



Communication under IPA CBC – Storytelling
18 June 2021
Online, MS Teams

CET

- 09.45 – 10.00** Log-in and test connection
- 10.00 – 10.05** **Introduction**
Marija Stevanović, *Cross-border Institution Building Plus*
- 10.05 – 10.50** **Storytelling – the challenge and the structure**
Nebojša Nikolić, Interact programme
- Experiment: The “Tappers” and the “Listeners”
 - Storytelling in EU project context
 - Storytelling structure – step by step guide
 - Common mistakes and how to avoid them
- 10.50 – 11.00** Short break
- 11.00 – 11.45** **Storytelling – practical exercise**
- How to collect story-worthy materials
 - Structuring the content in a 10-slide presentation
 - Polishing and sharing the story
- 11.45 – 12.00** **Questions and Answers**
- 12.00** **Closing of the event**