

Fundamentals of Interreg programme communication

Certified training

Total duration 7–24 May 2025



In-person training

21-22 May 2025

Vienna | Austria





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Overview

This training will gear you up with the necessary knowledge on communication rules, tools, practices and approaches that you will likely need in carrying out your programme communication duties. We will build up the knowledge with the online learning courses, and build on that knowledge with practical assignments, networking, interactive webinars and events.

Who is it for?

The priority will be given to the active communication officers of programmes in joint secretariats and managing authorities, both the beginners and the experienced ones. In principle, the course is open to any Interreg programme staff who wants to learn about programme communication.

What will I learn?

When finished, the learner would have the knowledge on regulatory requirements about programme communication, approaches to communication in an Interreg programme (what has worked, what could be improved), and would be familiar with tools, platforms and networks for communicators.

How long does the training take?

It typically takes 20 hours (within three weeks) to complete all the components of the Fundamentals of Interreg programme communication certified training.

How do I get my certificate?

We issue your certificate when you have completed all the mandatory components of the training and have successfully completed a simple final task – an on the spot written test. Please note that this training involves **an in-person event 21-22 May 2025 in Vienna, Austria which you must attend.**

Training structure

Type of component	Title	Time	Status
Online meeting	Introductory meeting	7 May 2025, 10:00 – 11:00 CET	Mandatory
Self-paced learning	Interreg programme communication	7-15 May 2025	Mandatory
Online meeting	Online courses follow-up webinar	15 May 2025, 10:00 – 11:00 CET	Optional
In-person training	Practical experience	21-22 May 2025	Mandatory
Knowledge verification	Knowledge quiz	21 May 2025	Mandatory
Training Evaluation	Student feedback	until 24 May 2025	Optional*

* but important for our team



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Self-paced course outline

Name of the module	Lessons
1. Before we get started	Introduction
2. Set the stage for strategic communication	<ol style="list-style-type: none"> 1. Communication is an integral part of programme management 2. Communication is a shared responsibility 3. Projects are the backbone of your programme 4. Highlight your great projects 5. Let's talk about capitalisation 6. Communication strategy is your compass
3. Play by the book	(Communication rules: CPR & Interreg Regulation) <ol style="list-style-type: none"> 1. Programming and monitoring 2. Visibility, transparency and communication 3. Responsibilities of the managing authority and beneficiaries
4. Exploit the platforms	<ol style="list-style-type: none"> 1. Networks (ICON, INFORM EU, etc) 2. Online visibility tools (Keep, interreg.eu, etc) 3. EU-Wide Campaigns and events (Interreg Day, Project Slam, Regio Stars, EURegionsWeek, etc)
5. The final class	Closing and wrap-up
6. Evaluation	Learner's feedback on the self-paced course

In-person training outline

Day One

Wednesday, 21 May 2025

09.15 – 09.30

Registration and coffee

09.30 – 12.30

(incl break)

Welcome and Introduction

- Welcoming participants and practicalities
- Introducing the approach of the event and working agreement
- Introduction to Interreg programme communication
- Open questions after the self-paced learning and webinars

A communication manager's day at work

- Challenges & solutions in everyday programme communication
- Group work: my biggest comms challenge so far

12.30 – 13.30

Lunch



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13.00 – 16.30

(incl break)

PART I: DRAFT

- Communication language vs bureaucratic language
- Easy storytelling template and steps to refine your story
- From story to video storyboard

PART II: EDIT

- The power of visuals in communication
- Free and paid visual editing making tools (video, graphics)
- Good practices, Q&A

PART III: REFINE

- Overview of LLM tools: ChatGPT, Gemini, Co-pilot, etc
- Overview of text-to-image tools: Midjourney, Stable Diffusion, Dall-E
- Free & paid tools: what to use from 1000s available
- Hands-on demonstrations, Q&A

PART IV: PUBLISH

- Programme websites: must haves, should haves, projects on the programme website, good examples
- Social media: overview, Interreg-specific tips, good examples

16.30 – 17.00

The final exam (the test)

17.00

Wrap up & end of the first day

Day Two

Thursday, 22 May 2025

9.00 – 9.30

Morning coffee

9.30 – 12.30

(incl break)

Draft, edit, refine and publish

Participants, facilitated by Interact

- Practical assignment based on the knowledge acquired on the first day
 - Select a group reporter and work in groups
 - Draft a project story, improve it
 - Identify the material to visualise the content, do the editing
 - Use AI tools if necessary
 - Pick the social media and web channels you will publish
 - Refine and polish the text and visual material for the specific channel
 - Showcase your result

12.30 – 13.00

Wrap up

13.00

End of the event



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Practicalities

- Please do not make any travel or accommodation arrangements before the approval of your registration.
- We recommend you to bring a laptop in order to allow us to organise the practical exercises in an inclusive manner.
- The written test will be in paper, with up to 20 questions, not taking longer than 20-30 minutes. If you follow the events and take the self-paced course, you will not need additional preparation.
- For any last-minute communication, please contact Arkam Ograk at arkam.ograk@interact.eu or +43 660 998 5856 (including whatsapp)