

Interreg Communication Network Meeting



9 – 10 April 2019

Agenda

Amsterdam, the Netherlands





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Day one

Tuesday, 9 April 2019

08.30 – 09.00

Registration and welcome coffee / tea

09.00 – 09.10

Opening & Introduction

09.10 – 10.30

A look into 2019 milestones and post 2020 update

Objective: Get updates from the European Commission and Interact on the key milestones of the year.

- Updates from the European Commission, **Alexander Ferstl, Head of Sector – Communication with Member States**
 - Regulation post 2020 Update
 - AIR 2019 – Expectations from EC this year- Q&A
 - EC Campaigns
- Updates from Interact
 - Communication camps
 - Online learning
 - EU Regions Week

10.30 – 11.00

Coffee break

11.00 – 12.30

Increasing project/programme visibility:

How to ensure that programme communication officers receive relevant information from projects? –

Programme presentation, Elisa Bertieri Communication Officer, Interreg Central Baltic
networking exercise

Objective: Participants will discuss ideas about how to improve the information flow between project and programme staff.

12.30 – 13.30

Lunch break

13.30 – 15.00

Increasing project visibility/ Making Interreg more visible towards local decision makers – networking exercise

Wolfgang Petzold, Deputy director for communication with the European Committee of the Regions

- Who are the "local decision makers"? Why is it important to get their attention?
- What works and what does not in Interreg's communication with local decision makers?

Objective: Share good practices and get tips from the European Committee of the Regions



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- 15.00 – 15.30** Coffee break
- 15.30 – 17.00** **Making your Interreg programme more visible**
Objective: Exchange views on Interact activities and tools that can be used to increase programme visibility.
- ECDay 2019
 - HIT/Interreg Branding
 - Interreg.eu portal
- 19.30** Networking dinner
- Day two** **Wednesday, 10 April 2019**
- 08.30 – 09.00** Networking coffee / tea
- 09.00 – 13.00** **Workshop: Extracting stories from your daily load and presenting them efficiently online**
Gareth Harding, Clear Europe
Boost the capacity of programme communication staff to tell programme-wide stories online.
- Coffee break included** Main points:
- How to research for interesting stories at programme level.
- How to tell those stories on the web
- How to engage programme audiences with those stories using social media.
- 13.00 – 13.30** **Closing session: Wrap up, collection of needs and plans for next year.**
- 13.30 – 14.30** Farewell lunch

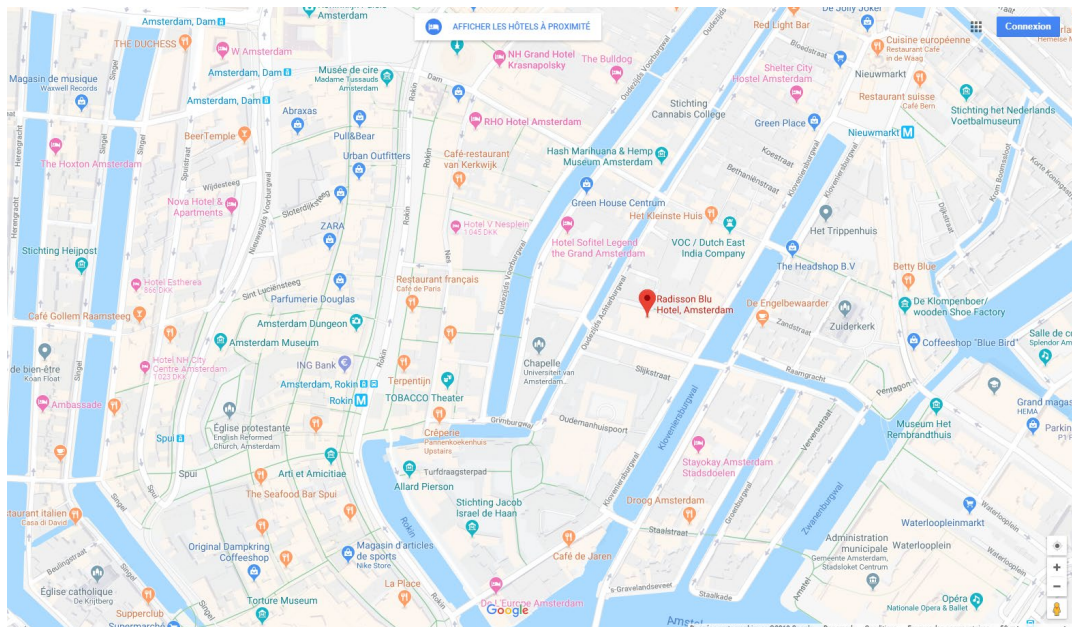


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Venue

Radisson Blu Hotel, Amsterdam
Rusland, 17 NL-1012 CK
+31 20 6231231

<https://www.radissonblu.com/en/hotel-amsterdam>



Online map: <https://goo.gl/maps/8N1X1ngYCCm>

Public transport nearby

- Tram stop Spui - 400 m
- Metro stop Nieuwmarkt - 500 m
- Central Railway Station - 1.2 km
- Amsterdam Schiphol Airport - 20 km

