

Interreg Communication Network seminar



Agenda, 15-16 February 2017

Interreg Communication Network seminar (back to back with the transnational communication officers meeting)

Hotel Astoria Palace

Plaza Rodrigo Botet, 5

46002 Valencia (Spain)

<http://www.ayrehoteles.com/hotel-astoria-palace/>





Interreg Communication Network seminar

15-16 February 2017

Valencia, Spain

Objectives

- To exchange on the means adopted by programmes in order to achieve their communication objectives –to learn from each other.
- To present the communication activities in which Interreg programmes will have a crucial role in 2017.
- To have some practical training on communication tools which offer innovative approaches to Interreg programmes.

Timetable

DAY ONE – Wednesday, 15 February 2017

08.30 – 09.00 **Welcome coffee/tea and registration**

09.00 – 10.30 **Opening, follow-up on last year's initiatives and communication activities planned for 2017**

- Q&A

10.30 – 11.45 **Creating real links between communication and capitalisation**

- Let's capitalise! – *Ivano Magazzù, Interact*
- Let's lobby to show our results! – *Mercedes Acitores, Interact*
- Practical exercise

11.45 – 13.00 **360-degree communication –how to connect with internal and external audiences?**

- Stakeholder mapping exercise

Tony Lockett, DG HR, European Commission

Lunch break

14.00 – 15.30 **Speed dating – Find your ideal communication partner!**

Exchanging communication ideas.

- **TOPIC 1:** Main challenge you face when supporting projects' communication. How do you tackle it?
- **TOPIC 2:** A big challenge you face in your programme communication work. How do you tackle it?

You will only have 3 minutes to discuss one topic with each partner so... get your pitch ready!

Coffee break

16.00 – 17.30 **Interreg in action!**

- Innovative approaches to support project communication.
 - Cohesify project



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- Danube Parks project
- De-mine project
- Discussion
- Wrap-up by Interact

20.00

Networking dinner with flamenco live performance

Restaurante [La Greta](#). Calle Pere Bonfill, 7.

DAY TWO

16 February

09.00 – 13.00

Practical training

How to develop effective communication activities? Charl  lie Jourdan, *external communication expert*

LET'S WORK! Set of effective communication tools – *Nebojsa Nikolic, Interact*

- How to create videos/tutorials easily?
- Graphic design tools
- Presentations – different ways to attract the audience (e.g Prezi)
- Social media

Please, bring your laptop so that you can actively benefit from doing practical exercises.

Lunch

14.00 – 17.00

Transnational communication officers meeting

14.00-15.15 - Stakeholders Analysis

15.15-16.45 - Calendar of events for joint presence

16.45-17.00 - AOB

**Hotel Astoria Palace**

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reservation, please send an email to Eva (reservas.astoriapalace@ayrehoteles.com) introducing the following code: 7636. You can also call here: 96 398 10 05.

Other hotels near the venue

SH Inglés (*)**

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