

INTERact



Communication Toolkit

Interreg Communication Network Seminar

Arkam Ograk

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Interact is co-financed by the European Regional Development Fund (ERDF)





Toolkit helps us to

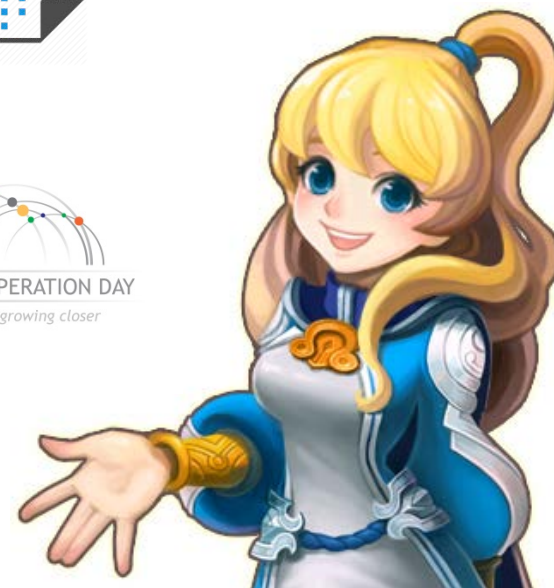
- Combine lessons from Programmes' experience and draw guidelines under one toolkit
- Boost quality of communication works in synergy with other Programmes
- Contribute in understanding of harmonised tools and Interreg branding





First draft included

- 04 Clear and Effective Writing
- 06 Events
 - 12 European Cooperation Day
- 14 Joint Branding
- 16 Media
- 18 Social Media
- 20 Storytelling





We miss

- An Introduction
- Legal framework
 - General for overall communication
 - For specific sections
- Some 'traditional' tools (such as websites, promotional materials, publications)
- A new design





We are challenged by

- Different programmes as target groups
- Programmes / Projects dilemma
- 'Publication' approach
- Prioritization of contents
- Input from Programmes





In May/June we will have

- An Introduction with legal framework
- Communication Strategies and Annual Plans
 - Special emphasis on Evaluation of Strategies
- Presentations
- Programme and Project Websites
- Newsletters





By the end of the year we plan to have

- Events updated
 - Evaluation of Events
 - Participation of Programmes in other initiatives
- Videos and Audiovisual products
- Publications: Design principles
- Promotional Materials
- Promotion of Calls
- Photography Principles
- Property rights, personal data protection





Thank you for your attention!

Please do not hesitate to contact us for any further information
or visit www.interact-eu.net

