**Interreg Slam 2024-2025 Kick-off**

**20 May 2024**

Webinar

|  | **Monday, 20 May 2024** |
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| **10.00 – 10.10** | **Announcement of the Interreg Slam 2024-2025** **and Opening of the Storytelling competition***Interact office Valencia* |
| **10.10 – 10.25** | **News in the Interreg Slam 2024-2025 edition***Stoyan Kanatov, Interact office Valencia** novelties and surprises
* capitalisation in practice

Objectives of the session: To introduce the possibilities for application with projects stories and highlight the news in slam’s organisation. |
| **10.25 – 10.40** | **Support for video stories and social media promotion***Rosa Escamilla, Interact office Valencia** Added value of video promotion
* Social media promotion

Objectives of the session: To inform the audience about the support to upgrade stories into videos and the benefit from EU-wide promotion. |
| **10.40 – 11.20** | **Storytelling on the next level***Nebojsa Nikolic, Interact office Valencia** Storytelling training
* Coaching and certification

Objectives of the session: To share details on the improved Storytelling training and certification through Interact Academy. |
| **11.20 – 11.30** | **Questions and answers** |