



Interreg Cooperation Day 2023 campaign preparations and updates

13 June 2023

Online

Tuesday, 13 June 2023

- 09.45 – 10.00** Log-in and check connection
- 10.00 – 10.10** **Introduction – topics to cover and the campaign timeline**
Interact Team
- 10.10 – 10.30** **Interreg Cooperation Day 2023 thematic visual identity**
Nebojsa Nikolic, Interact
- Official Identity and Branding
 - Celebrating the European Year of Skills
- 10.30 – 10.50** **Guide Interreg Cooperation Day 2023**
Rosa Escamilla, Interact
- Main instructions
 - Promotional Materials
 - Campaign website look and functionality
- 10.50 – 11.00** Comfort break
- 11.00 – 11.30** **Joint social media campaign 2023**
Arkam Ograk, Interact
- Joint social media campaign 2023
 - Boosting your Facebook posts
 - Discussion
- 11.30 – 11.40** **Survey: early programme plans for local events**
- 11.40 – 11.55** **Q&A**
- 11.55 – 12.00** **Evaluation and closing of the event**