

Information & Publicity Before Project Event

WHAT¹:

The following form collects the information related to your 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 JS of the programme Interreg-IPA CBC Hungary-Serbia will use the information to support the promotion of the project, and the Programme itself via the Programme's website, social media networks, when applicable – in the media, and other communication 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 Programme website www.interreg-ipa-husrb.com².

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.

Please name the photos in the following manner:

Project Name abbreviation_date of the event_number of the photo (e.g.

¹ HUSRB/1601 Guidelines for Implementation of Information and Publicity Measures for Projects, Chapter 1, point 6 - Reporting

² HUSRB/1601 Guidelines for Implementation of Information and Publicity Measures for Projects, Chapter 1, point 6.1. Website login for the Lead Beneficiaries

³ HUSRB/1601 Guidelines for Implementation of Information and Publicity Measures for Projects, Chapter 1, point 6.3. Saving the material

DIAMOND_YYYYMMDD_1)

INFORMATION ABOUT THE EXTERNAL PROJECT EVENT

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

2. Goal of the event:

3. The total number of invitees and the type of attendees (e.g. media, general public, municipality officials, etc.):

4. For all uploaded photographs and video clips, please list them by their name and provide the caption (brief description) for each, including the names and titles of the officials (if included in the photo). **NOTE: The Lead Beneficiary is required to ensure that all needed permission for usage of the photos and videos are obtained from the persons/officials appearing in that material. More information is available in *HUSRB/1601 Guidelines for Implementation of Information and Publicity Measures for Projects*.**

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5. Additional notes (if any):
