



Programme communication for beginners

28-29 June 2023

Belgrade | Serbia

[Envoy Hotel](#), Čika-Ljubina 13

Day One

Wednesday, 28 June 2023

09.45 – 10.00

Registration and Welcome Coffee / Tea

10.00 – 10.20

Introduction & ice breaker

Interact

10.20 – 11.15

Overview of Interreg Communication

Arkam Ograk, Interact

- Communication in regulations – quick checklist
- Networks: ICON, INFORM EU & others
- Interact online tools
- EU-wide campaigns

11.15 – 11.30

Cap&Com

Nebojsa Nikolic, Interact

- What is capitalisation
- How it relates to communication

12.00 – 13.00

A communication officer's day at work

Eleftheria Votsari, Interreg Greece – North Macedonia Programme

- Challenges & solutions in everyday programme communication
- Group work: my biggest comms challenge so far

13.00 – 14.00

Break

14.00 – 15.00

Communication: in the spotlight

Arkam Ograk, Interact

- What is marketing in Interreg
- Essentials of communication messages

15.00 – 16.15

Digital Communication

(incl break)

- Programme websites: must haves, should haves, projects on the programme website, good examples
- Social media: overview, Interreg-specific tips, good examples



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16.15 – 17.00

Can we make use of AI in our work?

Nebojsa & Arkam

- Overview of textual (language) and visual tools
- Open discussions

17.00

Wrap up & end of the first day

Day Two

Thursday, 29 June 2023

10.00 – 13.00

Free and easy design tools

Nebojsa Nikolic, Interact

- Easy to use and practical platforms
- Basic editing for daily communication work: video, graphic design, writing

13.00

End of the event