



From Online to Offline: Communication strategies to make your Interreg Day local event stand out

12 June 2025

Online

Thursday, 12 June 2025

10.00 – 10.10

Introduction

Rosa Escamilla, Interact Programme

10.10 – 10.30

New Interreg.eu Website

Rosa Escamilla, Interact Programme

- Publishing your local events
- How to get featured

10.30 – 10.50

Media Outreach

Nebojsa Nikolic & Rosa Escamilla, Interact Programme

- Connecting with journalists
- Pitching
- Sharing experiences and feedback

10.50 – 11.10

Social Media Strategies

Nebojsa Nikolic & Rosa Escamilla, Interact Programme

- Interreg.eu channels within your reach
- What to publish, how, where, and when.

11.10 – 11.20

Paid promotional Campaign

Rosa Escamilla, Interact Programme

- What it is and how to use it

11.20 – 11.30

Q&A