

Information & Publicity Before Project Event

WHAT¹: 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 at least 10 business days before the event to the project account on the *Back Office* of the Programme website².

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

SAVING THE MATERIAL³

Press release or a promotional article/PR article prepared for distribution to the media: Please upload in Word document format to the Programme website.

Photos related to the external project event (if any)

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*.

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

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

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

INFORMATION ABOUT THE EXTERNAL PROJECT EVENT

1. Name of the event

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

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

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

5. The number of invitees/attendees:

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

7. Additional notes (if any):

8. Supporting material – please upload to the Back Office and list below promotional material you intend to use at the event (e.g. roll-up banner, brochure, etc.), presentations (if any); press releases (if any); invitations; registration sheet, and any other supporting material.

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9. Would you like JS to announce/promote your event via Programme’s channels?
