



## European Cooperation Day 2020 – Final preparations

### 25 August 2020

### Online - Zoom

**Day** **Tuesday, 25 August 2020**

#### Timing in CET

- |                      |  |
|----------------------|--|
| <b>11.00 – 11.10</b> | <b>Introduction:</b> Briefing on the special edition of the EC Day Guide   |
| <b>11.10 – 11.20</b> | <b>The promo video:</b> How to get your free custom version<br><i>Nebojsa Nikolic, Interact</i>  |
| <b>11.20 – 11.30</b> | <b>EC Day website</b> – How to upload your event/online event/star project<br><i>Nebojsa Nikolic, Interact</i>   |
| <b>11.30 – 12.00</b> | <b>NEW – Facebook promotion for your events – paid by Interact</b><br><i>Arkam Ograk, Interact</i> <ul style="list-style-type: none"> <li>• The process – you post and we boost</li> <li>• The budget</li> <li>• The timing</li> <li>• Best practices</li> </ul> |
| <b>12.00 – 12.20</b> | <b>Open discussion:</b> What do you think of the adjusted campaign?  |
| <b>12.20 – 12.25</b> | <b>Live poll:</b> Will your programme participate and to what extent?  |
| <b>12.25 – 12.30</b> | Conclusions and closing of the event   |