

Generative AI for Interreg communication

Certified training

Total duration 3–17 April 2025



Online





Generative AI for Interreg communication Certified training, 3–17 April 2025

Overview

The past years have seen a surge in generative AI tools, delivering updates at an unprecedented pace. These tools empower creators to produce a variety of content types, from text to images, videos, and even music.

However, alongside these capabilities come questions about their impact on Interreg communication and the need for a basic knowledge on AI models and their capabilities.

Who is it for?

The training primarily targets programme communication officers. Anyone working for an Interreg programme is welcome to sign up.

Overall learning objective

This training aims to build a basic capacity for Interreg programme staff in understanding and using the various AI models and tools for communication purposes.

At the end of the training we aim to equip you with the knowledge to generate and refine communication outputs from the beginning to the end, using AI tools.

Before you register

If you want to register, please double check if you can complete all the steps. If you are not sure, please do not register.

The number of participants is limited. However we will organise this training again and you will have the opportunity to take the complete training.

Training structure

Type of component	Title	Time	Status
Webinar	Introductory meeting	3 April 2025, 10:00 – 11:30 CET	Mandatory
Webinar	Large Language Models and programme communication	8 April 2025, 10:00 – 12:30 CET	Mandatory
Webinar	Text-to-image, text-to-video and other AI models	10 April 2025, 10:00 – 12:30 CET	Mandatory
Assignment	Submit an AI generated product	Deadline 16 April, 12 CET	Mandatory
Webinar	Final webinar for open questions and feedback	17 April, 10:00 – 12:30 CET	Mandatory
Training Evaluation	Student feedback	until 20 April 2025	Optional*

* but important for our team



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Introduction Webinar Outline

CET

Thursday, 3 April 2025

09..55 – 10.00

Test equipment, waiting room

10.00 – 10.15

Welcome

Arkam Ograk & Nebojša Nikolić, Interact

The Academy and certified trainings

Nebojša & Arkam

- Overview of the Academy, communication courses
- About this course, schedule, expectations
- Q&A

10.15 – 10.45

Introduction to Generative AI

Arkam & Nebojša

- The buzz: just a hype or are we witnessing a revolution?
- The market landscape
- The AI jargon
- Known issues and concerns
- Opportunities for Interreg & EU communications

10.45 – 11.15

Overview of LLM tools

Nebojša

- What is an LLM
- What are the LLM models and their difference
- How not to drown and pick the right tool?

Overview of text-to-image tools

Arkam

- Intro to models
- Difference between models – what are they good for?
- Free & paid tools

Other tools

Arkam & Nebojša

- Voice, video, music, presentation and other tools

11.15 – 11.30

Q&A, Wrap up