

Interreg Cooperation Day 2026 - Campaign preparations

# Tips and good practices for the day itself

Nebojsa Nikolic/ Interact /12.06.2026

**Interact**



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# You can't do everything alone

Two main roles:

- Logistics and timing – **producer**
- Communication – **promoter**



# Producer role

- Keeping track of logistics
- Has contacts of all providers
- Leads a rehearsal
- Technical check
- Timing



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# Promoter role

- Takes photos and videos
- Leads social media promotion
- Leads press conference
- Cares for media relations



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# Everyone else roles

- Helps the producer and promoter
- Info point stand and giveaways
- Help lead people and keep time
- Photos and videos



# Hire professional photograph

- A great event with bad photos is a bad
- A decent event with great photos is amazing
- Small investment, hire local
- Long term benefits and visibility
- Send to Rosa and Nebo



# The weather challenge

- Prepare contingency plan
- You can postpone or transform
- Inform in advance: „in case of rain...“
- Quick publication on website
- Email people who registered
- Social media – repeat if needed



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# Cooperation **works**

All materials will be available on:

**Interact website**