

Fundamentals of Interreg programme communication

Certified training

Total duration 15–30 June 2026



In-person training

24-25 June 2026

Location tbc





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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 24-25 June 2026 (location tbc) which you must attend.**

Training structure

Type of component	Title	Time	Status
Online meeting	Introductory meeting	16 June 2026, 10:00 – 11:00 CET	Mandatory
Self-paced learning	Interreg programme communication	16-22 June 2026	Mandatory
Online meeting	Online courses follow-up webinar	22 June 2026, 10:00 – 11:00 CET	Optional
In-person training	Practical experience	24-25 June 2026	Mandatory
Knowledge verification	Knowledge quiz	24 June 2026	Mandatory

The Training Evaluation component is optional but highly appreciated

Day One

Wednesday, 24 June 2026



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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

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, 25 June 2026



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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 bring a laptop to allow us to organise practical exercises in an inclusive manner.
- The written test will be on paper, with up to 20 questions, not taking longer than 20-30 minutes. If you follow the events and take a self-paced course, you will not need additional preparation.