



## Interreg Cooperation Day 2024 - Campaign preparations

**7 May 2024**

Online

### Tuesday, 7 May 2024

**10.00 – 10.10**

#### **Introduction – the campaign timeline**

*Interact Team*

**10.10 – 10.30**

#### **Highlights of the campaign 2024**

*Rosa Escamilla, Interact*

- Theme: EU Values overcoming borders
- Post 27 citizens' consultation

**10.30 – 10.50**

#### **Inspirational ideas for your local events**

*Nebojsa Nikolic & Rosa Escamilla, Interact*

- Original and affordable suggestions for your upcoming local event
- Best practices from past editions

**10.50 – 11.15**

#### **Guide Interreg Cooperation Day 2024**

*Rosa Escamilla, Interact*

- Main instructions
- Thematic visual identity
- Interreg Day customised promotional video
- Joint social media campaign
- Website visibility

**11.15 – 11.30**

#### **Questions & Answers**

*Interact Team*