

# Cap&Com workshop 3



**Draft Agenda, 23-24 October 2014**  
**How to link capitalisation and communication.**  
Hotel NH Pisa  
Pisa, Italy





## Cap&Com 3 Workshop

23-24 October 2018  
Pisa, Italy

### Outline

In the framework of Interact capitalisation plan, a series of events/workshops are tailored to support Interreg Programmes in establishing a strategic approach to capitalisation, as an integrated process of the Programme Management. Communication should be a fundamental part of Programmes' capitalisation approach.

In this context there is a need to strengthen the focus on tailored communication activities focusing on the visibility of Interreg results in different contexts.

### Objectives

The main objectives of the workshop are:

- To explore and define the process of turning capitalisation results into communication stories - how to link communication and capitalisation results as part of the main content of programme communication activities;
- To learn about the most effective approaches to extracting and communicating capitalisation content from multitude of thematic projects to the appropriate target groups – especially in the social media context

### Who is it for?

- Interreg programmes management *staff involved in capitalisation*, especially the heads of MAs/JSs and content officers as the agents of change in promoting more pronounced role of communication.
- Interreg programmes *communication officers* will only be accepted together with these managers etc.;

### Important Information

The workshop availability is limited to **30 participants**,

### How to get prepared for this workshop

The workshop will explore and define the process of **turning capitalisation results into communication activities through social media** – in order to link communication and capitalisation results as part of the main content of programme communication activities. In order to achieve the best of this activity, participants must be able to discuss about these topics, as well as the working methods and internal communication and roles, within and among the programme staff.

Furthermore, participants are invited to share their best practices related to capitalisation and promotion of project and programmes' results, social media presence and communication.



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**Pisa, Italy**

**Draft Timetable**

**Day 1 – 23 October 2018**

- 09.30 – 10.00**      **Registration and Welcome coffee**
- 10.00 – 10.30**      **Introduction**
- 10.30 – 11.00**      **Capitalisation in Interreg: where do we stand?**
- *Manuel Gonzalez – Interact*
- 11.00 – 11.30**      **Communication in Interreg: where are we?**
- *Laura Belenguer – Interact*
- 11.30 – 12.00**      **Coffee break**
- 12.00 – 12.30**      **Social media trends in Interreg**
- *Arkam Ograk – Interact*
- 12.30 – 13.00**      **Programmes examples**
- *Alexandre Colombani – Interreg North-West Europe*
  - *Niels Boye - Interreg Öresund-Kattegat-Skagerrak*
- 13.00 – 14.00**      **Lunch break**
- 14.00 – 16.30**      **Practical training: How to communicate efficiently through social media**  
*By Kwinten Lambrecht*  
*Coffee break (15.30-16.00)*  
*Q&A and open discussion*
- 16.30 – 17.00**      **Wrap-up and closure of day 1**



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**Day 2 – 24 October 2018**

- 09.00 – 09.15**      **Welcome coffee and summary of day 1**
- 09.15 – 10.00**      **What's new for effective communication in the legislative proposals for Cohesion policy 2021-2027**
- *Nebojsa Nikolic- Interact*
- 10.00 – 10.30**      **Programmes best practices related to the involvement of testimonials through social media**
- *Andrea Rodriguez - Interreg South-West Europe*
- Q&A session*
- 10.30 – 11.00**      **Coffee break**
- 11.00 – 12.30**      **Practical exercises: how to post a story on social media, elements for a successful communication on social media**
- 12.30 – 13.00**      **Wrap-up and closure of the workshop**
- 13.00 – 14.00**      **Buffet Lunch and closure of the meeting**



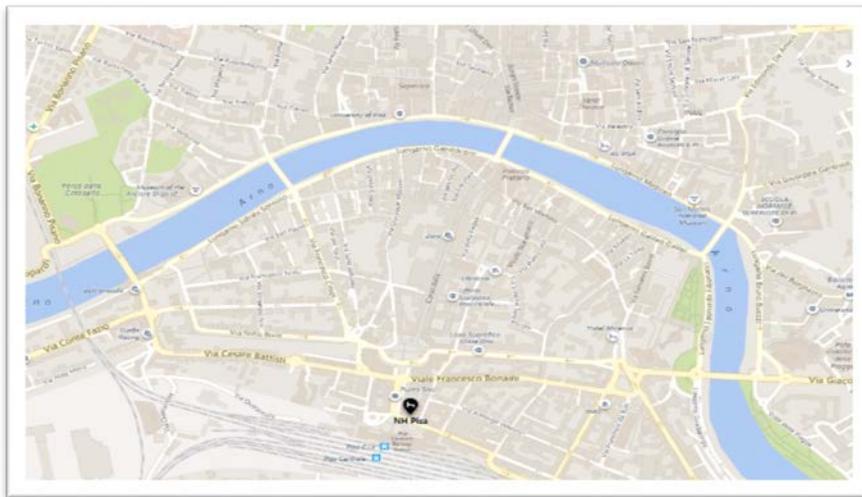
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**Practicalities**

The Galileo Galilei International Airport of Pisa has daily connections with Milan, Rome, London, Paris and many other Italian and European cities. Alitalia and many low-cost airlines have daily flights to and from Pisa Airport.

Pisa's Central Train Station connects Pisa to major cities in Italy and Europe by way of the Florence, Turin-Genoa, and Rome routes.

[PISAMOVER](#) offers an easy connection from Pisa's airport to the train station.



**Venue**

[Hotel NH Pisa](#) is located in front of Pisa's Central Train Station  
Piazza della Stazione 2, 56125, Pisa – tel +39 050 43290

**Travel**

Every participant is responsible to take care of his/her travel.

**Accommodation**

Every participant is responsible to take care of his/her accommodation in Pisa.  
In this [link](#) you can find valuable information about the city and hotels

**Other information**

For further questions please contact the event organiser: **Ivano Magazzù** ([contact details](#))