

Interreg Slam 2026-2027

Become a better storyteller starting today

Nebojsa Nikolic/ Interact / 20.04.2026

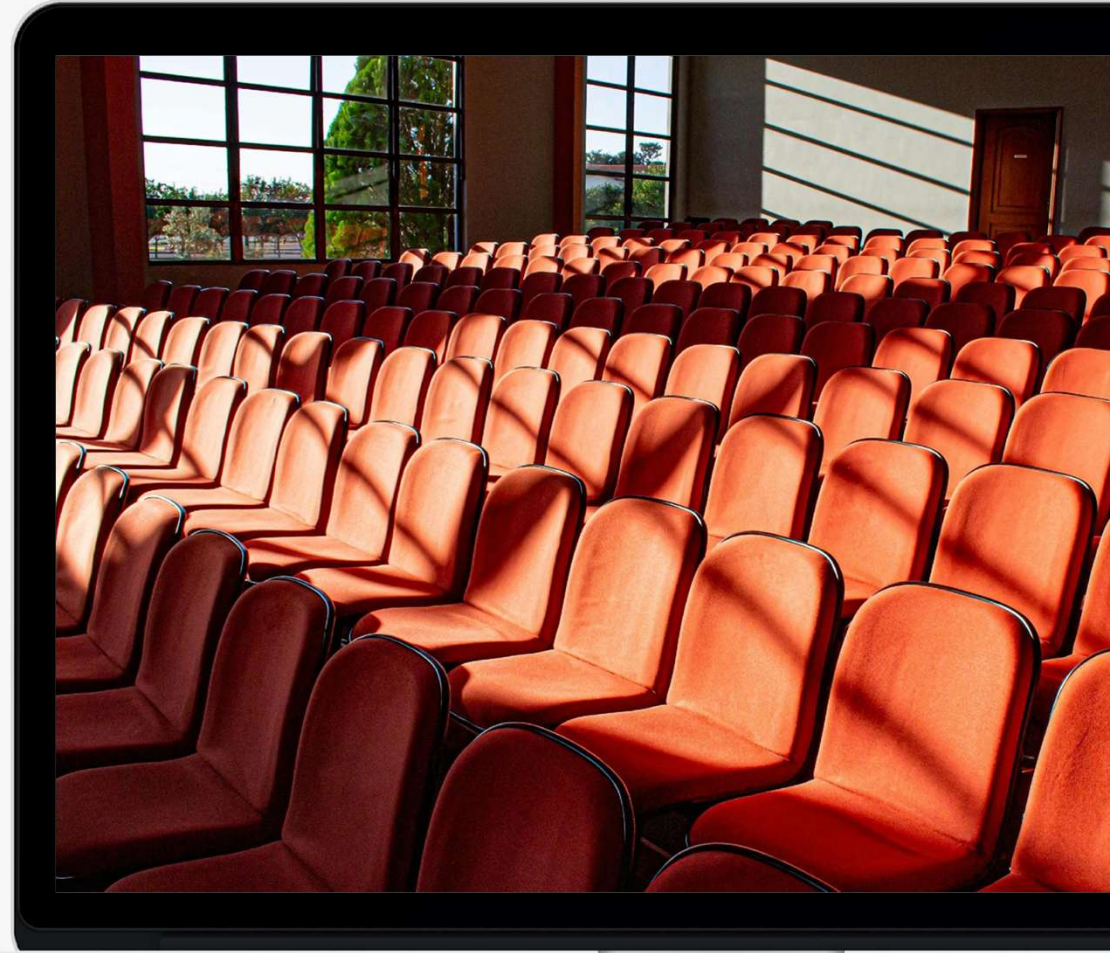
Interact



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

Without storytelling

- Websites with 120 visits
- Videos with 54 views
- Posts with 2 likes



With storytelling

Interreg Slam reach

- From anonymous to **8.5 million** people
- **Videos** with **thousands** of organic **views**
- **VIP** recognition





Photo by Eva Rinaldi, CC via
Wikimedia Commons



Talent Myth

You don't need **special talent** for
storytelling.

You need a **structure** and **plain language**.

The three kinds of stories

1. Fiction in movies, books and games

Show, don't just tell

2. Brand association, advertisement

Make me care

3. Stories of knowledge

Explain it to me in plain language



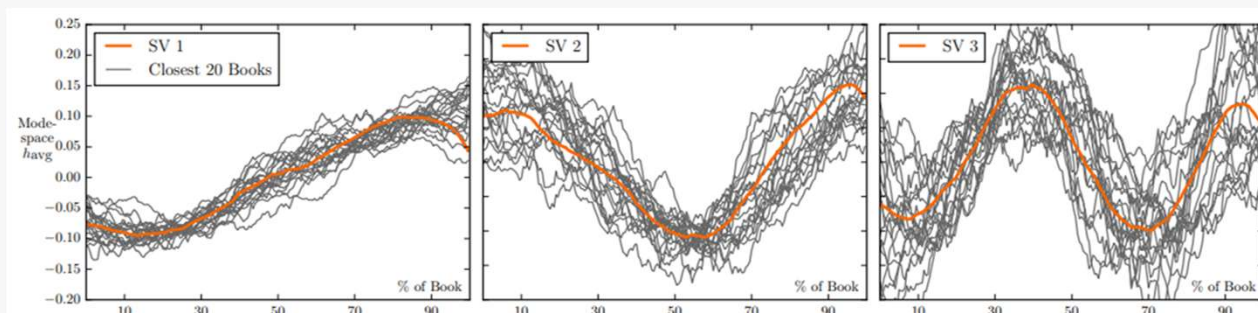
The patterns in stories of fiction

[Research shows](#) six story arcs:

1. “Rags to riches”
2. “Tragedy”
3. “Man in a hole”
4. “Icarus”
5. “Cinderella”
6. “Oedipus”



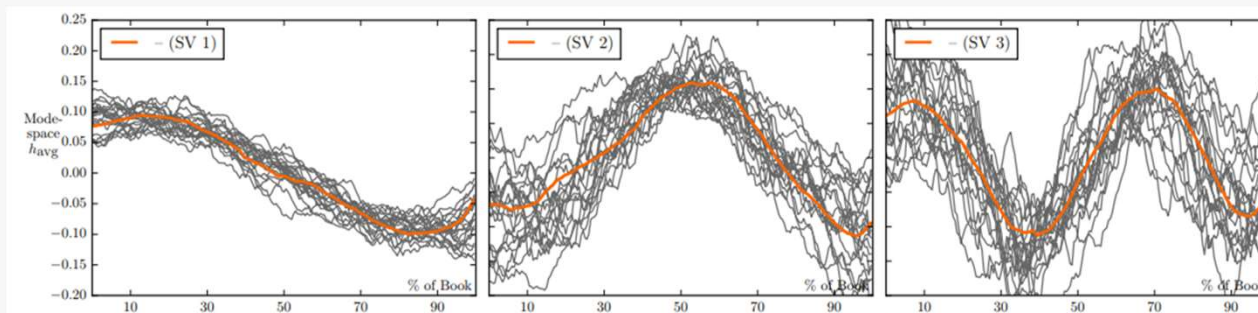
Examples



1. Rocky, Charlie & Chocolate Factory

3. The Martian, Shawshank Redemption

5. Cinderella, Count of Monte Cristo



2. Romeo and Juliet, King Lear, Citizen Kane

4. Macbeth, Great Gatsby

6. Hamlet, Breaking Bad

The pattern in journalism

The inverted pyramid

The headline and the key facts

Important details

Other



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The pattern in storytelling

- 1 CONTEXT
- 2 SPECIFIC PROBLEM
- 3 IDEA
- 4 SOLUTION
- 5 HOW IT WORKS - 1
- 6 HOW IT WORKS - 2
- 7 HOW IT WORKS - 3
- 8 PROOF OF SUCCESS
- 9 VISION
- 10 BRAND

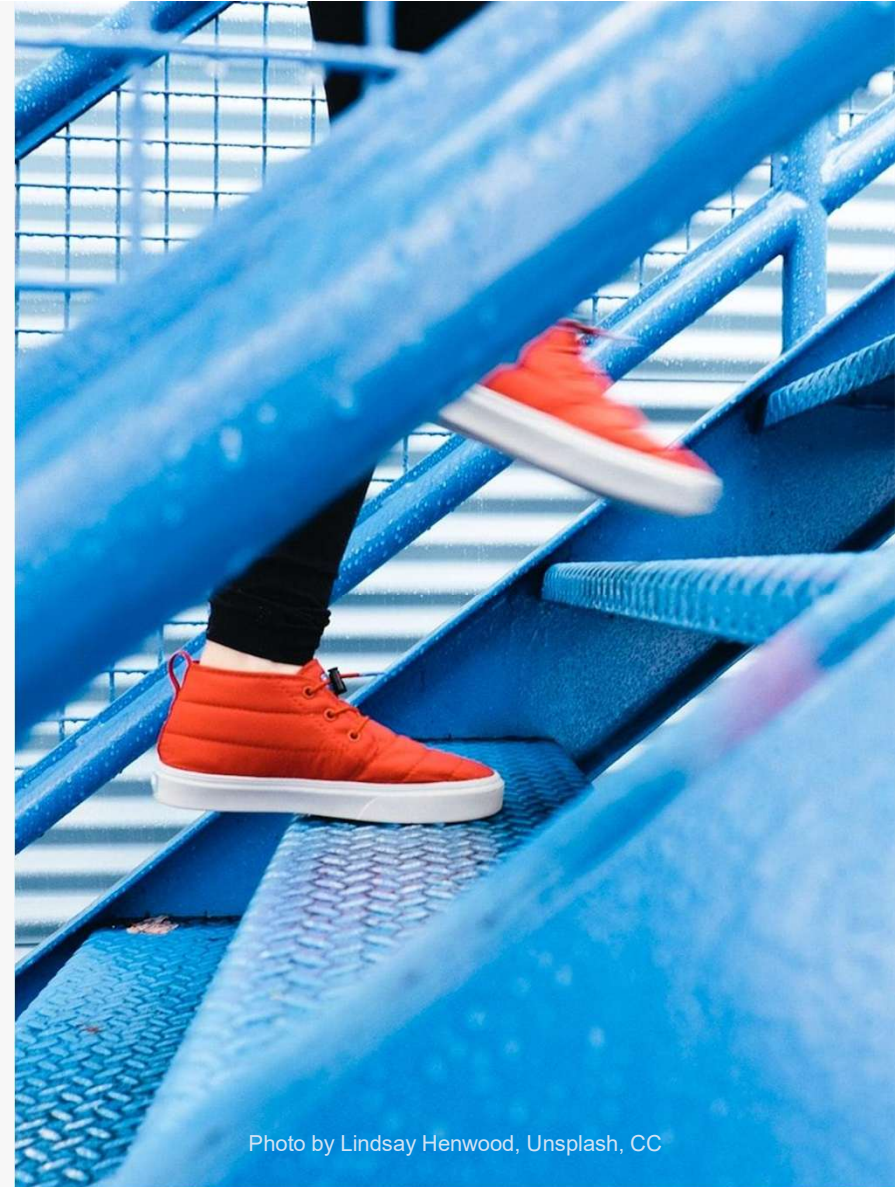


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Think about the audience

Making a “communication persona”

- A profile of a **typical audience member**, representing people who **might care** about your project
- Think about age, education, hobbies, **what bothers them**, how your project can **help** them, social media they use, etc.
- Write your story for **THEM**



Photo by igovar igovar, [Pexels](#), CC

Once we know the audience

Go back to the three levels of appeal

- **Visual:** What images does your reader see as they are reading the story?
- **Auditory:** Can the reader clearly understand your wording and flow of arguments?
- **Kinesthetic:** What is the emotional journey of the reader as they go through your story?



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Revision Process

Step 1

Think about the audience

Step 2

Polish visual, auditory, kinesthetic

Step 3

Test on a friend: ask them to retell

Common mistakes

**Bureaucratic
language**



**Excessive
information**

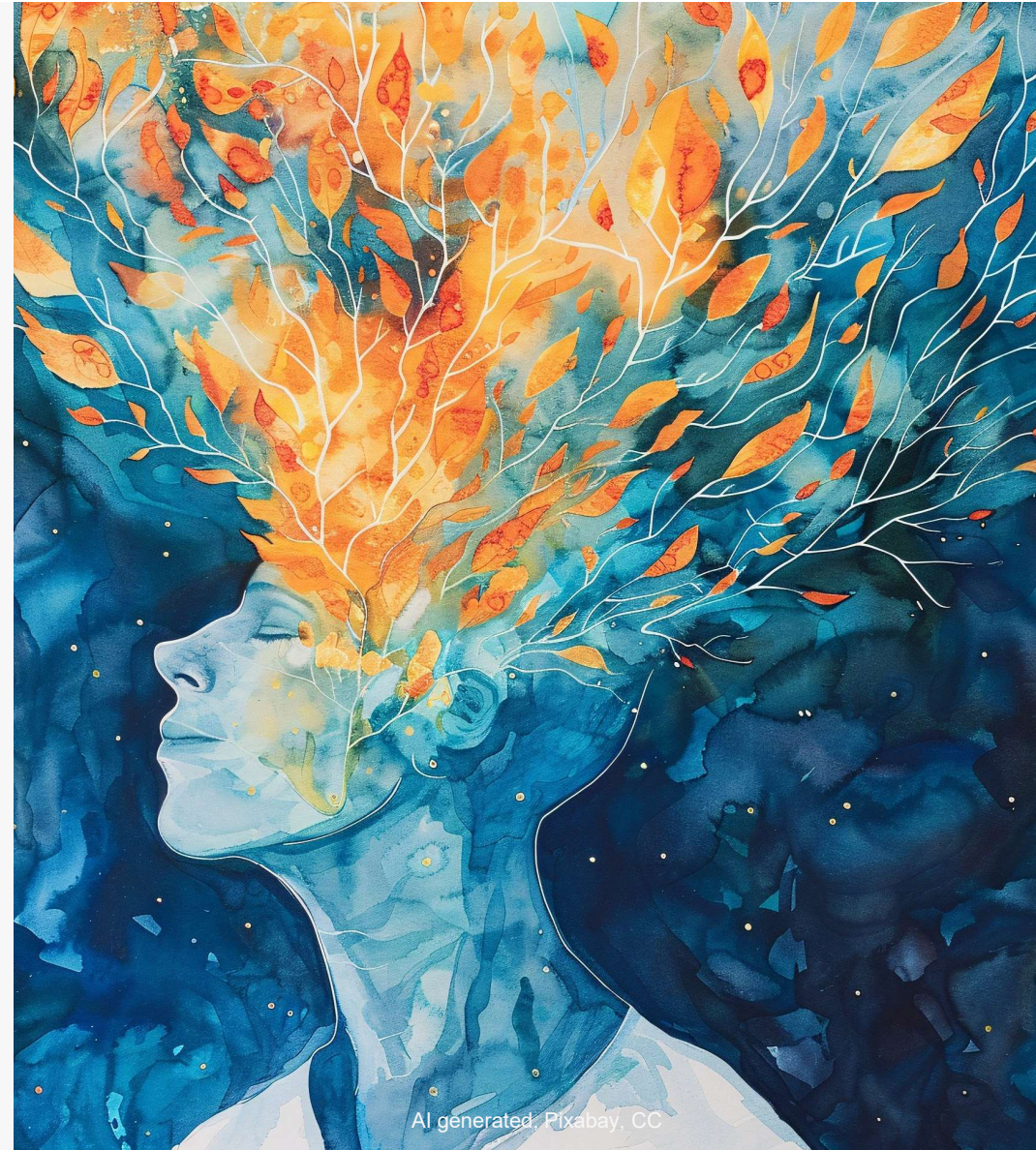


**Solution oversell,
mismatch**



Join the full training

- Online, on [Interact Academy](#)
- Individual attention
- Lots of examples
- Tools and tips
- Certificate



Full training **timeline**

13 May

Webinar I

Kick off and
emotional impact

13-25 May

Online course

Take the course
and start drafting

25 May

Webinar II

How to revise your
story – hands on

8 June

Submit on Academy

And send it for the Slam:
stoyan.kanatov@interact.eu

Cooperation **works**

All materials will be available on:

[Interact website](#)