



European Cooperation Day 2021 – Final preparations
26 August 2021
Online - Zoom

Day **Thursday, 26 August 2021**

Timing in CET

11.00 – 11.10 Introduction – Updated campaign timeline

11.10 – 11.20 **EC Day promo video: How to get your free custom version**
Nebojsa Nikolic, Interact

11.20 – 11.40 **EC Day updated website**
Nebojsa Nikolic, Interact

- What's new – refreshed design, SEO, and back-end changes
- How to create personal account
- How to upload local event

11.40 – 12.10 **Facebook promotion for your events – paid by Interact**
Arkam Ograk, Interact

- The process
- The budget
- The timing
- Best practices

12.10 – 12.30 **Questions and Answers**

12.30 – 12.35 **Live poll:** Plans for local events

12.35 – 12.45 Conclusions and closing of the event