

## Interreg Project Management Camp

26 - 27 January 2016 | Warsaw, Poland

# Agenda

### Objectives of the event

During the event participants will

- Learn about specific features of transnational and interregional cooperation programmes (Central Europe - CE, Baltic Sea Region - BSR, Interreg Europe).
- Discuss three specific stages of the project management cycle in the context of Interreg namely; project idea generation, project development and project communication. They will identify important aspects to consider when advising and guiding new and existing project applicants.
- Identify and discuss the main aspects of project management associated with Interreg in the 2014-2020 period. Exchange of ideas throughout the event will aid identification of good practice that can be transferred to the work place.
- Learn about how to design and deliver engaging presentations.

### Day 1 Tuesday, 26 January 2016 11.30 - 17.30

**11.30 - 13.00 Registration and lunch**

**13.00 - 14.00 Welcome and introduction**

- Introductory words on behalf of the Ministry (including role and significance of regional and national contact points)
- Presentation on the programmes Baltic Sea Region, Central Europe and Interreg Europe
- Introduction to the Project Management Camp (objectives and method)
- Warm-up exercise

**14.00 - 17.30 Introduction to Interreg project management**

- Introduction to the project management cycle and the project management specificities in the Interreg context

*Coffee break  
included*

By the end of the session participants will be able to:

- Identify the main attributes of the project management function and identify main characteristics that make project management “special” in Interreg project context.
- Identify the main stages of the project management cycle and will allocate the main activities pertinent to each stage of the cycle.

**Project idea generation** - including examples from the CE, BSR and Interreg Europe programmes

- Interreg project characteristics, including specific features of transnational and interregional projects
- Project context and project scope
- Project partnership development
- Stakeholder involvement for development of the project idea

By the end of the session participants will be able to:

- Identify the main aspects that make a project idea worth spreading, and standing out from the rest.
- Agree on the benefits of involving stakeholders during the project generation phase.

**Presentation skills**

- How to design engaging presentations
- How to present a complex message to applicants and engage them in discussions

By the end of the session participants will be able to:

- Identify techniques that can be used during a presentation to make its delivery more effective.

**18.30 Networking dinner**

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**Day 2**      **Wednesday, 27 January 2016**      **08.30 - 13.00**

**8.30 - 11.45 Project development**

*Coffee break  
Included*

- Project intervention logic basics
- Programme intervention logic - focus on transnational and interregional cooperation
- Practical work on creating links between the project and the programme levels
- Level of details needed at the application stage (work packages and activities, project budget, including IE support letters)

By the end of the session participants will be able to:

- Go step by step through the process of linking the project and programme intervention logics and will identify how this is different to the previous period.
- Propose solutions for the potential bottlenecks of the new approaches during the development phase of Interreg projects.
- Define advantages and disadvantages of detailed project planning.

**Project and programme communication**

- Planning communication activities
- Targeting communication activities
- Telling the project's story

By the end of the session participants will be able to:

- Recognise the importance of identifying communication objectives (why) and target group (to whom) before deciding on the communication activities (how).

**11.45 - 12.00 Event closure**

**12.00 - 13.00 Joint lunch**