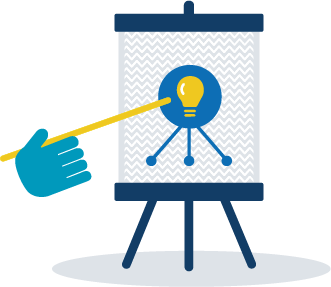
**Interreg Slam 2024-2025:**

**“How to refine your stories”**

**10 June 2024**

Online workshop

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|  | **Monday, 10 June 2024** |
| **10.00 – 10.20** | **Rewind on the rules of the Storytelling competition, part of the Interreg Slam 2024-2025 campaign** *Stoyan Kanatov, Interact office Valencia*  Objectives of the session: To introduce the audience with the main requirements of the Slam competition and the communication theme. |
| **10.20 – 10.40** | **Questions and answers on the Slam rules** |
| **10.40 – 11.15**  **11.15 – 11.25** | **How to improve our stories**  *Nebojsa Nikolic, Interact*   * The power of emotional storytelling – lessons from ads * Communication persona – how to revise your story for them * Storytelling exercises – refine your storytelling skills   Objectives of the session: To inspire the participants and to show them how to make the stories more relatable for the target audience.  **Short break** |
| **11.25 – 12.30** | **Practical examples and consultations to applicants** *Nebojsa Nikolic, Interact*   * Review of two Interreg story examples – strong and weak sides, and suggestions for improvement   Objectives of the session: To showcase the audience with live examples for improvement of storytelling techniques. |
| **12.30 – 13.00** | **Questions and answers** |