

ICON 2026

part-two



2-3 June 2026
ICON 2026 part-two
Kauppiaiskatu 6
Turku | Finland





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Outlines

ICON is aimed at providing Interreg communication officers with the latest updates on communication developments in the Interreg landscape by presenting the new communication and the events and campaigns that Intract and the European Commission will lead during the second part of 2026.

Alongside these updates, the event places strong emphasis on building participants' skills through a mix of sessions led by Intract's communication experts and specialised training offered by external professionals.

A key element of ICON is also the space it offers for networking and exchange. Throughout the event, participants are encouraged to connect, share experiences, and learn from one another, whether during structured discussions or informal interactions. By bringing communication officers together in this way, ICON supports the development of a stronger, more collaborative Interreg communication community.

Objectives

The main objectives of ICON are to ensure that Interreg communication officers receive clear and timely updates on current communication requirements, events, campaigns and trainings offered both by Intract and the European Commission. The event also aims to strengthen participants' practical communication skills through focused training delivered by both Intract's communication experts and external specialists, providing them with concrete tools they can apply in their daily work. In addition, ICON is designed to support stronger cooperation within the Interreg community by offering structured opportunities for networking and exchange.



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Day One

Tuesday, 2 June 2026

09.30 – 16.30

Draft list of topics (to be turned into the agenda)

Updates from Interact and the European Commission

Communication in the new reglementary framework and communication Post-27

- Updates on the new regulatory framework and guidance on managing the transition
- Updates regarding events, training and campaigns for the second part of the year.
- Communication input into harmonised implementation tools (templates)

Experience exchange

- Programmes bring in experiences that they would like to share with other programmes
- Group discussions: exchanges on best practice/lesson learned

Community building and information channels

- Overview of communication channels available to stay in touch with Interact.
- Group discussion: Which channels participants prefer for different types of updates?
- Sharing expectations on how to reconnect and strengthen exchanges within the new Tems community
- Co-creating a vision for a more active and engaging Teams space.

Experiences Using GenAI for Communication (Group work)

- Sharing real examples of what has worked well and what has not been useful when using GenAI for communication.
- Discussing whether GenAI tools are saving time or increasing workload in daily tasks.
- Sharing which GenAI tools participants currently use, and for what purposes.
- Identifying challenges related to home institutions guidelines.

How to write in an effective way

- Plain English refresh
- How to organize information so the message lands quickly
- Techniques for structuring updates, announcements, or instructions



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- Methods to make content scannable: headings, bullets, tagging, summaries
- Deciding what to highlight vs what to leave out
- Using screenshots, GIFs, or diagrams to enhance clarity
- Being mindful of accessibility (alt text, contrast, link descriptions)
- Clear calls to action and expectation-setting

Creation of short videos in an easy way

- How to structure a short video with a clear message and a strong hook from the first seconds.
- Simple tools and tips to record, edit and add subtitles without advanced technical skills.
- Best practices to adapt videos for social media

Social Media

- Social media in today's landscape
- Working with the algorithm
- Paid campaigns

Website and resource management

- How to set up a project output document library for each programme.
- Good practices in Interreg: How can they be named, collected, recorded and easily found?
- Showing how projects contribute to each other (synergies): Why is this relevant? How can we get hold of these relationships?
- AI role in website's SEO

Project communication

- Project visit
- From Delivery to Visibility: Highlighting the change projects create



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Day Two

Wednesday, 3 June 2026

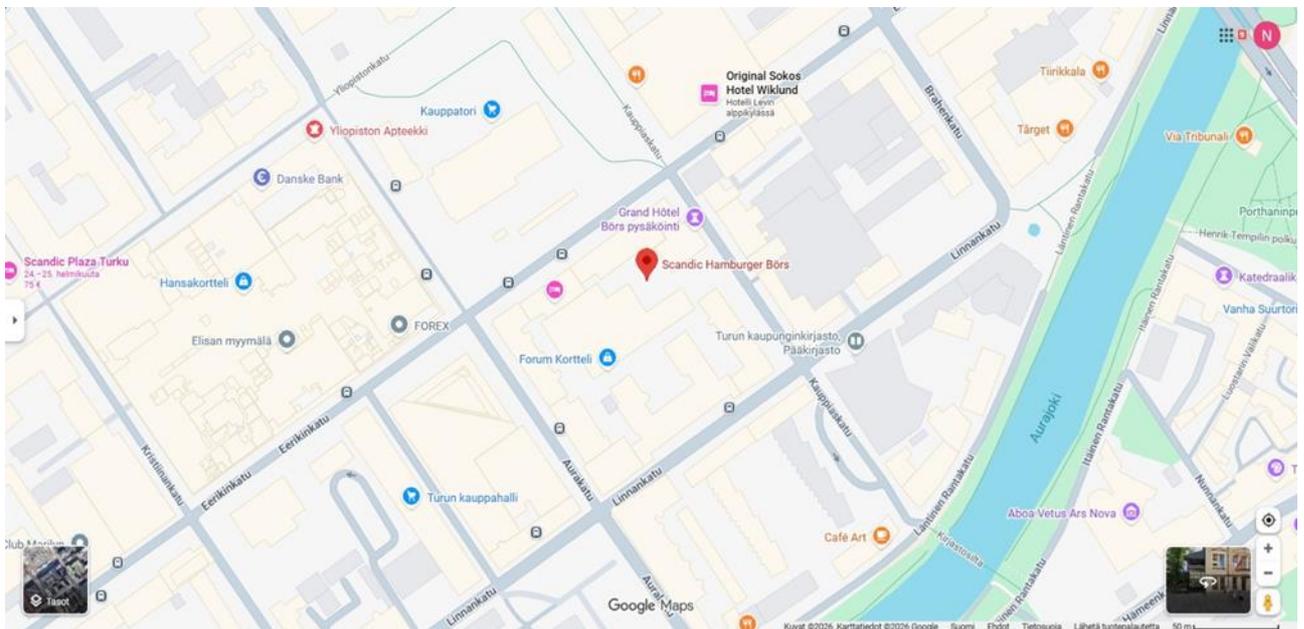
09:00 -16:30

Please see topics listed under day one.

Practicalities

Venue

Hotel Hamburger Börs Kauppiaskatu 6 Turku, Finland



Travel

Turku is accessible by air, rail, bus, and ferry. Direct flights operate from Copenhagen, Stockholm, Mariehamn, Riga, Gdańsk, Bucharest, and Vilnius, with additional connections via SAS through Copenhagen or Stockholm and via airBaltic through Riga. Turku Airport sits 8 km from the city center, about 25 minutes by public transport. More flight options are available via Helsinki Airport, 170 km away, with frequent trains and buses linking Helsinki and Turku. Ferries also connect Turku with Stockholm and Mariehamn. Local bus line 1 provides easy access to the city.

Accommodation

Both the meeting facilities and accommodation are located at Scandic Hamburger Börs, a centrally located hotel directly by the Turku Market Square. Accommodation booking can be made via the link below. The booking code **CGWM** should appear by default when making the booking via this link but can be added if needed.

[Scandic Hamburger Börs | Scandic Hotels](#)



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Other Information

Early June in Turku is generally mild (15–22°C), with cooler evenings and occasional rain, so light outerwear and umbrellas are useful. Card and mobile payments are widely accepted throughout the city. For emergencies, the number is 112, and the hotel reception is staffed 24/7.