



Webinar: EC Day 2022 campaign preparations
28 February 2022
Zoom

CET

- 10.50 – 11.00** Log-in and check connection
- 11.00 – 11.10** **Introduction – topics to cover and the campaign timeline**
Nebojsa Nikolic, Interact
- 11.10 – 11.40** **Youth for Cooperation and European Year of Youth**
Astrid Aulnette, European Commission, DG Regio
- The campaign context and expectations
 - Visual identity: branding our “Youth” initiatives and events
 - Q&A
- 11.40 – 11.55** **Cooperation Day 2022 thematic visual identity**
Nebojsa Nikolic, Interact
- Link to the Year of Youth and Youth for Cooperation
 - Visual identity presentation: emblem, templates, mock-ups
 - Q&A
- 11.55 – 12.00** **Comfort break**
- 12.00 – 12.30** **Discussion on the 2022 promotional materials**
Nebojsa Nikolic and Bérengère Roeges, Interact
- Timeline for ordering and deliveries
 - Ideas for 2022 promo materials
 - Discussion
- 12.30 – 12.50** **Campaign website and social media campaign**
Nebojsa Nikolic, Interact
- Provisional plans for 2022
 - Expectations for the future website look and functionality
 - Discussion
- 12.50 – 12.55** **Survey: early programme plans for local events**
- 12.55 – 13.00** **Evaluation and closing of the event**