Use of Artificial Intelligence in Interreg Communications

Webinar – 20 October 2026

Overview

AI tools are evolving rapidly, but the core responsibilities of project communication remain the same. This webinar focuses on what Interreg project officers need to understand in order to start using AI competently in daily communication work. The session looks at the capabilities that matter most: working with reliable project sources, briefing AI effectively, transforming technical information into clear stories and communication outputs, and combining AI assistance with authentic project material. Practical workflows will demonstrate how the same source material can be turned into communication outputs such as text, visuals, infographics, video and audio. The webinar will also cover the EU AI Act and practical considerations around privacy, copyright and licensing, transparency, factual verification and human responsibility.

Agenda

CET	Tuesday, 20 October 2026
09.55 – 10.00	Test equipment, waiting room
10.00 – 13.00	**Welcome** *Managing Authority & Interact* **Generative AI for Interreg communications** *Arkam Ograk & Nebojsa Nikolic, Interact* **Introduction** • Generative AI today: beyond the hype • Where AI can help in project communications **LLMs and chatbots** • How LLMs work and what different models can do • Choosing the right capability, not chasing every tool • Crafting prompts: how to give AI useful instructions • Practical LLM use in everyday project communication **Audiovisual AI capabilities** • From text to visuals, video, audio and more • Comms-specific AI capabilities: generate, edit, adapt and repurpose • AI workflow: from project information to communication outputs • Tools worth knowing and experimenting with **The AI Act and responsible AI** • What project communicators need to know: AI literacy, transparency and human responsibility • Privacy, copyright, licensing and synthetic content • Responsible AI in practice: do's and don'ts **Q&A, Wrap up** *Managing Authority & Interact*