



Beyond the headlines: Shaping Interreg's stories together

3 April 2025

Thursday, 3 April 2025

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| 10.00 – 10.10 | Welcome and introduction |
| 10.10 – 10.15 | Why your story matters |
| 10.15 – 10.30 | Types of stories in Interreg.eu <ul style="list-style-type: none">• Overview of the types of stories and their structure |
| 10.30 – 11.15 | What makes a story newsworthy <ul style="list-style-type: none">• Real-life examples to illustrate 8 essential newsworthy values |
| 11.15 – 11.25 | Editorial process <ul style="list-style-type: none">• Step-by-step guide from idea to publication |
| 11.25 – 11.55 | Group challenge <ul style="list-style-type: none">• Work in groups to craft an impactful story idea |
| 11.55 – 12.00 | Wrap-up <ul style="list-style-type: none">• Main take-aways and call to action |