

How to win a storytelling competition – Interreg Slam

Cheap but effective communication, InformEU
meeting

23-25 May 2022 | Malta

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“Let me tell you about our Interreg project...”



“Come to our information seminar at the Ministry...”



“Interreg...blah, blah...cooperation...blah, synergies...”



Amazing results, but ineffective communication



So, we organised a competition: **Interreg Slam**



Interreg Slam focus: storytelling, video, social media



Results from the 2021 edition

400.000+

people reached

27.000+

likes / shares & comments

152

competitors in 2021

20

different programmes


How to win? Tips from the Greece-Italy programme

- Start with storytelling structure
- Use simple and relatable language
- Make a short video
- Use Social media - paid promotion (20 EUR)
- Write a Call to Action in local language/s
- Use WhatsApp, Messenger, Viber: link to vote
- Use phone and email
- Contact friends, family, colleagues, etc.




Results

- Reach: **67,640**
- Views: **26,000**
- Engagement: **3,643**
- Likes: **3,300**
- Shares: **326**
- Comments: **17**
- **No negative comments or reactions**

 **Interact Programme** posted an episode of **Interreg Project Slam 2021 (series)**.
Published by Kevin Fulcher-Kieslich · September 16, 2021 ·

Interreg Greece - Italy, Ofidia 2 - fires: Interreg Project Slam 2021. Like this video on Interact's page to vote for it in the Social Media contest.



In 2020 Puglia in Italy had an average of 60 forest fires a day. And large parts of Greek forests were also destroyed.

67,640
People reached

6,048
Engagements

[Boost again](#)

Join us this year

Interreg Slam!

APPLY BY 6 JUNE 2022

www.interact-eu.net

