



## Interreg Communication Network Seminar

12-13 April 2016 | Gdansk, Poland

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# Agenda

Date 12-13 April 2016  
Venue Hotel Hilton, Gdansk, Poland  
<http://www.hiltongdansk.pl/EN/index.html>

## Day One Tuesday, 12 April 2016

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08.30 - 09.00 Welcome coffee/tea and registration

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09.00 - 09.10 **Opening and introduction to the meeting**  
*Ulf Wikström, Interact*

09.10 - 09.40 **Presentation by the European Commission**

- Interreg focused on results: Interreg Annual Event 2016 and beyond
- State of play of communication activities: Interreg branding & more

*Gianluca Comuniello, European Commission*  
*Lina Marcinkute, European Commission*

09.40 - 13.00 **Vision and Mission for Interreg**  
Promotion of calls, promotion of results, talks about Interreg beyond 2020. This is all now on the table. But what does Interreg represent? What is its role?

Participants will be working in small groups defining vision and mission for Interreg as the initial step allowing a true positioning of Interreg in the political debate of the future of the Cohesion policy.

This is an important part of the [Interreg branding](#), which is itself the initial phase of a wider process where communication of Interreg, already happening in the programmes, is given a more strategic role as part of the wider picture.

- Mission and vision  
*Guillaume Terrien, Interact*
- [European Cooperation Day](#)  
*Gabriel Alvarez, Interact*

13.00 - 14.00	Lunch Break
14.00 - 14.30	<b>Overview of programme evaluations</b> <ul style="list-style-type: none"> <li>• The new requirements concerning programme evaluations. <i>Daniela Minichberger, Interact</i></li> </ul>
14.30 - 15.00	<b>Communication of evaluation outcomes</b> <ul style="list-style-type: none"> <li>• How to take communication into account and make most use of the evaluations. <i>Linda Talve, Interact</i></li> </ul>
15.00 - 15.30	<a href="#">Q&amp;A</a>
15.30 - 16:00	Coffee Break
16:00 - 17.30	<b>Communication toolkit</b> <p>The first edition of the Interact <a href="#">communication toolkit</a> was published in 2015. An updated version of the toolkit will be published soon. We will discuss how to make most use of it by the programmes and how it can be used to support projects.</p> <ul style="list-style-type: none"> <li>• Introduction and upcoming sections <i>Arkam Ograk, Interact</i></li> <li>• Supporting project communication: Interreg Programme experience <i>Nebojsa Nikolic, Interreg IPA-CBC Bulgaria-Serbia Programme</i></li> <li>• Round table discussions: project websites/webspaces, promotion of calls</li> <li>• Wrap up by Interact</li> </ul>
19.30	Networking Dinner, Brovarnia Gdansk <a href="http://www.brovarnia.pl/en">www.brovarnia.pl/en</a>



## Day Two      Wednesday, 13 April 2016

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09.00 – 13.00

### Training on Photography

Good photos are essential in the fast and visual communication of today. While the technology is available for everyone, a good photo is still made by a skilled person behind the camera.

*Photographer Jussi Nahkuri, Finland*

[www.jussinahkuri.com](http://www.jussinahkuri.com)

- Transmitting the atmosphere
    - Basic principles of composition
    - Finding the right spot to take interesting photo
    - How to break the 'Golden rules'
    - How to make a photo stand out
    - How to take and choose best photos for each purpose
    - Technically good image vs successful ambiance
    - Photo analysis of sample photos or participants' own photos
  - Technical approach
    - Getting familiar with your equipment
    - What equipment should I use?
    - Exposure, focal length, flash, tripod etc.
    - Tips and tricks
    - Photo editing software and apps
    - Archiving and metadata
    - Easy ways to share photos
    - Photography and the law, copyright, ownership
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13.00 – 14.00

Lunch

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*End of the seminar*