

Interreg programmes in the current media landscape



10 December 2020 (10.00 – 12.00, CET)

Programme Communication Strategy – Online session

A link to connect to the session will be shared with confirmed participants





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Outline

A common question in strategic communication is 'which media (channels) are best suited for our strategy'? Yet, the communicative landscape in which we operate today is far more complex than that.

In this workshop we will be looking at how this landscape affects our programmes' communication, and reflecting on the factors to consider when choosing our communication platforms.

This online workshop is part of a series of events devoted to strategic communication.

In [this link](#) you will find all the relevant materials distributed at previous events, including a short guide to the communication planning process and detailed information about programme communication objectives, sustainable communication and communication evaluation/monitoring.

Objectives

During the session we will:

- Look at factors to consider when choosing your media mix
- Learn from specific programme examples
- Brainstorm in small groups about your plans for the immediate future (e.g. launch of 2021-2027 programmes).



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Thursday, 10 December 2020

10.00 – 10.10 Check-in to virtual meeting room and introduction to the session

- We strongly believe in Murphy's law and hence this short session at the beginning. It will also provide useful information to find your way during the session. Being punctual will earn you our unconditional love.

10.10 – 10.50 Food for thought in plenary

- Understanding the current media landscape and the consequences for strategizing communication.
- A case study from an Interreg programme.

10.50 – 11.50 Peer exchange in breakout rooms

Discussion in small groups based on questions such as:

- How to launch an Interreg programme in the early 20s?
- How to build a solid day-to-day online presence engaging your main audiences?

11.50 – 12.00 Wrap up