



Interreg Cooperation Day 2024 - Campaign preparations

7 May 2024

Online

Tuesday, 7 May 2024

10.00 – 10.10

Introduction – the campaign timeline

Interact Team

10.10 – 10.30

Campaign theme: EU Values overcoming borders

Rosa Escamilla, Interact

- Introduction to the theme
- Types of events to organise

10.30 – 10.50

Inspirational ideas for your local event

Nebojsa Nikolic & Rosa Escamilla, Interact

- Original and affordable suggestions for your upcoming local event
- Best practices from past editions

10.50 – 11.20

Guide Interreg Cooperation Day 2024

Rosa Escamilla, Interact

- Main instructions
- Thematic visual identity
- Interreg Day customised promotional video
- Joint social media campaign

11.20 – 11.30

Questions & Answers

Interact Team