

Programme communication vs COVID-19



8 June 2020

Online

Draft agenda





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Outline and objectives

The lockdown situation due to COVID-19 outbreak affected us all, urged us to come up with quick adjustments and altered our plans for 2020.

This is also true for communication activities within the Interreg programmes. Many communication officers quickly adapted. You have been carrying out pandemic-specific coms activities, as well as your usual activities adjusted to the new normal. This event aims to extract and exchange this good practice. During the event, we will:

- Exchange experience among programmes regarding communication activities during and after the lockdown.
- Promote DG Regio and Interact services and tools during the pandemic as well as the planned activities that have been adjusted.

Monday, 8 June 2020

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| 09.20 – 9.30 | Login, testing equipment, waiting room |
| 9.30 – 9.45 | Introduction
<i>Interact</i> |
| 9.45 – 10.30 | News and Updates on the current situation
<i>Interact and DG REGIO</i> <ul style="list-style-type: none">• Current measures and tips from the EC on communication response to the pandemic• Adjusted plans for campaigns in 2020 |
| 10.30 – 10.50 | Programme presentation(s) and Q&A (tbc) |
| 10.50 – 11.00 | Short refueling break |
| 11.00 – 13.00 | Joint discussions:
<i>Facilitated by Interact</i> <ul style="list-style-type: none">• What changed for you in terms of programme communication; more or less work, internal communication within programme, ...• how did you adjust your communication activities; events, campaigns, use of digital tools, ...• what specific challenges have you faced and how did you solve them• what are the good practices on promotion of projects/programme you; which projects to highlight, what tone to use, which channels prove effective, ... |



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Practicalities

Venue

The meeting will take place in Zoom. The link to the meeting will be sent to the registered participants via e-mail prior to the meeting.

Preparation for the meeting

Please consider the abovementioned draft questions before the meeting for a fruitful exchange.