Interreg Co-funded by the European Union
NEXT Romania – Ukraine

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

LIFECED

Event creation – the incubator of ideas

THEME 5

Communication with the Public Segments

Communicating WITH your segments, not AT a crowd



THEME 5

What We Will Cover

1. The components of communication
2. Feedback & distorting factors (noise)
3. The communication strategy
4. Internal vs. external communication
5. One message, adapted per segment
6. Channels & the communication life cycle

THEME 5

Learning Objectives

By the end of this part, participants will be able to:

1. Explain the communication process, including feedback and distorting factors (noise).
2. Build a simple communication strategy for an event.
3. Distinguish internal from external communication.
4. Adapt one core message to different audience segments and choose the right channels.

THEME 5

Communication Is Planned, Not Improvised

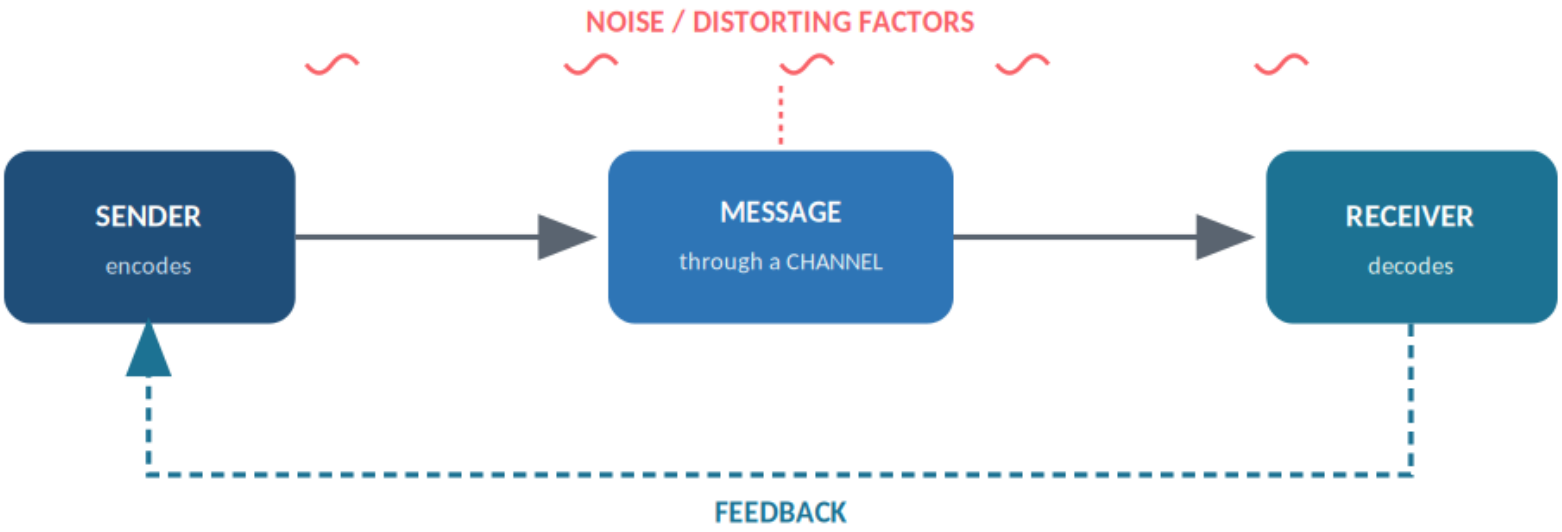
- A communication strategy defines objectives, key messages, channels and a calendar.
- It is built on the segments and personas from Module 3.
- The aim is two-way: not just broadcasting, but inviting response and feedback.
- Every message should have a clear call to action.

Foundation

Communication starts from your segments – if you skipped segmentation, you are guessing.

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The Components of Communication

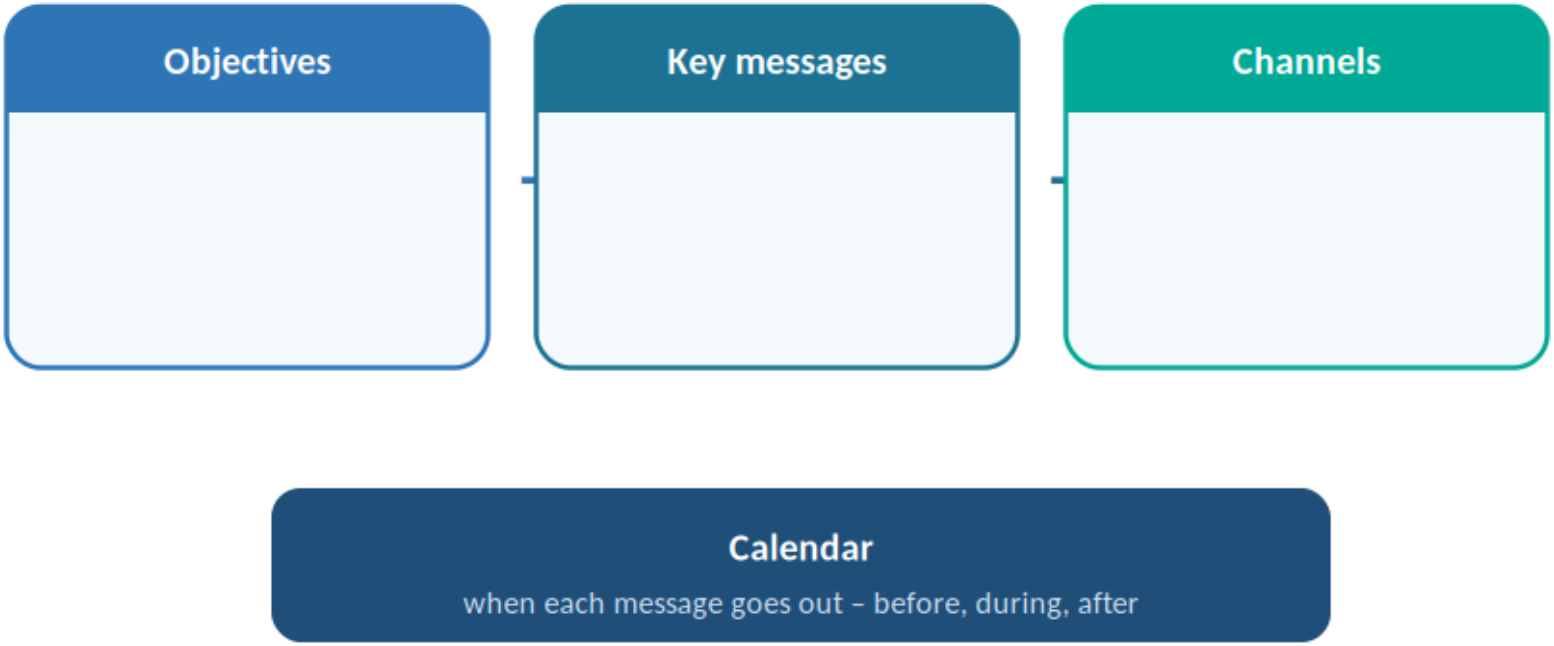


Noise = language, channel problems, distractions, preconceptions, information overload.

Sender → message → receiver, with a feedback loop and distorting factors (noise).

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The Four Building Blocks of a Strategy



A communication strategy in four parts.

THEME 5

Internal vs. External Communication

INTERNAL

within the organising team

Who
Team, volunteers, organisers

Purpose
Coordinate & align the team

Channels
Meetings, group chats, shared docs

Tone
Direct, operational

Risk if poor
Chaos on event day

EXTERNAL

with audiences & partners

Who
Participants, partners, media, public

Purpose
Inform, attract, build relationships

Channels
Social media, press, posters, e-mail

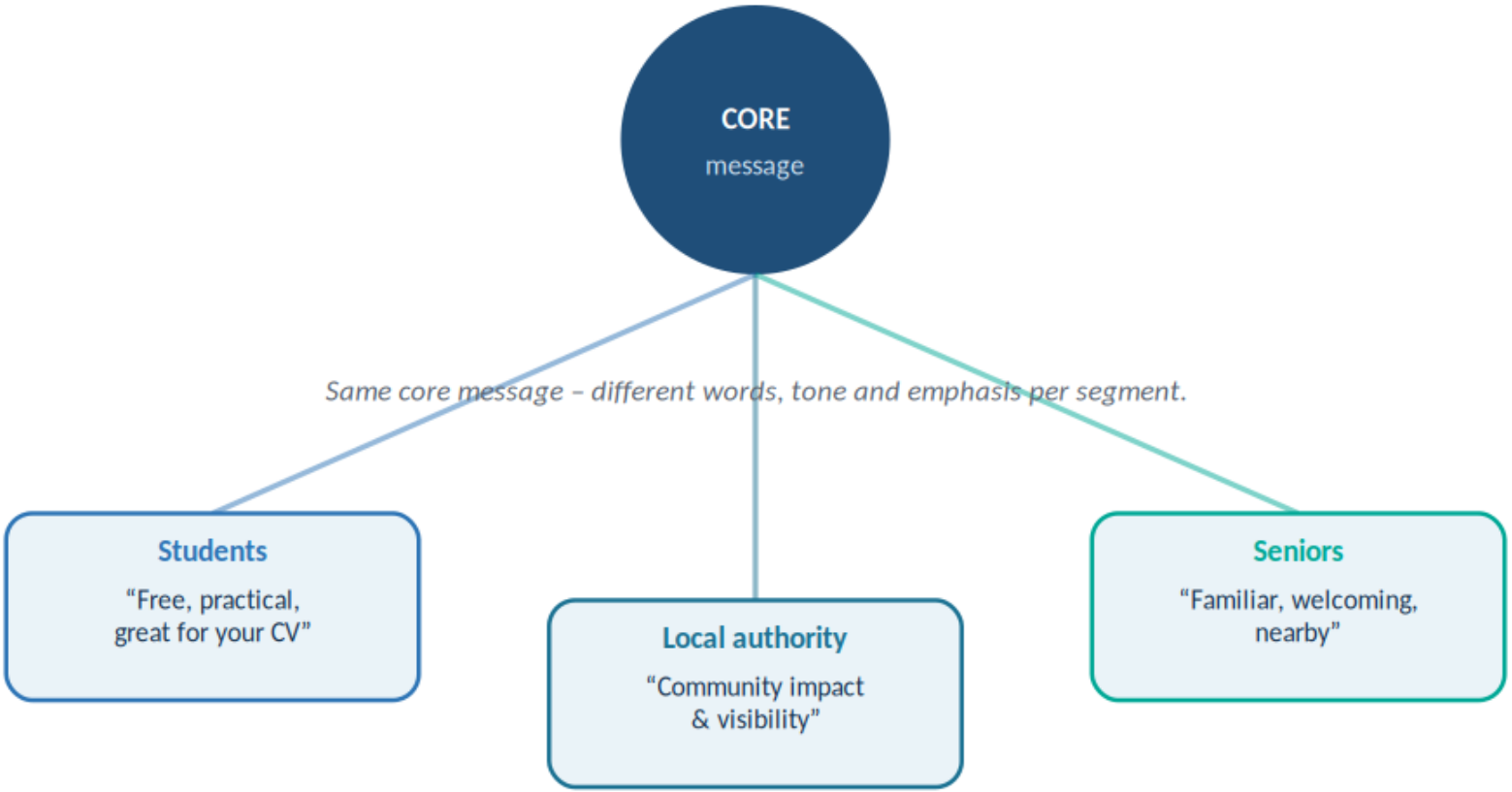
Tone
Adapted to each segment

Risk if poor
Empty seats, damaged image

Two directions – coordinate the team inside, reach audiences outside.

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One Message, Adapted per Segment



Keep the core message; change the words, tone and emphasis.

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Choosing Channels: Online & Offline

ONLINE

- Social media (Instagram, Facebook, TikTok)
- E-mail & newsletters
- Messaging groups (WhatsApp, Telegram)
- Event / partner websites
- Online communities & influencers

OFFLINE

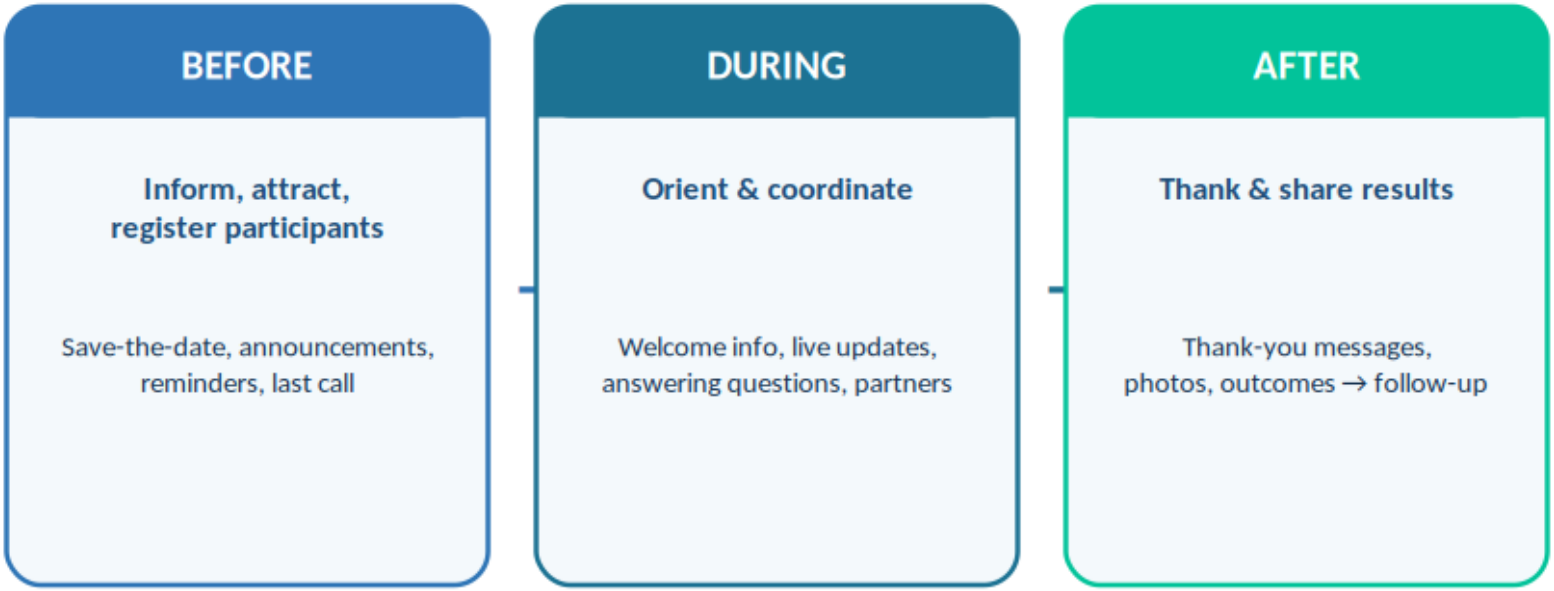
- Posters & flyers
- Local press & radio
- Community meetings
- Word of mouth
- Notice boards & local spots

Choose channels per segment – most events combine both.

Pick the channels each segment actually uses.

THEME 5

Before, During & After the Event



Communication runs across the whole life cycle of the event.

Communication runs across the whole life cycle.

KEY TAKEAWAY

Communication is a two-way process – sender, message, channel, receiver, plus feedback and noise. Keep one core message, adapt it per segment, and plan both internal and external communication.

THEME 5

Check Your Understanding

In the communication process, 'noise' refers to:

a) Only literal sound at the venue.

b) Anything that distorts the message: unclear language, channel problems, distractions, preconceptions.

c) The feedback from the receiver.

d) The cost of the channel.

Answer: b – noise is any distorting factor between sender and receiver.

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Check Your Understanding (cont.)

Adapting the message per segment means:

a) Changing the event's objectives for each group.

b) Keeping the wording identical on all channels.

c) Adjusting language, tone and emphasis while keeping the core message.

d) Communicating only on social media.

Answer: c – the core message stays; the wording and tone are tailored.

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Key Terms

Communication process — Sender encodes a message sent through a channel to a receiver who decodes it.

Feedback — The receiver's response that closes the loop and confirms the message was understood.

Noise (distorting factors) — Anything that interferes with the message: unclear language, channel problems, distractions, preconceptions, overload.

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Key Terms (cont.)

Communication strategy — The plan defining objectives, key messages, channels and calendar.

Internal vs. external communication — Inside the organising team vs. with audiences, partners and media.

Call to action — A clear invitation to do something specific (register, share, attend).

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In Summary

- Communication is a process: sender, message, channel, receiver – plus feedback and noise.
- A strategy defines objectives, messages, channels and a calendar.
- Plan both internal (team) and external (audience) communication.
- Keep one core message; adapt words, tone and channel per segment.
- Communicate before, during and after the event.

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Thank you!

Next: how we make the event known – Theme 6, Promotion.

Email: lifeced@usm.ro | https://lifeced.usv.ro/ro_ro/

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Contact

✉ **Email: lifeced@usm.ro**

https://lifeced.usv.ro/ro_ro/