

#### 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** 

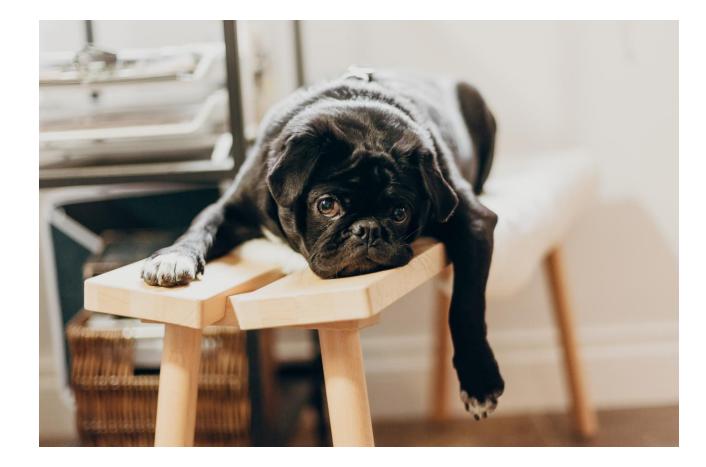


# "Let me tell you about our Interreg project..."



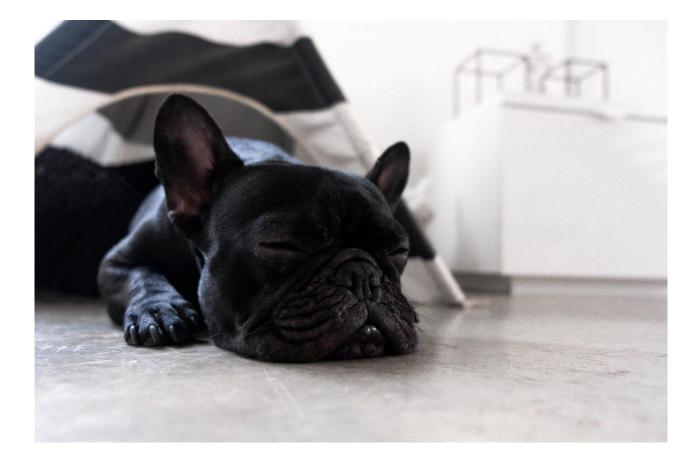


# "Come to our information seminar at the Ministry..."





# "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.





...

# 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

www.interact-eu.net

