



Cross Border Institution Building – CBIB+4  
The IPA Multi-beneficiary Programme

Interact



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## 6<sup>th</sup> regional IPA-IPA JTS event

Hotel Izgrev, Struga, North Macedonia, 7-9 October 2025

ARRIVAL DAY (6 October 2025)		
Time	Item	
19:30 – 21:00	<b>Welcome dinner</b>	

DAY 1 (7 October 2025)		
Time	Item	Speaker(s)
09:00 – 09:15	Registration of participants	
09:15 – 09:30	<b>Welcome address and introduction</b>	CBIB+
09:30 – 11:30	<b>The IPA III CBC regional monitoring system</b> <i>The new monitoring system functionalities, updates and user experience, handover of the system</i>	CBIB+  <i>Plenary discussion</i>
11:30 – 12:00	<b>Coffee break</b>	
12:00 – 13:00	<b>Artificial intelligence (AI) tools in the daily work of the JTS</b> <i>The analysis of the questionnaire from the 5<sup>th</sup> regional JTS event, connection to the coming workshop with Interact</i>	CBIB+  <i>Plenary discussion</i>
13:00 – 14:00	<b>Lunch</b>	
14:00 – 15:00	<b>Day-to-day management of IPA III CBC programmes</b> <i>Challenges and solutions, the performance-based management and the RMS</i>	CBIB+  <i>Plenary discussion</i>
15:00 – 16:00	<b>Support the potential applicants and the post check on the sustainability of the implemented projects by the JTS</b> <i>A strategy for the implementation of the visits</i>	CBIB+  <i>Plenary discussion</i>
16:00 – 16:15	<b>Coffee break</b>	
16:15 – 17:30	<b>Other topics of interest</b> <ul style="list-style-type: none"> <li>• <i>Using the outputs and recommendations from the technical working groups in the day-to-day work (e.g.: quality of projects)</i></li> <li>• <i>Capitalisation network: state of play and work ahead</i></li> <li>• <i>Capacity building needs of JTSs</i></li> <li>• <i>Any other challenges faced by the JTSs</i></li> <li>• <i>HR challenges</i></li> </ul>	CBIB+ Team  <i>Plenary discussion</i>
19:30 – 20:30	<b>Dinner</b>	

DAY 2 (8 October 2025)		
Time	Item	Speaker(s)
09:00 – 09:15	<b>Training on communication under IPA III CBC programmes: Welcome and Introduction</b>	CBIB+ and Arkam Ograk, Interact Programme
09:15-10:30	<b>A communication manager's day at work</b> <i>A communication officer from a programme</i> <ul style="list-style-type: none"> <li>Challenges &amp; solutions in everyday programme communication</li> <li>My biggest comms challenges so far (following the presentation, inputs by each JTS)</li> </ul>	Presentation and group exercise
10:30 – 11:00	<b>Coffee break</b>	
11:00 – 12:30	<b>1. PLAN</b> <b>Communication: in the spotlight</b> <ul style="list-style-type: none"> <li>Introduction to EU communications</li> <li>Marketing your project and programme</li> <li>Target segmentation</li> </ul> <b>Group work:</b> <ul style="list-style-type: none"> <li>Create your group (mixed groups of approx. 5 people)</li> <li>Select a group reporter and work together</li> <li>Identify a project to work on</li> <li>Identify target groups for the project (geography, age, occupation, interests, hobbies, etc)</li> <li>Use AI tools if necessary</li> </ul>	Presentation and group exercise
12:30 – 13:30	<b>Lunch</b>	
13:30 – 15:00	<b>2. DRAFT</b> <b>Storytelling</b> <ul style="list-style-type: none"> <li>Essentials of communication messages</li> <li>Plain language tips</li> <li>Step by step guide to build a project story</li> </ul> <b>Group work:</b> <ul style="list-style-type: none"> <li>Draft a project story</li> <li>Improve its language and textual style</li> <li>Use the storytelling steps</li> <li>Use AI tools if necessary</li> </ul>	Presentation and group exercise
15:00 – 15:30	<b>Coffee break</b>	
15:30 – 17:15	<b>3. EDIT</b> <b>Video making &amp; graphic design</b> <ul style="list-style-type: none"> <li>The power of visuals in communication</li> </ul>	Presentation and group exercise

	<ul style="list-style-type: none"> <li>• <i>Free and paid visual editing making tools (video, graphics)</i></li> </ul> <p><b>Group work:</b></p> <ul style="list-style-type: none"> <li>• <i>Identify the material to visualise your story with</i></li> <li>• <i>Pick the video format and length based on your target group and channel</i></li> <li>• <i>Use free tools to edit your visual (image, video, other)</i></li> <li>• <i>Use AI tools if necessary</i></li> </ul>	
17:15 – 17:45	<b>Wrap up &amp; end of the first day</b>	
19:30 – 20:30	<b>Dinner</b>	

DAY 3 (9 October 2025)		
Time	Item	Speaker(s)
09:30 – 11:00	<b>4. REFINE</b> <b>Artificial Intelligence</b> <ul style="list-style-type: none"> <li>• Overview of LLM tools</li> <li>• Overview of text-to-image tools</li> <li>• Free &amp; paid tools: what to use from 1000s available</li> </ul>	<i>Presentation and Plenary discussion</i>
11:00 – 11:30	<b>Coffee break</b>	
11:30 – 12:30	<b>5. REFINE</b> <b>Artificial Intelligence (continue)</b> <ul style="list-style-type: none"> <li>• Free &amp; paid tools: what to use from 1000s available</li> <li>• Hands-on demonstrations</li> <li>• Q&amp;A</li> </ul>	<i>Presentation and Plenary discussion</i>
12:30 – 13:30	<b>Lunch</b>	
13:30 – 15:00	<b>6. PUBLISH</b> <b>Social media and web</b> <ul style="list-style-type: none"> <li>• Programme websites: must haves, should haves, projects on the programme website, good examples</li> <li>• Social media: overview, specific tips, good examples</li> <li>• Q&amp;A</li> </ul> <b>Group work:</b> <ul style="list-style-type: none"> <li>• <i>Pick the social media and web channels you will publish</i></li> <li>• <i>Refine and polish the text and visual material for the specific channel</i></li> <li>• <i>Use AI tools if necessary</i></li> </ul>	<i>Presentation and group exercise</i>
15:15 – 15:30	<b>Coffee break</b>	
15:30 – 17:30	<b>7. SHOWCASE</b> <i>Group reporter, or the whole group present their finished product(s):</i> <ul style="list-style-type: none"> <li>• <i>Our journey of promoting this project</i></li> <li>• <i>Why we chose this material</i></li> <li>• <i>What we highlighted and why</i></li> <li>• <i>What tools we used for drafting, editing or refining</i></li> <li>• <i>What worked well, what didn't</i></li> <li>• <i>How we will apply what we learned at our job</i></li> </ul>	<i>Presentations and discussions</i>

17:30 – 17:45	<b>Wrap up &amp; end of the event</b>	Plenary session
19:30 – 21:00	<b><i>Farewell Dinner</i></b>	