

Ace your communication

Lille, 17 April 2024

Région Hauts-de France, 151 Avenue du président Hoover, 59555 Lille

AGENDA

08.30 - 09.00 Coffee & registration

09.00 - 09.15 Welcome

09.15 - 10.00 Pitch your project

Inspirational talk by Shanne Bouma/WaterWarmth & interactive session

10.00 - 12.00 Visual storytelling via social media

Interactive session led by expert Aurélie Pons

12.00 - 13.00 LUNCH & NETWORKING

13.00 - 13.30 Reach your target groups

*Tips from the secretariat & inspirational talk by Johannes Betz/
Green Supply Chains*

13.30 - 14.30 Tailor your message with personas

Inspirational talk by Deirdre Buist/Stronghouse & interactive session

14.30 - 15.00 Harness your secret power

Tips & interactive session. Hint: It's about your partners

15.00 - 15.20 COFFEE

15.20 - 16.00 Ride the tide

Tap into AI and digital trends

16.00 - 16.30 Talk about your local impacts

Intervention by our National Contact Points

16.30 - 17.00 We're all in this together

Explore the opportunities, avoid the pitfalls!

**Interreg
North Sea**



**Co-funded by
the European Union**