



# Interreg

## Latvija-Lietuva

European Regional Development Fund



### Communication webinar

for Interreg V-A Latvia-Lithuania Cross Border Cooperation Programme 2014-2020  
3rd call projects

Zoom 31 March, 2021

#### Agenda

09.45 – 10.00	Set up & warm up
10.00 – 10.20	Publicity requirements of the Programme
10.20 – 11.10	Is Your project (un)important to society?/ Why it is Your last option - to pay to be published? Ansis Bogustovs, EU affairs expert/ RigaTV24 journalist
11.10 – 11.20	Comfort break
11.20 – 12.00	Let's draft my „inspiring story“! Practical training: „How to become interesting for local and national press?“ Ansis Bogustovs, EU affairs expert/ RigaTV24 journalist
12.00 – 12.30	Why to post on Facebook? Trends for 2021 Olga Kazaka, Dr.sc.comm./PR agency A.W.Olsen & Partners

Webinar is organized by Joint Secretariat of Interreg V-A Latvia – Lithuania Programme 2014-2020