



UNIVERSITÀ DEGLI STUDI
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Workshop:

INFORMATION COMMUNICATION TECHNOLOGIES (ICT) FOR IROs



Rome, 15-16 November 2011





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Workshop Description

The workshop will **examine the use of Information Communication Technologies (ICT) for IROs** as a key part of their structure. International cooperation has been made radically easier in recent times via the web, email, intranets, etc., and experts from European partners will share examples of how ICT is used to maximum advantage in their offices, from communication tools to marketing (webpage design, etc).

The workshop is intended to offer insights into how to design a good website for search engine positioning and this knowledge will be used in subsequent activities to design/improve the websites of the participating IROs.

The workshop will also offer an overview of the other possible uses of ICT in IROs, from social networking to internal services, from administration to project management.



Information Communication Technologies for IROs



Main objectives of the workshop

- To examine how ICTs have changed the way IR is conducted, and provide examples of good practice;
- To show specific examples of specially created programmes and platforms for IRs from the trainers and participants (where applicable);
- To discuss how ICT can be used to formulate and sustain a network (used in future activities);
- To learn how web pages can be used as a powerful marketing device, and how to construct features which allow them to be first on search engines, for example.



Agenda

- Introduction: an overview on the use of ICT in IRO
- This morning - Session 1: ICT Infrastructure in IRO
 - An ICT infrastructure, human resources, hardware and software are all necessary ingredients necessary to take profit of ICT in an IRO
- Lunch
- This afternoon - Session 2: Using ICT to communicate in IRO
 - ICT can greatly facilitate the communication efforts of the IRO: internal and external communication are supported by synchronous or asynchronous communication tools
- Dinner
- Tomorrow morning - Session 3: Using ICTs Tools in IRO
 - ICT can be used to support the IRO's marketing/social networking efforts, the proposal preparation (websites for monitoring calls, tools for networking) as well as to support project management (project management tools, support for virtual meetings and support for the virtual team working). In the same way ICT supports Research (access to public information and to specialised information) and Training (eLearning). Evaluation activities benefit from online surveys and the financial administration of a project is supported by dedicated accounting systems.