

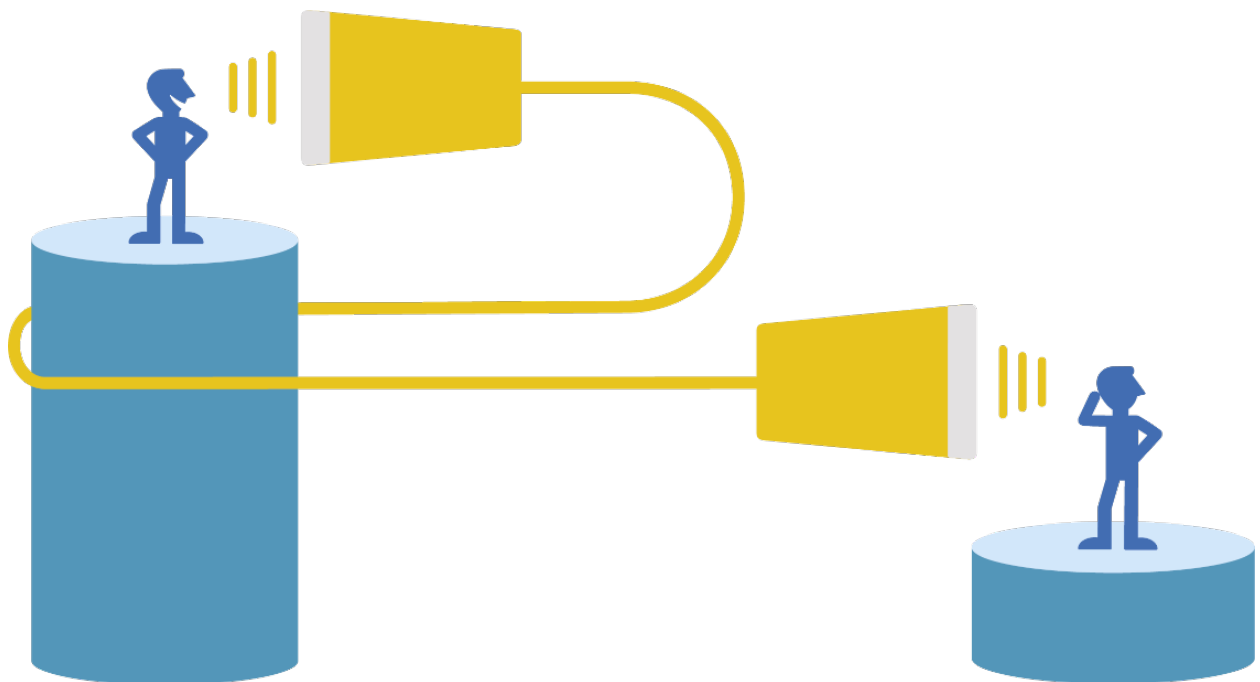
# ICON meeting 2023

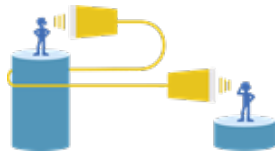
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**23, 24 and 25 May 2023**

Academiestraat 1, 9000  
Ghent | Belgium





## **ICON meeting 2023**

**23, 24 and 25 May 2023**

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### **Outlines**

Picture this: a room filled with like-minded individuals, all passionate about making a positive impact in their respective fields. The air is buzzing with excitement and anticipation as everyone eagerly awaits the start of the networking event.

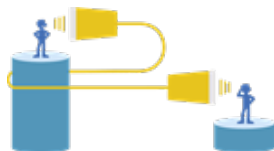
### **Objectives**

The goals of this event are twofold: firstly, to exchange valuable information and best practices with our fellow Interreg colleagues on selected topics. But equally important is the opportunity for us to connect on a more personal level.

### **More Information**

For more information, please contact an Interact colleague.

**For other individual sessions on 23 and 24 May, please refer to the Interreg Knowledge Fair agenda**



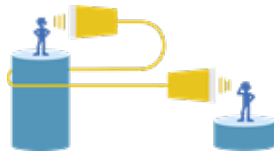
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25/05/2023, Thursday

<p><b>09.00 - 10.30</b></p>	<p><b>Training on graphic design for digital media Theory and teamwork</b></p> <p><b>1. Principles of design</b></p> <ul style="list-style-type: none"> <li>Module 1: C.R.A.P. &amp; Concepts</li> <li>Module 2: Composition Techniques</li> <li>Module 3: Practical &amp; Technical Notions</li> </ul>
<p><b>10.30 – 11.00</b></p>	<p>Coffee/Tea break</p>
<p><b>11.00 – 12.30</b></p>	<p><b>2. Design for social media</b></p> <ul style="list-style-type: none"> <li>Module 1: Post &amp; Composition</li> <li>Module 2: Speak Visually</li> <li>Module 3: Feed your Feed</li> <li>Module 4: Video is Important</li> </ul>
<p><b>12.30 – 13.30</b></p>	<p>Lunch Break</p>
<p><b>13.30 – 15.00</b></p>	<p><b>Informal meeting of the Commission with programme communication officers</b></p> <p><b>3. Programming and legal framework</b></p> <ul style="list-style-type: none"> <li><u>Operations of strategic importance</u>: state of play, how many are expected to be selected in 2023, upcoming communication actions (by projects &amp; MAs) and achievements in communicating OSI</li> <li><u>Financial measures</u>: what remedial actions are you planning to set up?</li> <li><u>SFC 2021</u> &amp; the Visibility, transparency &amp; communication module: update</li> <li>Using <u>social media</u>:             <ul style="list-style-type: none"> <li>Tell us about your SoMe activities with the lowest &amp; highest engagement</li> <li>Rolling-over 14-20 profiles or setting up new ones? Tell us which ones you use at the moment &amp; why</li> </ul> </li> </ul> <p><b>2. Campaigns and activities</b></p> <ul style="list-style-type: none"> <li><u>Upcoming events in 2023</u> (including project events, inaugurations, and closures)</li> <li><u>European Year of Skills 2023</u>: how do you engage? Do you plan to run or are you already running campaigns in your country, regions or programme.</li> <li><u>REGIO Projects Tool</u>: help us promote your projects</li> </ul> <p><b>3. Other/ Interreg-specific points</b></p> <ul style="list-style-type: none"> <li>Eurobarometer 2023</li> <li>Eurobarometer on social fairness</li> <li>EC-led campaigns: questions</li> <li>Plans for European Cooperation Day</li> </ul>
<p><b>15.00 – 15.30</b></p>	<p>Coffee break</p>
<p><b>15.30 – 16.30</b></p>	<p><b>Interact updates</b></p>



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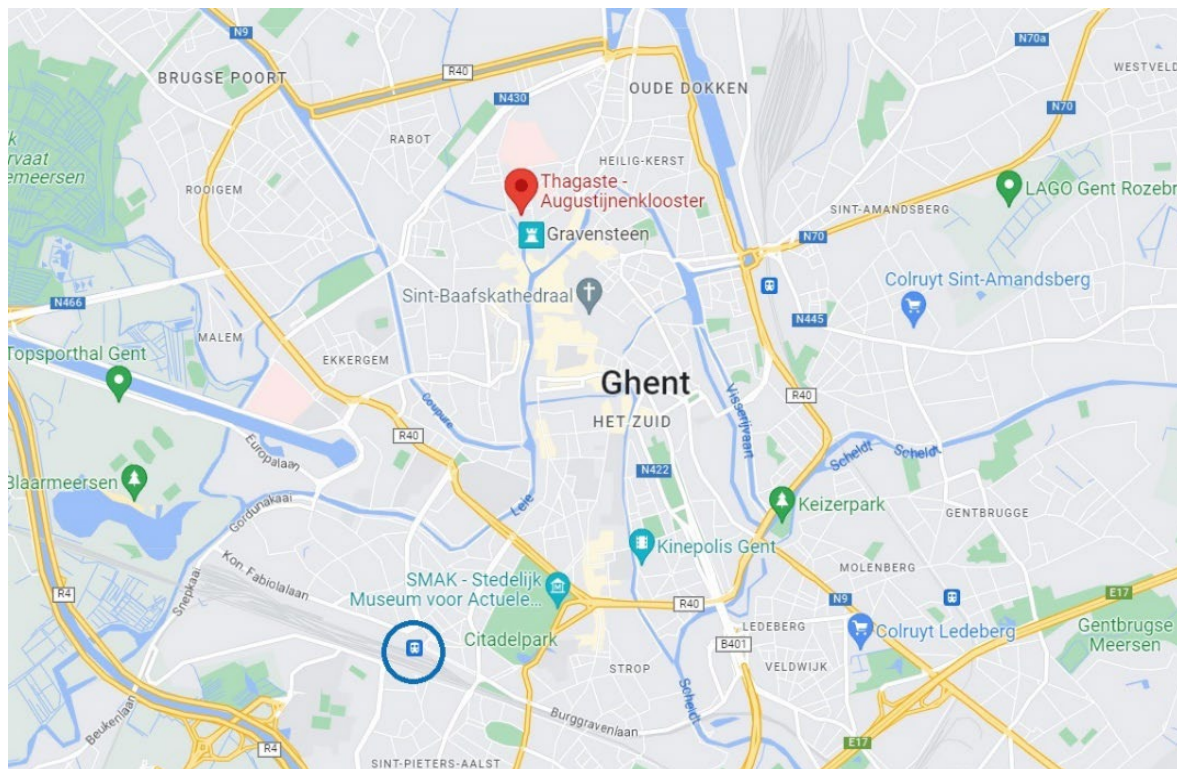
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### Practicalities

#### Venue

The venue is Thagaste – Augustijnenklooster.

The address is: Academiestraat 1, 9000 Gent, Belgium



Participants are responsible for their own travel arrangements. The following information is offered for information only. It was correct at the time of publication.

#### Travel

There is a direct train from Brussels Airport (BRU), which takes approximately 1 hour to Gent-Sint-Pieters Station.

The venue is a short metro ride (15 minutes) with the 1, in the direction of 1Gent UZ - Wondelgem Industrieweg.

Alternatively, it is a 3 km walk.

#### Accommodation

There are a number of suitable hotels in Ghent. Hotels close to the venue are expected to be very busy, and we recommend booking early to avoid disappointment.