

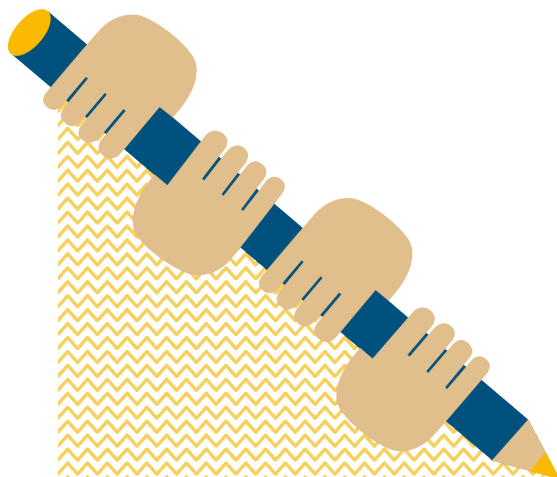
Finishing up programme communication strategies



2 February 2021 (10:00 - 12:30, CET)

Programme Communication Strategy – Online session

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





Finishing up programme communication strategies

2 February 2021

Online session

Outline

All Interreg programmes are working on their communication strategy for the new period 2021-2027. Many are very actively in the process somewhere mid-way and some programmes are approaching the final stages of preparations.

In this session the communication officers will be brought together for experience exchange on the process of building the strategy, its content as well as the foreseen early steps of implementation of the new communication strategies.

Objectives

During the session we will:

- Reflect on good practices of inclusive communication strategy building process
- Exchange on the contents of the strategy and the plans for kicking off its implementation



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All times CET Tuesday, 2 February 2021

10.00 – 10.10 Check-in to virtual meeting room and technical settings

A short introduction to the session. Please be on time as being in the room from the very beginning will ensure you a smooth entry to both the technical setup and the contents of the session.

10.10 – 11.20 Food for thought in plenary

- Anna Galyga, Interreg Baltic Sea Region Programme: How to make communication everybody's business?
- Frank Schneider, Interreg Central Europe Programme: Programme-project communication
- Julie Patenaude, Interreg Europe Programme: The reality of 2021-2027 and how to communicate in the digital world

11.20 – 11.25 Break

11.25 – 12.15 Continued exchange on selected topics in smaller groups

12.15 – 12.30 Wrap up