

**Interreg Communication Network (ICON) meeting 2025****25-26 February 2025**

Alicante | Spain

Day One**Tuesday, 25 February 2025****08.45 – 09.00**

Registration

09.00 – 09.10**Introduction***Nebojsa Nikolic and Rosa Escamilla, Interact***09.10 – 10.00****Telling the story of Interreg when it matters most***Maria Galewska, DG Regio and Tomasz Petrykowski, Interact*

- New Political Priorities of the EU
- Post 2027 in focus
- Interreg showing its strength

10.00 – 11.00**AI for project communication***Arkam Ograk and Nebojsa Nikolic, Interact*

There is a lot of noise about the use of AI, but it is hard to distinguish good advice from clickbait. In this session Arkam and Nebojsa will help you see through the noise and filter out the best tools, prompts and tactics for using AI in project and programme communication. You will be able to use the advice on your own or transfer it to your projects.

11.00 – 11.30

Coffee/Tea break

11:30 – 13.00**Communication milestones***Updates on key events and initiatives for the year – jointly presented by DG Regio and Interact experts*

- Interreg.eu portal
- Interreg GO!
- Interreg Slam finale
- Knowledge Fair 2025
- Inform EU conferences and online trainings
- Regiostars 2025



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- Interact Academy
- Interreg Cooperation Day
- Europe's Day joint Social Media campaign
- Project Communication Toolkit
- Joint calendar
- Questions and Answers

13.00 – 14.00

Lunch break

14.00 – 14.45

How to make an OSI promotion strategy that works for you

Hanna Soderstrom, DG Regio and Arkam Ograk, Interact

- Operations of Strategic Importance: What are they?
- Approaches, examples and recommendations
- Q&A
- Practical exercise: Let's create a communication campaign around an Interreg OSI

14.45 – 15.30

Shape the new Academy course on social media

Nebojsa Nikolic, Rosa Escamilla, and Jon Bergthorsson, Interact

- More than a short course?
- Core and optional topics
- Which channels shall we cover?
- X (former Twitter) vs Threads and BlueSky
- The course structure and approach
- Contribution to the interreg.eu channels
- Discussion

15.30 – 16.00

Coffee/Tea break

16.00 – 17.00

Don't KEEP your stories for yourself

Elisa Bertieri, Eva Martinez and Rosa Escamilla, Interact

- How to find a good story from Keep.eu data: a real-life case
- Creating engaging Social Media posts with data

17.30

Guided tour

20.00

Networking dinner



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Day Two

Wednesday, 26 February 2025

08.45 – 09.00

Registration

09.00 – 09.10

Introduction – Recap of day one

Nebojsa Nikolic, Interact

09.10 – 10.30

Training: How to turn programme data into communication content

External expert

Part I

- Understanding your audience and objectives
- Long-term data collection strategy
- Practical exercise

10.30 – 11.00

Coffee/Tea break

11.00 – 13.00

Part II

- Finding the right communication angle
- From data to visual content – easy infographics
- Effective data-based press releases
- Q&A

13.00

Closing & takeaway menu



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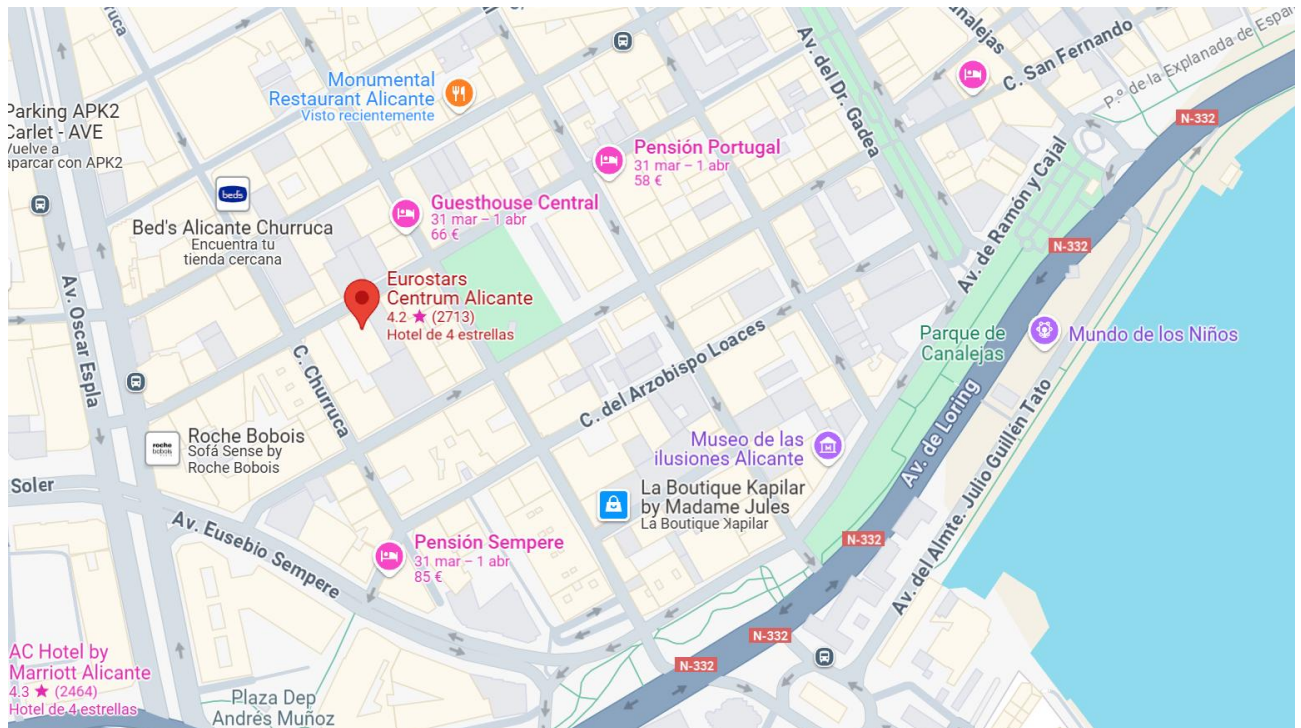
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Practicalities

Venue

Hotel: Eurostars Centrum Alicante

Address: C/ Pintor Lorenzo Casanova, 33, 03003 Alacant, Alicante, Spain



Guided tour

A guided tour will take place on the afternoon of the 25th of February, with an estimated duration of 2 to 2.5 hours. The tour will start at 17:30 in the Town Hall Square. We will leave the hotel together once the sessions have concluded, walking to the starting point.

Networking dinner

The networking dinner will take place on the evening of the 25th of February, and all participants are invited to join. It will be held at Monumental Restaurant Alicante, located at C. Reyes Católicos, 26, 03003 Alicante, starting at 20:00h.



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Important Note:

For the people who are registered for the Interact Academy certified training on “Video Making in Interreg” the in-person workshop will begin at 14:00.

This is a closed workshop, and you can participate only if you are enrolled in the full certified training on “Video Making in Interreg”.

The certified training consists of the following **obligatory components**:

1. Registration on Interact Academy platform, January 2025
2. Kick off webinar in early February
3. Completing the short online course in mid-February
4. The in-person training “Confidence on Camera”, 26-27 February, Alicante, Spain
5. Submitting your final short video by 10 March 2025

Participation will be limited to a group of 25 experts – “first come, first served”.

If you are interested in joining this training, please visit the training announcement:

Contact person:

Nebojsa Nikolic

Nebojsa.nikolic@interact.eu