

Agenda

NWE Communication and Impact Workshop

Inspire. Engage. Create impact.



Interreg North-West Europe (NWE)



@interregnwe.bsky.social

How can communication enhance project impact across North-West Europe? Share your experiences, learn from each other and discuss practical approaches with communication experts from over 70 NWE projects.

9:00 – 10:00 **REGISTRATION AND WELCOME COFFEE**

Ready to kick off? Grab a coffee and start connecting with participants.

10:00 – 11:00 **TELL THE STORY: WHAT IS YOUR PROJECT CHANGING IN NWE?**

Beyond deliverables and outputs, what positive change is your project bringing to citizens, communities and territories? Through interactive and hands-on exercises, turn your project's achievements into inspiring and impactful stories.

11:00 – 11:30 **COFFEE BREAK**

11:30 – 13:00 **ENGAGE YOUR AUDIENCE**

From citizens and local communities to policymakers or businesses, identify your main target audiences and discuss with peers on common barriers, good practices, and effective approaches to strengthen your outreach.

13:00 – 14:00 **LUNCH**

14:00 – 14:30 **CREATING IMPACT WITH COMMUNICATION**

How can communication support the lasting impact of projects? Discover effective approaches and practical tips to increase your project's visibility, encourage uptake, and maximise its long-term effects.

14:30 – 16:15 **PEER LEARNING FORUM**

Explore successful communication initiatives from NWE projects and present your own! Share your experience, learn from each other's approaches and pick up ideas to strengthen the impact of your communication activities.

16:15 – 16:30 **KEEP THE MOMENTUM: OPPORTUNITIES FOR COOPERATION**

Learn more about practical resources and future Programme opportunities to help maximise your project's impact.

