

Interreg Communication Network meeting – ICON 2025, Alicante

The power of LLMs for Interreg communication

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Interact



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Interreg

The tools

ChatGPT: Research, writing, drafting



Microsoft Copilot: Chat GPT 4 + Dall-E 3 + Bing



Google Gemini: Multimodal (text, image, audio, code, etc.)



Claude AI: Focused on safe and natural conversation



TextCortex: AI hub, persona, GDPR, EU hosted



Resoomer: Summarize and analyze argumentative texts



Hemingway editor: Improve readability, colour coded guide



Gamma: Make presentations with one prompt



NotebookLM: Advanced research



Anatomy of a prompt

Source:

President of OpenAI, Greg Brockman



Greg Brockman ✓

@gdb

o1 is a different kind of model. great performance requires using it in a new way relative to standard chat models.

The anatomy of an o1 prompt

I want a list of the best unique weekend getaways within two hours of New York City.

Each destination should provide a cool and unique experience and be lesser known.

For each getaway, return the name of the destination as I'd find it on travel guides, then provide the starting address, the ending address (if applicable), distance, drive time, duration of the experience, and what makes it a cool and unique adventure.

Return the top 3.

Be careful to make sure that the name of the location is correct, that it actually exists, and that the time is correct.

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For context: my partner and I love exploring! We've done pretty much all of the well-known spots in our city, whether it's popular museums, parks, or local attractions. We definitely want to get out of town — we did a small road trip recently to a nearby landmark, and it was really long and tiring, so we're in the mood for something different this weekend! Water views would still be nice. We love great food. One thing I really enjoyed about our last trip was that it ended with a fun celebration (arriving somewhere cool for dinner!). Historical sites and hidden gems are great, but we've done a lot of those already. We won't be seeing each other for a few weeks (they have to travel for work), so the uniqueness here really counts.

Goal

Return Format



Warnings

Context dump

Anatomy of a prompt

Source:

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Goal

What you want the output to be: Strategy, email, communication persona profile, etc.



Return format

Examples, templates and other explanations that clarify how the output should look like.



Warnings

Tell the LLM also what not to do.



Context dump

Sources, documents, notes, background information.

The prompting process for projects

1. Prep

You need a detailed project summary in plain language. Your project story needs a clear **problem** and **solution**.

2. Target

Use the summary to help you define your specific target audience:
communication
persona

3. Plan

Once you have the audience, you outline a communication **action plan**

4. Content

For each item on the action plan you can use AI to help you draft the **content**

Black Book

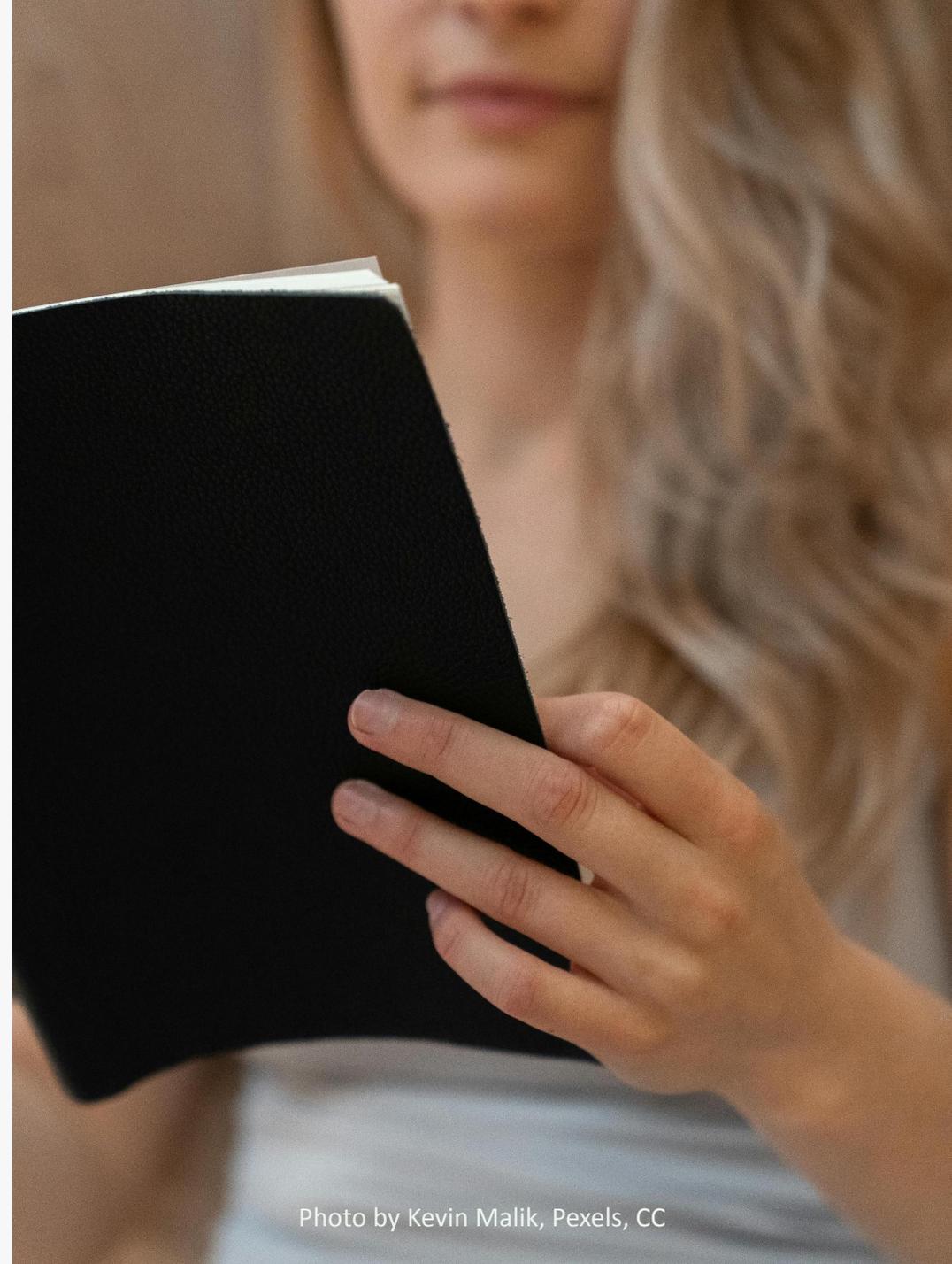
of AI prompts



What kind of prompts?

1. Strategic communication
2. Content creation
3. Learning and development

You can modify the prompts, add or remove details, refer to different documents, adjust grounding and test in different tools.



Prompt ideas – Strategic communication

“Create a **target audience** profile for this project: (copy/paste project summary)”

“Give me **ideas** how to promote this project with ... budget, in ...area”

“Help me draft a social media **strategy** for a project about...”

“What are the **obligations** of the programmes in terms of **communication**?” *

“What should be included in a **crisis communication plan** for our programme?”

“Suggest **content forms** and **communication channels** for this project:...”

“**Analyze** the social media engagement **metrics** for our accounts over the last 6 months and provide recommendations to increase reach.”

Prompt ideas – Content creation

“Draft ten **social media posts** for this project: (copy/paste project summary)”

“Help me write a 2-minute **video script** for a promo video about my programme...”

“Help me **design a slide deck** for an upcoming presentation on our achievements”

“**Provide templates** for common communication tasks like newsletters or press releases.”

“Based in this collection of project stories, write a captivating **one-page news article** about the progress of our programme work over the last two years:...”

“**Write a poem** in style of William Shakespeare about the importance of voting on European Parliament elections”

Prompt ideas – Learn, develop, organise

“Can you **provide a checklist** for planning a virtual or hybrid event?”

“What are the **latest trends** in communication that I should be aware of?”

“Help me write a professional **response to this rude comment** on my social media:...”

“Provide **a template** for a press release announcing a new project launch.”

“**Explain** the core **principles** of effective project **communication** in plain language that non-experts can understand”

“Generate a **multiple-choice test** based on this this document:...”

“Suggest some **interactive activities** for a communication training session.”

Tips

Prompt your way to success:

- Test different tools
- Prompt structure, with details
- NO confidential or personal info
- Always check the sources
- Never copy/paste the text – refine
- Share tips with colleagues



Cooperation works

All materials will be available on:

[Interact website](#)