

Tips and trick poster

How to create an effective MSCA promotion

One of the most important activities of you as an MSCA NCP is the promotion of the MSCA programme to your community. With this poster, we've selected some key steps and examples for choosing the best way to reach your identified target groups! More examples are available within the materials of the MSCA Meet and Exchange Workshop (available in CIRCABC).



Develop a promotional strategy

- Analyse strengths and weaknesses of your country participation in MSCA - set priorities, goals and objectives
- Define your target groups and key messages (academic/ non-academic sector, scientific diaspora, etc.)
- Find partners (stakeholders and multipliers)
- Apply tailored approach to each target group
- Create a timeline (yearly MSCA calls)

01



Identify communication methods and tools

- Website
- Social media
- Newsletters
- Newspapers/ magazines articles
- Success stories
- Hosting offers/ Expressions of Interest
 - Infographics/Leaflets
 - Direct mailings, mass e-mails, telephone
- Promotion webinars and videos

02



Cooperate with stakeholders and multipliers

- Meetings and recommendations for policy-makers
- Joint activities with thematic NCPs and HE related networks, EEN
 - Meetings with universities or companies / Activities for the financial, administrative and research management of HE projects
 - EURAXESS Contact Points
- Joint events with Marie Curie Alumni Association (MCAA)

03



Organize MSCA events

- MSCA information days (national or regional)
- MSCA proposal writing trainings and workshops
 - MSCA NCP Coffee Meetings
- MSCA trainings on specific issues (horizontal or cross-cutting aspects)
 - MSCA implementation meetings
 - MSCA info days for business sector
- General Horizon Europe events and info days

04



Use MSCA-NET products for info days and workshops

- MSCA Train the trainers materials
 - MSCA General presentation
 - MSCA Handbooks
 - MSCA Policy Briefs
- H2020 Success Stories and HE inspiration stories
 - Evaluation guides
- MSCA Matchmaking platform
- MSCA Expression of interest

05

