



Interreg Communication Network (ICON) meeting 2025

25-26 February 2025

Alicante | Spain

Day One

Tuesday, 25 February 2025

08.45 – 09.00

Registration

09.00 – 09.10

Introduction

Nebojsa Nikolic, Interact

09.10 – 10.30

Communication milestones

Updates on key events and initiatives for the year – jointly presented by DG Regio and Interact experts

- Interreg.eu portal
- Interreg GO! and the Interreg Slam finale
- Knowledge Fair 2025
- Inform EU conferences
- Interact Academy
- Cooperation Day

10.30 – 11.00

Coffee/Tea break

11.00 – 12.30

AI for project communication

Arkam Ograk and Nebojsa Nikolic, Interact

There is a lot of noise about the use of AI, but it is hard to distinguish good advice from clickbait. In this session Arkam and Nebojsa will help you see through the noise and filter out the best tools, prompts and tactics for using AI in project and programme communication. You will be able to use the advice on your own or transfer it to your projects.

12.30 – 13.00

Lobbying for Interreg post-27 and Interreg Anniversary

DG Regio and Interact experts

- Historical reflection on 35 years of Interreg
- Anniversary branding and joint initiatives
- Interreg results for the European Parliament



ICON meeting 2025
25-26 February 2025
Alicante | Spain

13.00 – 14.00

Lunch break

14.00 – 14.45

Best practices for promoting Operations of Strategic Importance

Slaven Klicek, DG Regio and Arkam Ograk, Interact

- How to make an OSI promotion strategy that works for you
- Engaging strategic stakeholders
- Practical examples

14.45 – 15.30

Shape the new Academy short course on Social Media

Nebojsa Nikolic, Interact

- Core and optional topics
- Which channels shall we cover?
- X (former Twitter) vs Threads and BlueSky
- The course structure and approach
- Discussion

15.30 – 16.00

Coffee/Tea break

16.00 – 17.00

Don't KEEP your stories for yourself

Elisa Bertieri, Eva Martinez and Rosa Escamilla, Interact

- The hidden gems of the Keep.eu database
- Interreg.eu campaigns: Using keep.eu to create impactful stories
- Practical exercise

17.00

End of day one

Day Two

Wednesday, 26 February 2025

08.45 – 09.00

Registration

09.00 – 09.10

Introduction – Recap of day one

Nebojsa Nikolic, Interact

09.10 – 10.30

Training: How to turn programme data into communication content

External expert

Part I

- Understanding your audience and objectives
- Long-term data collection strategy
- Practical exercise



ICON meeting 2025
25-26 February 2025
Alicante | Spain

10.30 – 11.00

Coffee/Tea break

11.00 – 13.00

Part II

- Finding the right communication angle
- From data to visual content – easy infographics
- Effective data-based press releases
- Q&A

13.00

Closing

Important Note:

For the people who are registered for the Interact Academy certified training on “Video Making in Interreg” the in-person workshop will begin at 14:00.

This is a closed workshop, and you can participate only if you are enrolled in the full certified training on “Video Making in Interreg”.

The certified training consists of the following **obligatory components**:

1. Registration on Interact Academy platform, January 2025
2. Kick off webinar in early February
3. Completing the short online course in mid-February
4. The in-person training “Confidence on Camera”, 26-27 February, Alicante, Spain
5. Submitting your final short video by 10 March 2025

Participation will be limited to a group of 25 experts – “first come, first served”.

If you are interested in joining this training, please visit the training announcement:

Contact person:

Nebojsa Nikolic

Nebojsa.nikolic@interact.eu