Information & Publicity
After Project Event

WHAT[1]:
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 no later than 2 business days after the event to the project account on the Programme website www.interreg-ipa-husrb.com[2].

SAVING THE MATERIAL[3]

Photos from external project event
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. DIAMOND_YYYYMMDD_1)

Video clip from an external project event (if available)

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[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*

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, and use embedded version of the video clip.

If uploading a video clip, please note that the maximum of one video clip may be uploaded.
Please name the file in the following manner:
Project Name abbreviation_date of the event_video (e.g. DIAMOND _YYYYMMDD_video)

Press release or a promotional article/PR article (if available) prepared for distribution to the media - please upload in Word document format to the Programme website.

Media coverage (if available):
- Print media articles – scanned pieces in a JPEG format
- Online media articles – print screened pieces in a JPEG format
- TV and radio reports – save as media files

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

2. Goal of the event:
   _____

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

   _____

   _____

4. Please list the material uploaded to the Programme website for this occasion.
   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):**

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