

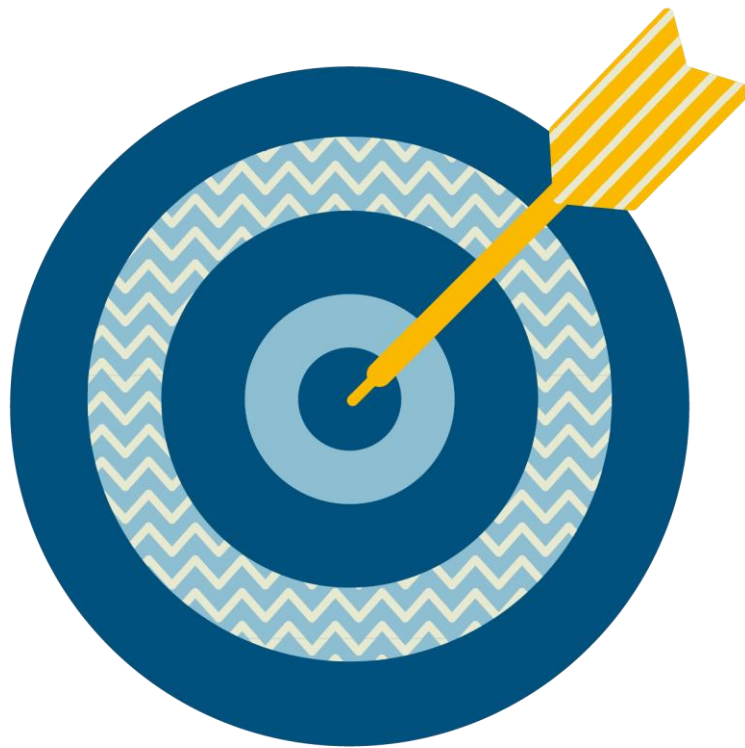
Cap&Com workshop 4



AGENDA, 20 June 2019

Improving the communication of capitalisation & results

Electra Palace Hotel
18- 20, N. Nikodimou Str.,
Athens, Greece





Cap&Com 4 Workshop

20 June 2019
Athens, Greece

Outline

In the framework of Interact capitalisation plan, a series of events/workshops are tailored to support Interreg Programmes in establishing a strategic approach to capitalisation, as an integrated process of the Programme Management. Communication should be a fundamental part of Programmes' capitalisation approach.

In this context there is a need to strengthen the focus on tailored communication activities focusing on the visibility of Interreg results in different contexts.

Objectives

The main objectives of the workshop are:

- To explore and define how to turn capitalisation results into communication stories - how to link communication and capitalisation results as part of the main content of programme communication activities;
- Provide practical training and tips for the use of infographics/videos design linked to programmes' communication;
- To learn about the most effective approaches for extracting and communicating relevant content from multitude of thematic projects to the appropriate target groups, especially traditional media such as press and journalists

Who is it for?

- Interreg programmes management **staff involved in capitalisation**, especially the heads of MAs/JSs and content officers as the agents of change in promoting more pronounced role of communication.
- Interreg programmes **communication officers** will only be accepted together with these managers etc.;

How to get prepared for this workshop

The workshop will explore and define the process of **communicating capitalisation & results throughout tailored communication activities** – in order to link communication and capitalisation results as part of the main content of programme communication activities. In order to achieve the best of this activity, participants must be able to discuss about these topics, as well as the working methods and internal communication and roles, within and among the programme staff. Participants are asked to bring laptop or devices in order to use the following tools

Furthermore, participants are invited to share their best practices related to capitalisation and promotion of project and programmes' results and use of communication tools.

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Draft Timetable

9.00 – 9.30	Registration and Welcome coffee
9.30 – 10.00	Introduction: Cap&Com in Interreg: where do we stand? <i>Manuel Gonzalez - Interact</i>
10.00 – 11.00	Training session: Infographics for a better visibility of results <i>By Nebojsa Nikolic & Arkam Ograk – Interact</i> <i>Q&A and open discussion</i>
11.00 – 11.30	Coffee Break
11.30 – 13.00	Training Session: Video making for impact communication <i>By Nebojsa Nikolic – Interact</i> <i>Q&A and open discussion</i>
13.00 – 14.00	Lunch break
14.00 – 16.30	How to impact traditional media such as press and journalists <i>By Mr James Kanter – Clear Europe</i> <i>Practical exercises</i> <i>Q&A and open discussion</i>
Coffee break 15.30 – 16.00	
16.30 – 17.00	Wrap-up and closure of the workshop