



# COMMUNICATIONS AND SYNERGIES SEMINAR

Vienna  
26-27 September 2023

**Interreg**  
CENTRAL EUROPE



Co-funded by  
the European Union

# ABOUT THE SEMINAR

This seminar offers inspiration on **how to plan and implement communications** in your funded Interreg CENTRAL EUROPE project and continues **thematic discussions on cross-project synergies** that started at our programme conference in March.

You will gain insights into successfully navigating the dynamic landscape of project communications. We will present **strategic approaches to designing effective communications** and look into storytelling techniques and social media. Since the new project websites will be fully available by September, we will also introduce you to **working with the website content management system** on our programme website.

Moreover, the seminar will offer ample **opportunity to discuss potential synergies with peer project partners**. You will be able to engage in peer-to-peer exchanges and learn from the experiences of other participants in interactive group training sessions.

# WHO SHOULD ATTEND

This seminar is directed at **communications coordinators** as well as **lead partners and project managers** of Interreg CENTRAL EUROPE projects. Please note that the participation of each project will be limited to two representatives.



**TUESDAY, 26 SEPTEMBER**  
Afternoon Session

**13:30**

**Registration**

**14:00**

**Welcome and introduction**

**14:15**

**Editing project websites (Part I)**

*In the first part of this session, we will focus on the overall approach to working with project websites, followed by a live-editing exercise.*

**16:00**

**Break**

**16:30**

**Editing project websites (Part II)**

*In this second part, we will discuss experiences from the live-editing exercise. Moreover, feedback on the content management system (CMS) and ideas for additional features will be discussed.*

**18:00**

**End of day I**

**WEDNESDAY, 27 SEPTEMBER**  
Morning Session

**08.30**

**Registration**

**09:00**

**Communications planning: From objectives and key results to activities**

*In this session, we will look into communications basics and approaches to strategic planning, followed by Q&As.*

**10:30**

**Break**

**11:00**

**Communications techniques: Storytelling is key**

*In this session, we will present how to approach storytelling, followed by an exercise on how to develop a first impact-related project story.*

**12:00**

**Communications channels: Social media is central**

*In this session, we will present social media trends and key tools, followed by group exercises.*

**13:00**

**Lunch**

**Afternoon Session**  
**FOCUS ON SYNERGIES**

**14:00**

**Identifying synergies (Part I)**

*Roundtable meetings of thematically clustered projects*

Strengthening Innovation Capacities – Health and Social Care (SO 1.1)  
Strengthening Innovation Capacities – Business Development, Industry4.0  
and Beyond (SO 1.1)  
Supporting Climate-Neutral Energy Transition (SO 2.1)  
Increasing Climate Change Resilience (SO 2.2)  
Strengthening Governance for Integrated Territorial Development (SO 4.1)

**15:30**

**Break**

**16:00**

**Identifying synergies (Part II)**

*Roundtable meetings of thematically clustered projects*

Developing Smart Skills (SO 1.2)  
Taking Circular Economy Forward (SO 2.3)  
Safeguarding the Environment (SO 2.4)  
Transport and Greening Urban Mobility (SO 3.1 & SO 2.5)

**17:30**

**End of seminar**

# HOW TO GET TO THE LOCATION

The Interreg CENTRAL EUROPE communications seminar will take place at:



**Europahaus Wien ([www.europahauswien.at](http://www.europahauswien.at))**  
**Linzer Strasse 429, Vienna 1140 Austria**

## How to get to the venue from the airport

By Public Transport (1h 10min)

Take train S7 (End of Line: Laa/Thaya or Wolkersdorf) or City Airport Train (14,90€) until Wien Mitte/Landstraße (23min, 4,30€). Change then into metro U4 (end of line: Hütteldorf) and get off at the end station Hütteldorf. From there it is either a 12-minute walk or 3 bus stops with 49A, 50A, 450 or 451 to Wolfersberggasse. Opposite is the entrance of the Europahaus. (timetable information: [www.wienerlinien.at](http://www.wienerlinien.at))

By Taxi/Car (45min)

## How to get to the venue from the central train station

By Public Transport (22min)

Take the train S80 (End of Line: Hütteldorf) until the end station. From there it is either a 12-minute walk or 3 bus stops with 49A, 50A, 450 or 451 to Wolfersberggasse. Opposite is the entrance of the Europahaus. (timetable information: [www.wienerlinien.at](http://www.wienerlinien.at))

By Taxi/Car (30min)

