



Project Storytelling Workshop
29 - 30 November 2022
Zagreb, Croatia
[Sheraton Zagreb Hotel](#)

Day one **Tuesday, 29 November 2022**

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| 09.15 – 09.30 | Registration |
| 09.30 – 09.40 | Welcome and opening
<i>Interact team</i> |
| 09.40 – 10.50 | Business storytelling
<i>Philipp Humm, Power of Storytelling</i> <ul style="list-style-type: none"> • Why Stories - Learn what storytelling is and why stories matter for Interreg projects |
| 10.50 – 11.00 | Coffee break |
| 11.00 – 12.00 | <ul style="list-style-type: none"> • Types of Stories - Discover what stories to tell in which situations |
| 12.00 – 13.00 | Lunch break |
| 13.00 – 14.45 | <ul style="list-style-type: none"> • Story Structure - Learn how to structure any story, following a simple 5-step structure • Story Elements - Learn techniques on how to tell any story in an engaging way |
| 14.45 – 15.00 | Coffee break |
| 15.00 – 17.00 | <ul style="list-style-type: none"> • Customization - Learn how to tailor stories to different channels and target groups • Delivery - Learn how to feel excited to share stories at any opportunity |
| 17.00 | Wrap-up of day 1 |
| 19.00 | Networking dinner at Stari Fijaker , Mesnička ul. 6 |



Title of the Event
Day(s) Month Year
City, Country

Day two **Wednesday, 30 November 2022**

09.00 – 09.10 **Welcome and debrief**
Nebojsa Nikolic, Interact

09.10 – 09.40 **Storytelling and the European Commission initiatives**
Gianluca Comuniello and Slaven Kliceck, DG Regio

09.40 – 10.40 **Storytelling: Let's go Interreg - specific**
Nebojsa Nikolic, Interact

- Icebreaker: The “tappers and listeners”
- Why we need storytelling in Interreg
- What good stories have in common

10.40 – 11.00 *Coffee break*

11.00 – 12.00

- Tried and tested storytelling structure for Interreg projects
- Proof that it works
- Common mistakes

12.00 – 13.00 **Lunch break**

13.00 – 13.15

- Case study - an evolution of a long project description into a short project story.

13.15 – 14.00

- **Exercise:** rewriting a real-life Interreg project story

14.00 – 14.15 *Coffee break*

14.15 – 15.30

- Tools and resources for turning short project stories into short video stories and content for social media
- Q&A

15.30 **End of the event**