

Kick-off webinar for Interreg Slam 2026-2027

From story to screen: Video production & European reach

Rosa Escamilla/ 20.04.2026

Interact



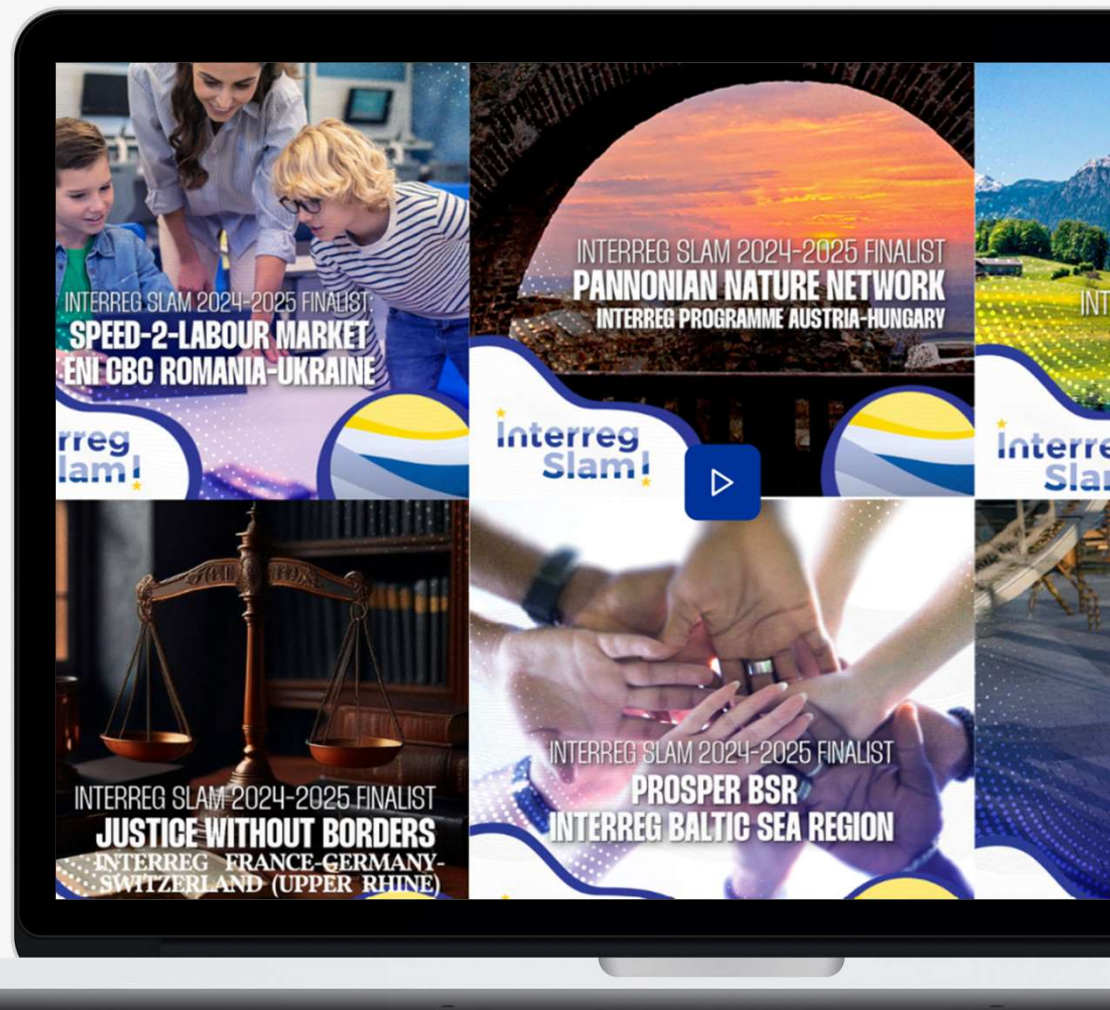
**Co-funded by
the European Union**
Interreg

We don't have a choice on whether we do social media, the question is **how well we do it.**

Erik Qualman, author of Socialnomics

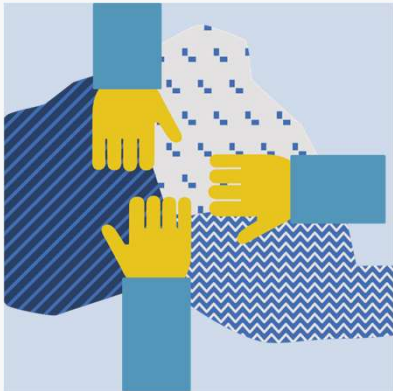
How Interact amplifies your story

- Professional video conducted by an **external expert** and coordinated by the Interact team.
- Mandatory for the **6 finalists**.
- **Paid promotion** on Social Media
- Visibility via **interreg.eu website**



The added value of professional video

Free production asset



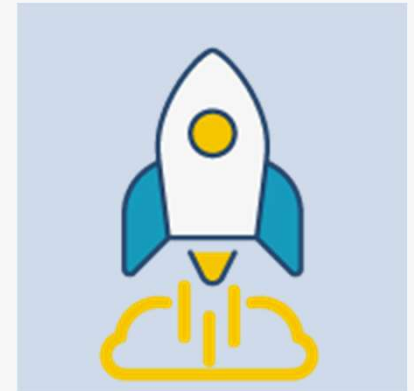
Wider audience



Authentic human communication



Long-term visibility



The video journey

June

6 finalists on board!

- First kick-off meeting

June - Sept

Pre-production

- Collecting materials
- Working on the script

Sept - Oct

Technical and professional production

November

Social Media Competition

- Paid promotion
- Social Media winner announcement

Which channels will we use?



Interreg



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Consequences

Social media reach

2021: 400.000 reached

2022: 1.5 million reached

2023: 3 million reached

2024-2025: over 8 million reached



FOLLOW US!



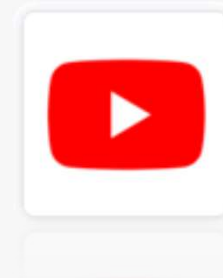
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