

Interreg Cooperation Day 2026

Making your event memorable.

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Interact



Co-funded by
the European Union
Interreg

Let's celebrate! Interreg Cooperation Day marks 15 years

Anniversary



Campaign timeline

May

- Launch of the 2026 Guide and Factsheet
- Customisable promo video available
- Campaign visuals released
- First kick-off webinar
- Start reaching out to your projects

June

- Second webinar on participant experience
- Order your personalised video
- Set up your social media presence

July

- Connect with local media
- Grow your social media presence
- Launch of the Interreg Cooperation Day site at interreg.eu

Campaign timeline

August

- Run paid promotion on your social media channels
- Request any remaining campaign materials
- Your event(s) go live on [Interreg.eu](https://www.interreg.eu)
- First local events begin

September

- Celebrate, local events take centre stage!
- Run paid promotion on your social media channels
- Your event(s) go live on [Interreg.eu](https://www.interreg.eu)

October

- Additional events
- Evaluation and feedback



How to set up your event



Know your audience

Who you are really talking to?

- Who do you want in the room?
- What do they care about?
- What would make them show up?



Three things most people overlook the details that matter

Timing

Match your
schedule to your
audience, not
your calendar

Location

It sends a
message before
the event starts

Barrier to entry

Free, simple,
accessible

Plan your communication

Before the event

- Start 4-6 weeks out
- Tease, don't just announce
- Behind-the-scenes content from projects
- Countdown posts, short clips, reposts
- Boost posts 7-10 days before



During the event

- Assign one person exclusively to content capture
- Have a shot list: crowd, close-ups, VIPs, projects, children
- Mix formats: horizontal for web, vertical for Stories & Reels
- Capture arrival: the most authentic moment



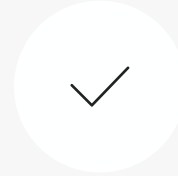
After the event

- Post recap within 48 hours
- Spread content over several days, don't post everything at once
- Tag everyone: it can double your reach for free
- #InterregDay2026 #Interreg



**Get your projects
on board:
find the right ones**

Start with the right projects



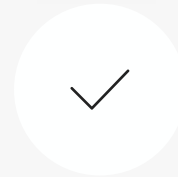
Audit your projects

which has the most human story?



Not the most technically impressive

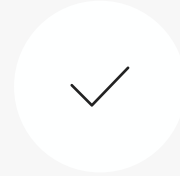
the most relatable



Think

improved daily life, cleaned a
shared river, helped young people
find jobs

Beyond the stand



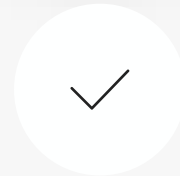
Ask projects to bring a beneficiary

not a project manager with slides

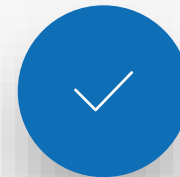


Give them a ready-made post

to promote the event



Their networks = your reach



Co-create

don't just coordinate

Brief them well

Avoid	Use
jargon	personal stories
acronyms	local impact
funding amounts	plain language



"This project received
2.3 million euros"



"This project built the bridge you
walk across every day"



Making the most of it after the event



Capture & share

After the event Social Media

Post recap

within 48 hours

Don't post everything at once

spread over
several days

Day 1

Recap

Day 2

highlight quote

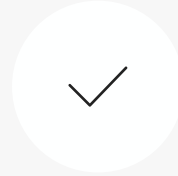
Day 3

behind the
scenes

Tag everyone

Use the
hashtags

After the event Media follow up



Follow up with journalists after
Not just before



Send them info and materials
2-paragraph summary + 2-3 strong photos + 1 quote

Post-event follow-up generates more coverage than pre-event press releases

Photos

Quality over quantity

- 5 strong photos beat 50 mediocre ones
- Prioritise: faces, interactions, genuine moments
- Avoid: empty stands, talking heads at a podium
- Send your best to Interact!



Report back

What we need from you

- Number of participants
- Media reach: traditional AND social
- Photos and/or video



Media reach in practice

Local
newspaper?

Find their circulation figure

Local TV?

Ask for viewer data

Traditional media reach often far exceeds social media reach

Keep the conversation going

The article

Your event on Interreg.eu, make it count

- Every event gets a dedicated article
- Strong opening, human story, quote, good photos
- Findable by journalists, politicians and citizens long after the event



The beneficiary story

- Did you meet someone whose life has been touched by a project?
- Follow up! ask if they'd share their story more formally
- Works everywhere

A close-up photograph of a person's hand holding a white pen, poised to write on a tablet. The tablet screen displays various data visualizations, including bar charts and line graphs, with a blue and white color scheme. The background is softly blurred, showing bokeh light effects. The text 'COOPERATION DAY' is overlaid in white, bold, sans-serif font on the right side of the image.

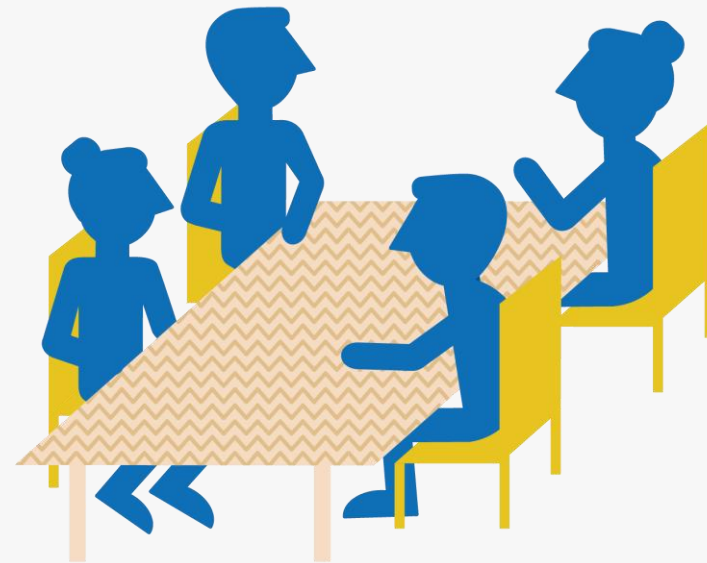
COOPERATION
DAY

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Questions & Answers



Cooperation works

All materials will be available on:
Interact.eu/Library

Want to discuss it? Join our MS Teams environment!
Portal.Interact.eu | Interreg Cooperation Day

Interact



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Disclaimer

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