

# Use of Artificial Intelligence in Interreg Communications Webinar for Interreg Europe stakeholders

Webinar – 15 January 2026

## Overview

The past years have seen a surge in generative Artificial Intelligence (AI) tools, delivering updates at an unprecedented pace. These tools empower users to produce and interact with variety of content types, from text to images, videos, and even music. However, alongside these capabilities come questions about their impact on our daily work and the need for a basic knowledge on AI models and their capabilities. In order to respond to this need, and as a part of cooperation among Interregional programmes, we are organising an informative webinar that will provide an overview of AI tools and developments that impact the daily work of Interreg Europe programme stakeholders.

## Draft Agenda

CET

Thursday, 15 January 2026

09.55 – 10.00

Test equipment, waiting room

10.00 – 10.30

### Welcome

*Interreg Europe & Interact*

### Introduction to Generative AI

*Arkam Ograk, Interact*

- The AI buzz: just a hype or a revolution?
- Market landscape
- AI terminology
- Known issues and concerns: environmental, privacy, misuse, copyrights, etc.

10.30 – 11.30

### LLM tools

*Nebojsa Nikolic, Interact*

- What is an LLM, what are the LLM models and their difference
- How not to drown and pick the right tool?
- Prompt ideas for different communication practices

11.30 – 11.40

Break

11.40 – 12.45

### AI tools & practical use

*Arkam Ograk, Interact*

- Image, video, music, presentation and other tools
- Difference between models – what are they good for?
- Examples of use from Interreg
- How to pick the right tool? Free & paid tools

12.45 – 13.00

### Q&A, Wrap up

*Interreg Europe & Interact*