

## Information & Publicity After Project Event

**WHAT<sup>1</sup>:** The following form collects the information related to your project event.

**WHO:** This form is intended for the Lead Beneficiary of the project.

**WHY:**

- To report on communication-related project activities
- To ensure a better visibility for your project, The Joint Secretariat of Interreg-IPA CBC Hungary-Serbia (JS) will use the information to promote the project, and the Programme itself via the Programme's website, social media networks, and, when applicable, in the media, and via other channels.

**WHEN & HOW:** In order to ensure the effective support, it is required of the Lead Beneficiary of the project to:

1. Fill out this form
2. Prepare the supporting material (press release, photos, video clip, etc.)
3. Upload this form and the material no later than 2 business days after the event to the project account on the *Back Office* of the Programme website<sup>2</sup>.

**USEFUL TIP** – Infographic on [project event planning and organization](#).

### SAVING THE MATERIAL<sup>3</sup>

#### Photos from external project event

The minimum photo resolution requirement is 300 dpi. Photos need to be edited if needed, and ready-to-use. **NOTE: The Lead Beneficiary is required to ensure that all needed permission for public usage of the photos and videos are obtained from the persons/officials appearing in that material. More information is available in *HUSRB/1903 Guidelines for Implementation of Information and Publicity Measures for Projects*.**

Please name the photos in the following manner:

Project Name abbreviation\_date of the event\_number of the photo (e.g. DIAMOND\_YYYYMMDD\_1)

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<sup>1</sup> *HUSRB/1903 Guidelines for Implementation of Information and Publicity Measures for Projects, Chapter 7.1 Reporting on Events and communication activities*

<sup>2</sup> *HUSRB/1903 Guidelines for Implementation of Information and Publicity Measures for Projects, Chapter 7.2. Back Office directory for projects*

<sup>3</sup> *HUSRB/1903 Guidelines for Implementation of Information and Publicity Measures for Projects, Chapter 7.3. Saving the material on the Back Office*

**Video clip from an external project event (if available)**

Video clips need to be edited and ready-to-use. Instead of uploading a video clip is advisable to upload video clips to a video-sharing online platform (e.g. YouTube), and insert the link to the video clip into this document. Keep the media file in your project archive.

**Press release or a promotional article/PR article (if available)** prepared for distribution to the media – please upload as a Word document onto the *Back Office*.

**Media coverage (if available)** – Please upload the files, and list the names of the coverage in this form:

- Print media articles – scanned pieces in a JPEG format
- Online media articles – a JPEG or PDF format
- TV and radio reports – Link to the file inserted into this document

Keep the media files in your project archive.

Please name the media coverage pieces in the following manner:

Project Name abbreviation\_name of the publication\_date published (e.g. DIAMOND \_Politika\_YYYYMMDD)

**INFORMATION ABOUT THE EXTERNAL PROJECT EVENT**

1. Name of the event

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2. Event type (e.g. Opening/Closing conference, workshop, etc.):

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3. Date, hours, location (city, country), venue:

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4. Description of the event, including the goal of the event, the speakers, and the elements the event will include (presentations, exhibition, tour, etc.):

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5. The number of attendees (the exact number; if inserting an approximate number, please state so):

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6. The type of attendees (e.g. media, general public, municipality officials, etc.):

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7. Additional notes (if any):

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8. Supporting material – unless uploaded before the event, please upload to the *Back Office* and list below the promotional material used at the event (e.g. roll-up banner, brochure, etc.), presentations (if any); press releases (if any); invitations; and any other supporting material.

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9. Please list the photos uploaded to the Back Office and list and their captions (brief descriptions):

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10. Please list the media coverage pieces uploaded to the Back Office. For online media, please include links:

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