



## **Communicating together, benefiting all**

Joint workshop of Cross-MRS strategic communication working group and Interreg TN programmes

**30 April 2024**

Online

### **Day One**

**Tuesday, 30 April 2024**

**09.30 – 09.45**

#### **Welcome and Introduction**

*Baiba Liepa, Interact*

**09.45 – 10.05**

#### **Setting the scene. Common points in the MRS and Interreg transnational programmes' narratives**

*Ilze Ciganska and Eva Martinez, Interact*

The objective of the session: set background for further joint discussion.

**10.05 – 11.15**

#### **Strategic synergies. Exploring collaborative opportunities**

*Interact introducing the session*

*Discussion with all*

- Enhancing communication for mutual benefit: opportunities for improvements
- Practical ideation: collaborative activities for mutual benefit and clearance

Objective of the session: explore further collaboration and clear communication opportunities and additional benefits.

**11.15 – 11.30**

#### **Next steps and Closing the meeting**

*Baiba Liepa, Interact*