



## 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**

#### **Campaign theme: Cooperation overcoming borders**

*Rosa Escamilla, Interact*

- Introduction to the theme
- Types of events to organise

**10.30 – 10.50**

#### **Inspirational ideas for your local event**

*Nebojsa Nikolic & Rosa Escamilla, Interact*

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

**10.50 – 11.20**

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

*Rosa Escamilla, Interact*

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

**11.20 – 11.30**

#### **Questions & Answers**

*Interact Team*