

How to win a storytelling competition – Interreg Slam

Cheap but effective communication, InformEU meeting

23-25 May 2022 I Malta

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European Regional Development Fund

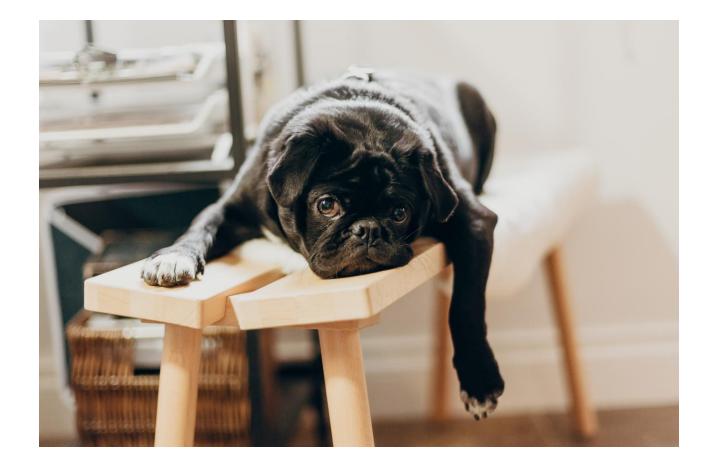


"Let me tell you about our Interreg project..."



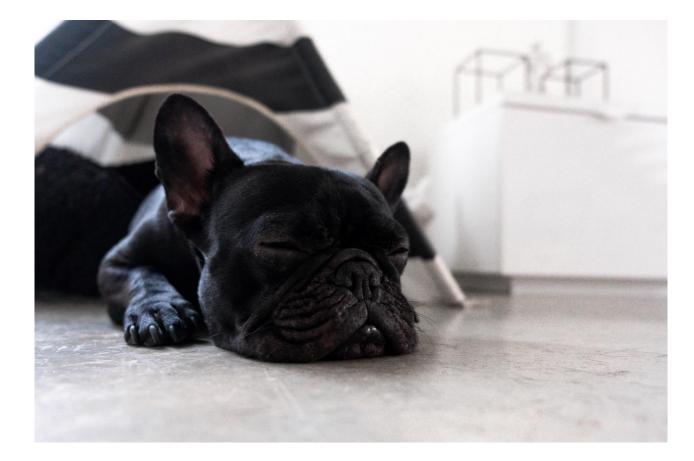


"Come to our information seminar at the Ministry..."





"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.





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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.





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APPLY BY 6 JUNE 2022

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