

Programme communication for beginners



14 – 15 June 2022

10.00 – 13.00 CET

Online

Agenda





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Outlines

This event is part of a package for the beginners to Interreg programme communication. There are quite a few topics a beginner needs to be aware of during the initial stages of working as a communication officer, or partially carrying out communication officer duties.

In addition to this seminar, participants are highly recommended to take the online learning course 'communication for beginners' in order to benefit from this event to the maximum extent. Enrol to the course [here](#).

In order to optimise the learning and familiarisation process of communication beginners, we are supplementing the online learning course with this event. We will address the topics similar to those in the course in more detail, with interactive discussions and provide more practical examples.

Objectives

Our aim will be to:

- enable networking among communication officers and get familiarised with the Interreg community,
- provide further training focusing on practical expertise,
- support exchange on key challenges faced by those new to Interreg programme communication.
- ensure a better understanding of tools, platforms, events and campaigns available to new communication specialists in Interreg programmes



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Day one

Tuesday, 14 June 2022

09.45 – 10.00

Login, testing equipment, waiting room

10.00 – 13.00

(break included)

Introduction

Rules and platforms for communicators

Arkam Ograk, Interact

- Communication in regulations
- Interreg branding
- ICON and INFORM EU
- Interact online tools
- EU-wide campaigns

Comfort break

Capitalisation: crash course

Ivano Magazzu, Interact

- What is capitalisation?
- Why should we do it?
- Who does it in practice?
- Why is it important for my projects?

Q&A through the sessions

Day two

Wednesday, 15 June 2022

09.45 – 10.00

Login, testing equipment, waiting room

10.00 – 13.00

(break included)

Comfort break

Communication in the spotlight

Arkam Ograk, Interact

- What is marketing in Interreg
- Target segmentation
- Essentials of communication messages
- Social media and web
- Practical tips

Free and easy design tools

Nebojsa Nikolic, Interact

- Tools for easy and low cost creative work
(such as video making, graphic design, writing tools)

Q&A through the sessions