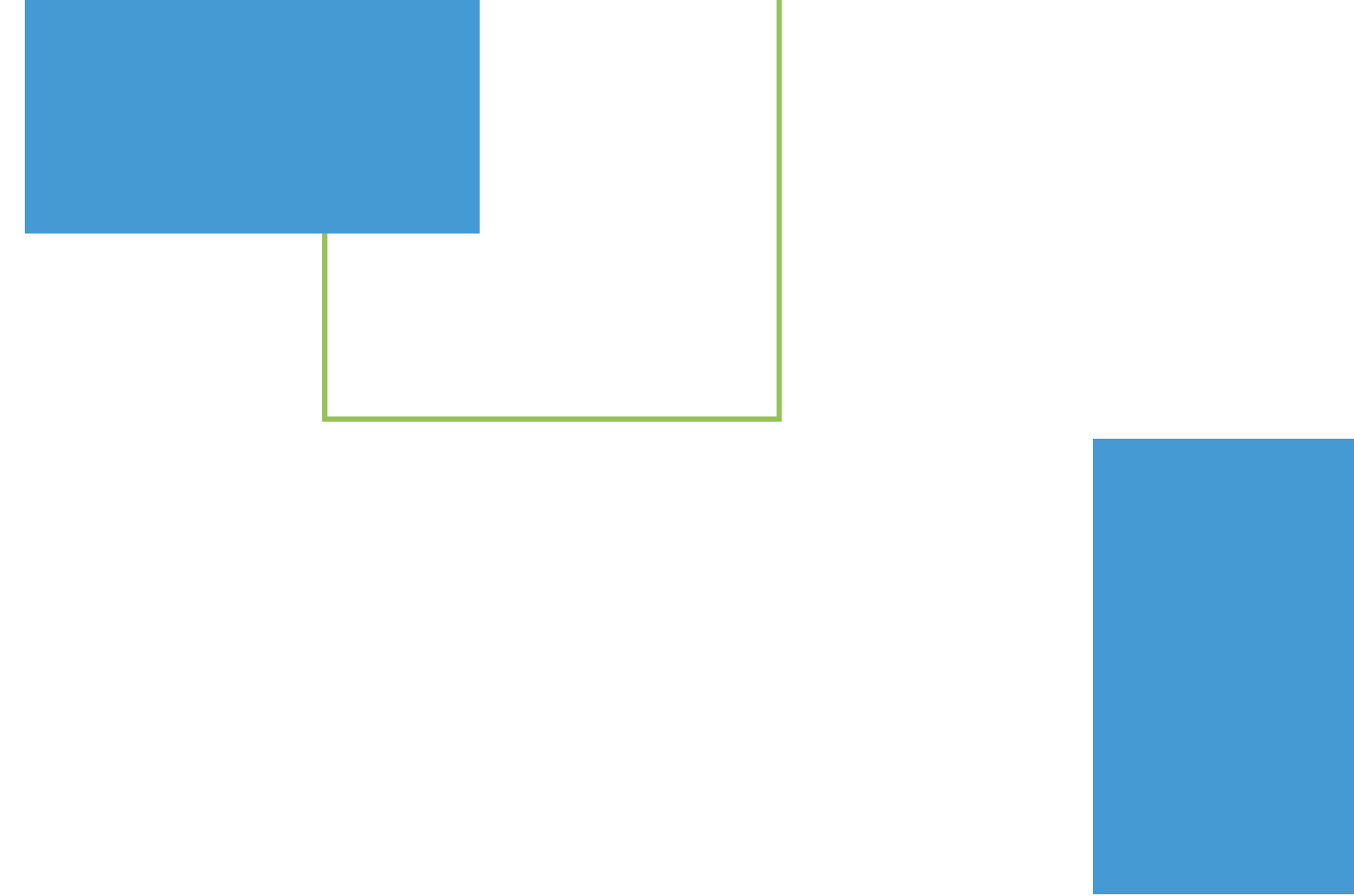


22nd ReferNet

annual plenary
meeting

20-21 November 2024, Thessaloniki

Workshop on Communication and Visibility Activities



Communication: The foundation of a strong network

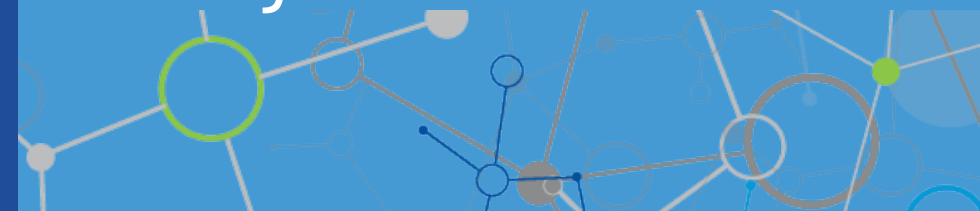
Internal communication

- Builds a cohesive network
- Fosters collaboration



External communication

- Raises awareness of Refernet's work
- Engages stakeholders & target audiences



Connecting internal & external communication

- Internal and external communication are interconnected.
- A cohesive network fosters impactful external outreach.

Why internal communication matters

Alignment

Ensuring everyone is working towards shared goals.

Collaboration

Fostering knowledge-sharing and innovation.

Engagement

Creating a sense of belonging and community.



Cedefop's internal communication support

- **Providing clear and timely information** ReferNet activities, and relevant resources.
- **Facilitating networking opportunities** through events, online platforms, etc.
- **Recognizing and valuing the contributions** of ReferNet partners.

POLLS



slido

Please download and install the Slido app on all computers you use



What actions can enhance your engagement within the ReferNet network?

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



What is the added value that Cedefop can bring to your work?

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



Which communication channel would you find most effective for receiving updates and engaging with the ReferNet network?

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



What type of content would you like to see more of in ReferNet's internal communications?

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



What are the biggest challenges you face in effectively communicating and disseminating VET-related information at the national level?

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



In what specific ways could Cedefop better support your national dissemination efforts?

① Start presenting to display the poll results on this slide.

ReferNetcommunication strategy

2025 and beyond

Key features:

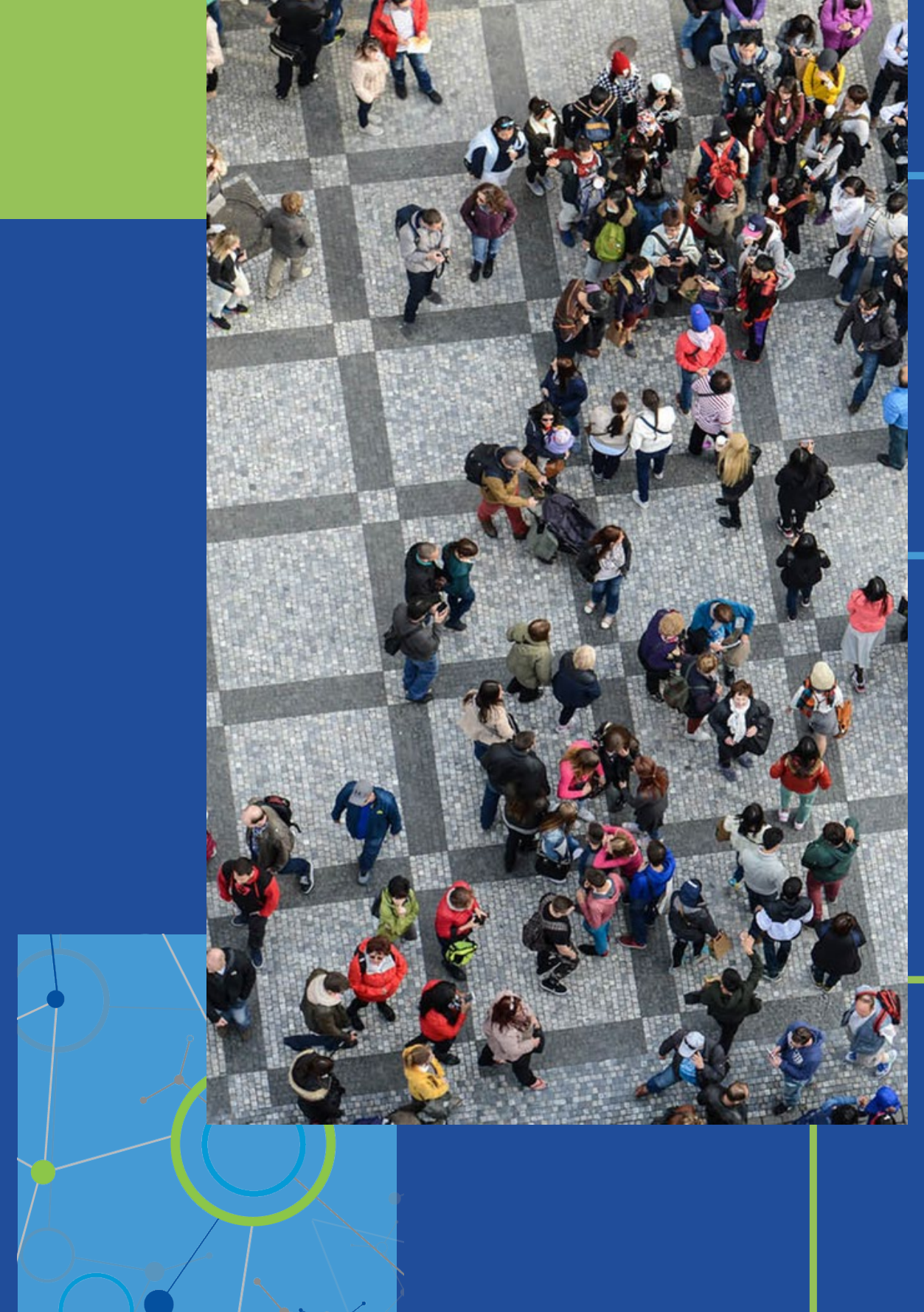
- Adaptability
- Targeted Outreach
- Consistent Messaging

ReferNet partners act as **multipliers and dissemination channels** for VET-related information and the cooperation between Cedefop and ReferNet at the national level.

A network diagram in the bottom right corner of the green box, showing interconnected nodes and lines, symbolizing a network or communication structure.

Communication goals

- Efficiently communicate with target groups.
- Effectively disseminate national VET news.
- Strengthen the ReferNet network and increase the visibility of Cedefop/ReferNet outputs.
- Make potential users aware of the quality, reliability, and relevance of the information we provide.



Communication toolbox

National websites



Social media



Newsletters



Press releases



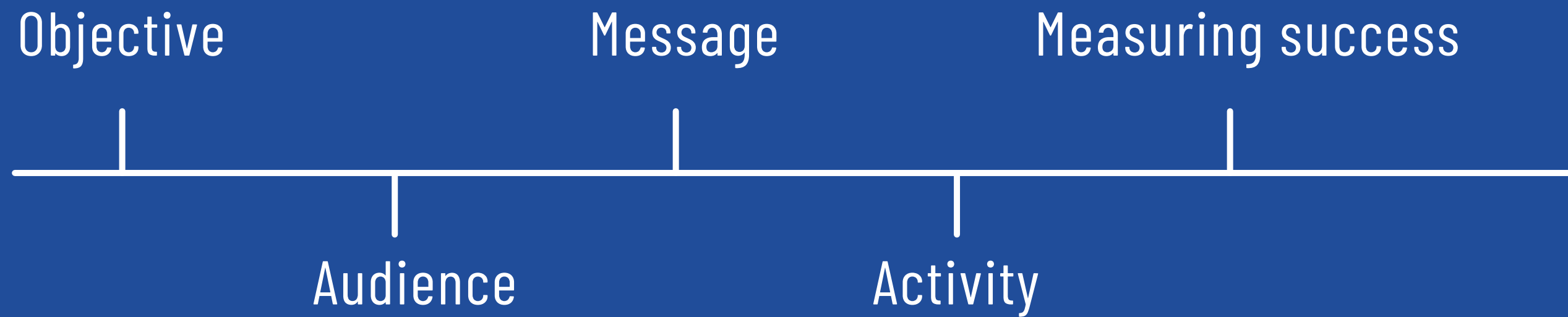
Public events



Publications



Tailoring the approach



Let's get practical

Scenario 1

Promoting an annual
report
on VET trends

Scenario 2

Promoting a national
VET workshop

Scenario 3

Promoting a spotlight
campaign on VET

Scenario 4

Promoting a national
VET day event

Scenario 5

Promoting ReferNet
national website

Identify

- ✓ Target Audiences
- ✓ Key Messages
- ✓ Channels
- ✓ Timing
- ✓ Success Indicators

Key takeaways

- Strong internal communication supports external outreach.
- External communication amplifies network's impact, reaching key stakeholders and ensuring visibility.



Thank you!

📍 Europe 123, 57001, Thessaloniki, Greece

☎ (+30) 2310490111

🖱 www.cedefop.europa.eu/refernet

