

Interreg Communication Network (ICON)

2022 Annual Meeting

4-5 May 2022

[Courtyard by Marriott Budapest City Center](#)

Reservations to stay at the event hotel via: reservations.mbcc@cpihotels.com

Draft agenda

Day 1 - Interreg communication: 2022 and beyond

8:45 – 9:00 Registration & welcome

9:00 – 12:00 **2022 Interreg Communication milestones**
Interact & DG Regio

- Introduction
- Icebreaker
- Updates

Rules checklist for Interreg communicators *DG Regio*

- Overview of Interreg communication rules with focus on the obligation of beneficiaries
- Clarification of key concepts
- Q&A, discussions

12:00 - 13:00 Lunch

13:00 - 17:00 **How to promote the (first) calls**

- Presentation: Interreg Central Europe Programme
- Q&A, interactive discussions

How to communicate effectively: The elevator pitch for projects

- Basic principles on writing + presentation of template
- Group work using a template, writing project pitches
- Pitching by groups

How to capitalise on the 14-20 project results

- Interact presentation
- Q&A, interactive discussions

17:00 Wrap up of the first day

19:00 Networking dinner at [Trofea Grill, Király Street](#)

Day 2- Training

9:00 - 13:00

Training on web design trends and standards

Christopher Brellis, Apogee Information Systems

13:00

Wrap up and end of the event

