



Interreg Slam 2026-2027 Kick-off

20 April 2026

Webinar

Monday, 20 April 2026

10.00 – 10.10

Welcome to the Interreg Slam 2026-2027

The stage is open. Official launch of the Slam and opening of the Storytelling competition.

Interact office Valencia

10.10 – 10.25

What's new and why it matters

Stoyan Kanatov, Interact office Valencia

- How to apply with your project story
- What's changed in this edition
- Capitalisation in practice

Objectives of the session: To walk participants through the application process and highlight the key novelties in this year's Slam.

10.25 – 10.40

From story to screen: Video production & European reach

Rosa Escamilla, Interact office Valencia

- The added value of professional video promotion
- How Interact amplifies your story across Europe

Objectives of the session: To show participants what happens after they apply and why the visibility that comes with it is worth the effort.

10.40 – 11.20

Become a better storyteller - starting today

Nebojsa Nikolic, Interact office Valencia

- The Storytelling training programme
- Coaching sessions and certification through Interact Academy

Objectives of the session: To introduce the improved storytelling training and explain how.

11.20 – 11.30

Your questions, answered

Open floor - ask the team anything.