



## Webinar: Communication under IPA CBC – Storytelling

**7 March 2023**

Online | Zoom

**CET**

**Tuesday, 7 March 2023**

**09.45 – 10.00**

Check in to the virtual room

**10.00 – 10.05**

### **Introduction**

*Nebojsa Nikolic and Arkam Ograk, Interact*

**10.05 – 11.00**

### **Storytelling structure**

*Nebojsa Nikolic, Interact*

- What makes storytelling universally effective
- How we use storytelling in Interreg
- The method for structuring stories
- Examples and common mistakes

**11.00 – 11.10**

### **Voting on which example to work on as a group**

**11.10 – 12.15**

### **Practical exercise – refining the selected project story**

- Clarifying the problem/solution relation
- Identifying the target group for the story
- Simplifying the language
- Tuning the story flow
- Avoiding mistakes
- Next steps

**12.15**

### **Closing of the event**