Generative AI for Interreg Communication

Certified training
Total duration 16–30 April 2026

Online

ACADEMY

Generative AI for Interreg communication
Certified training, 16–30 April 2026

Overview

In recent years, generative AI tools have surged in development, delivering updates at an unprecedented pace. These tools enable creators to produce a wide range of content, from text and images to videos and even music. At the same time, they raise important questions about their impact on Interreg communication and highlight the need for a basic understanding of AI models and their capabilities.

Who is it for?

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

What will I learn?

This training aims to build basic capacity among Interreg programme staff to better understand and use various AI models and tools for communication purposes. By the end of the training, participants will be equipped with the knowledge needed to generate and refine communication outputs from start to finish using AI tools.

How long does the training take?

It typically takes 13 hours (within three weeks) to complete all the components of the 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 assignment to work with AI for a specific communication service or product.

Before you register

If you wish to register, please ensure that you can complete all the required steps. If you are unsure, we kindly ask that you do not register at this time. The number of participants is limited. However, this training will be organised again, and you will have the opportunity to take it in the future.

Training structure

Type of component	Title	Time	Status
Webinar	Introductory meeting	16 April 2026, 10:00 – 11:30 CET	Mandatory
Webinar	Large Language Models and programme communication	21 April 2025, 10:00 – 12:30 CET	Mandatory
Webinar	Text-to-image, text-to-video and other AI models	23 April 2025, 10:00 – 12:30 CET	Mandatory
Assignment	Submit an AI generated product	Deadline 27 April, 12 CET	Mandatory
Webinar	Final webinar for open questions and feedback	28 April, 10:00 – 12:30 CET	Mandatory

The Training Evaluation component is optional but highly appreciated

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Agenda   **Introduction webinar**

16 April, Thursday

09:55 – 10:00   Test equipment, waiting room

10:00 – 10:45   **Welcome and Introduction**
                        Arkam Oğrak & Nebojša Nikolić, Interact

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

                        Introduction to Generative AI
                        - The buzz: just a hype or a revolution?
                        - The market landscape
                        - The AI jargon
                        - Known issues and concerns
                        - Opportunities for Interreg & EU communication

10:45 – 11:30   **Overview of LLM tools**
                        Nebojša & Arkam
                        - What is an LLM
                        - What are the LLM models and their difference?
                        - How not to drown and pick the right tool?

                        Overview of audiovisual tools
                        - Intro to models: Image, video, audio
                        - Difference between models – what are they good for?
                        - Free & paid tools

                        Other tools
                        - Voice, music, presentation and other tools

11:30   **Q&A, Wrap up**