

# Q&A: Interreg Brand Strategy Manual



**11 December 2020 (10.00 – 11.30 CET)**

**Online session**

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





## **Q&A: Interreg Brand Strategy Manual**

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#### **Outline**

If you work for an Interreg programme, the following questions may sound familiar to you: What is Interreg, what does it do and why should anyone care?

The [Interreg Brand Strategy Manual](#) and the [Interreg Brand Narrative](#) are out there now to help you answer these questions in a consistent way across programmes so that your programme becomes more visible and recognisable as part of the bigger Interreg community.

In this online Q&A session we will be answering all your questions about these documents so please, do read them before the day. The more questions you bring in, the more interesting the session will be.

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.

#### **Objective**

During the session we will try to answer your questions about the [Interreg Brand Strategy Manual](#) and the [Interreg Brand Narrative](#).



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**Friday, 11 December 2020**

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

- Please, be punctual. We'll love you for that.

**10.10 – 10.25**    **Brief interview with Guillaume Terrien (Interact) about the *Interreg Brand Strategy Manual* and *Interreg Brand Narrative***

**10.25 – 11.25**    **Q&A**

- Address participants' questions about the Interreg Brand Strategy Manual and the Interreg Brand Narrative.

**11.25 – 11.30**    **Wrap up**