

“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.



67,640
People reached

6,048
Engagements

[Boost again](#)

Join us this year

Interreg Slam!

APPLY BY 6 JUNE 2022

www.interact-eu.net

