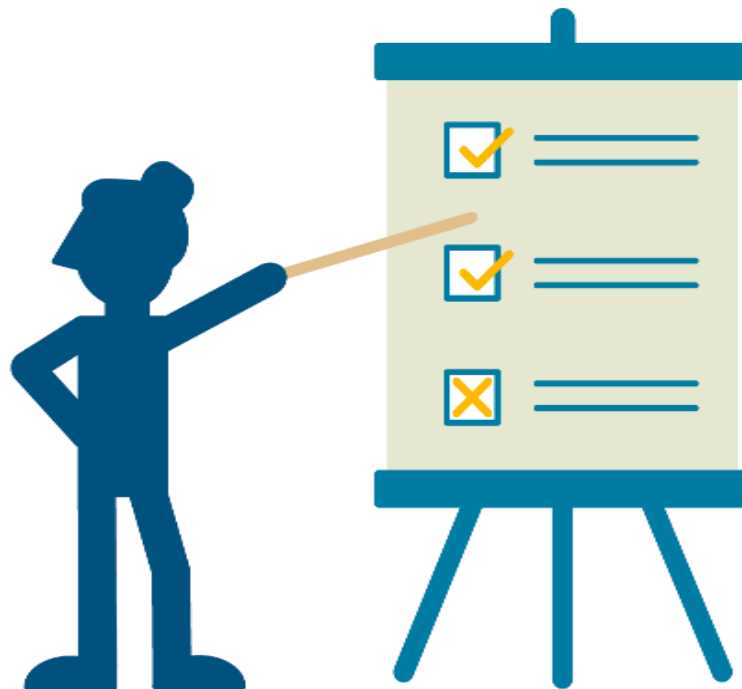


Annual communication network meeting



28 February – 1 March 2018

Hotel Intercontinental, Fortuna Ballroom, 21st Floor
Bucharest, Romania





Annual communication network meeting

28 February – 1 March 2018

Bucharest, Romania

Objectives

- Exchange experience in implementation of programme communication.
- Keep up with the progress in preparations for Interreg post-2020 with special focus on communication, discover areas of possible contribution by Interreg programmes
- Identify content policy for the new harmonised digital Interreg tools such as Interreg website, blog and social media and ensure ownership of these tools
- Give an overview of updates for the past year and present the communication activities in which Interreg programmes will have a crucial role in 2018.
- Get practical training on copyrights and digital marketing that are dominant communication fields in everyday management of Interreg programme communication.

Day one

Wednesday, 28 February 2018

08.30 – 09.00

Registration and Welcome Coffee / Tea

09.00 – 09.15

Opening and introduction

Interact

09.15 – 10.00

Interreg communication: news and updates

Interact team and European Commission

- Follow up on last year and events, tools and initiatives; plans for the rest of 2018
- Q&A

Objectives of the session: Update participants on the latest developments in Interreg communication landscape to make sure communication officers are aware of the priority topics as well as ensure maximum Interreg involvement possible in various Europe-wide initiatives.

10.00 – 12.30

Interreg communication post – 2020

Coffee break at 11:00

Interact and European Commission

- Presentation, Q&A and table discussions

Objectives of the session: To give participants overview of preparatory work being carried for communication landscape in future regulation(s). Provide participants with a platform to provide further Interreg feedback.

12.30 – 13.00

Experience with capitalisation networks: Example from Latvia

Julija Jakovleva, National Authority for Interreg and ENI programmes in Latvia

- Programme Presentation and Q&A

13.00 – 14.00

Lunch



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14.00 – 18.00
Coffee break at
15:30

Training on audiovisual copyrights in Interreg

Maarten Zeinstra, Kennisland

- Interactive training on copyright
- Interactive training on licensing, and Creative Commons
- Group discussions on cases with intermittent plenary discussions

20.00

Networking dinner

Hanu Berarilar, [Str. Poenaru Bordea, nr. 2](#)

Day two

Thursday, 1 March 2018

08.30 – 09.00

Morning networking: coffee/tea

09.00 – 09.15

Summary of the first day – reconnection

Interact

09.15 – 12.00

Coffee break at
11:00

Interreg website: content policy

Interact

- Presentation of the project, brief introduction to the website, publishing methods and CMS responsibilities
- Q&A
- Discussions rounds

Objectives of the session: Build ownership of the joint website and develop further its editorial policy jointly by programmes. After the session the participants understand the editorial framework of the website as well as know how they can contribute to it and are motivated to do so.

12.00 – 13.00

European Cooperation Day

Interact

- Overview of the 2017 results (video summary) and layout of the 2018 campaign plan.
- Interactive quiz about the EC Day plan for 2018

Objectives of the session: To show what was achieved in the 2017 and clarify how the campaign can be improved in 2018. The goal of the quiz is to help the participants remember the most important aspects of the new campaign in a fun and engaging manner. The winner of the quiz will receive a small symbolic prize.

13.00 – 14.00

Lunch



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14.00 – 18.00

Training on online analytics and social media marketing in Interreg

Michael O'Flynn, Professional Academy

- Basic online website analytics: hands on practice with Google Analytics
- Working with social media metrics.
- Various analytical tools for websites and social media: which ones to choose?
- How to do segmentation
- How to create analytical reports
- How to interpret numbers, with concrete examples
- Developing promotional campaigns based on the metrics, with exemplary success stories
- Variety of real life and/or hypothetical examples

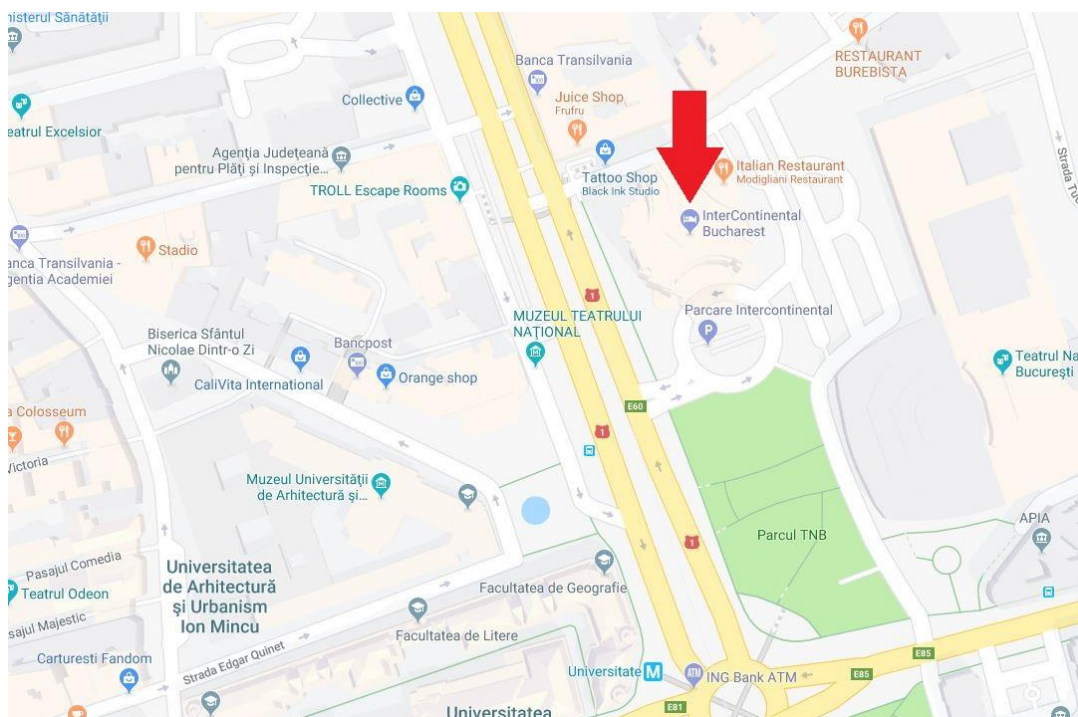
Closing and final remarks

Practicalities

Venue

Fortuna Ballroom, Hotel Intercontinental, 21st Floor
Bulevardul Nicolae Bălcescu 4, Bucharest 010051, Romania

Geolocation: [44.437184, 26.102318](https://www.google.com/maps/place/44.437184,26.102318)





Annual communication network meeting
28 February – 1 March 2018
Bucharest, Romania

Travel

Take bus 783 from the ground floor in the Otopeni (Henri Coanda) Airport. You will need to buy a card from the kiosk in order to be able to use the bus. Once aboard, make sure to get off at Piata (Square) Universitate. The venue hotel is a few meters north of this square, as shown in the above map.

Do not take the taxis invited by the drivers in the arrival hall. For legal taxi with acceptable fares, consult the airport tourist information desk.

Accommodation

Participants are responsible for their own accommodation arrangements.

Other information

Please make sure to review the supplementary documentation provided to you by Interact prior to the meeting.

Networking dinner

Hanu Berarilar, [Str. Poenaru Bordea, nr. 2](#)

