

**Debriefing session for  
Interreg Communication Network (ICON)  
2022 Annual Meeting**  
11 May 2022, Online

**Agenda**

**9:45 – 10:00** Login, waiting room

**10:00 – 11:00** **Interreg communication: 2022 and beyond**  
*Interact Team*

- How to capitalise on the 14-20 project results
- 2022 Interreg Communication milestones
- Rules checklist for Interreg communicators
- How to communicate effectively: The elevator pitch for projects
- How to promote the (first) calls

**11:00 – 11:30** Q&A