



## Webinar: Promotional Materials - New Trends and Best Practices

**27 February 2023**

Online | Zoom

**CET**

**Monday, 27 February 2023**

**09.45 – 10.00**

Check in to the virtual room

**10.00 – 10.05**

### **Introduction**

*Rosa Escamilla and Nebojsa Nikolic, Interact*

**10.05 – 10.30**

### **Past trends and lessons learned**

*Nebojsa Nikolic, Interact*

- Common practices in the 2014-2020 period
- What worked well and what didn't
- Discussion

**10.30 – 11.00**

### **New trends in promo materials**

*Rosa Escamilla, Interact*

- Sustainability and economic impact
- Public perception
- Discussion

**11.00 – 11.40**

### **Greening of events – best practices for promotional materials**

*Alessandra Pertot, Nora Csanyi, Slaven Klicek, European Commission*

- Best practices for greener events
- What to avoid
- Discussion

**11.40 – 12.00**

### **Group discussion and survey**

*Rosa Escamilla and Nebojsa Nikolic, Interact*

- What are your plans for promo materials in this period?
- What should be our approach for the Interreg Cooperation Day?
- Quick survey

**12.00**

**Closing of the event**