

## Presenting your project online

Is it something we have to do or  
something we can do?

## Content of the webinar

- Let's think of this as an opportunity!
- Some ideas for means (case studies included)
- Things to take into account
- Any questions?

## Let's think of this as an opportunity

- Reaching new target groups
- Bringing new kind of expertise to events
- Creating more permanent content
- Trying something new!

## Means to present your project online

- Online events
  - Live events
  - Pre-recorded events
- Creating content
  - Virtual exhibitions
  - Videos
  - Tutorials
- Paid visibility
  - For example bloggers

## CASE: Final Seminar

*Karelian art-residency network and art-tourism* project organised a video conference "Art and culture in tourism: challenges and possibilities" in September.



## CASE: Media event

Three Kolarctic CBC funded large infrastructure projects organised a virtual media event in Finland, Sweden, Norway and Russia.

## Another example of on event

ParaFest Live organised by the *Culture Open* project

[https://youtu.be/j68iRza\\_B80](https://youtu.be/j68iRza_B80)

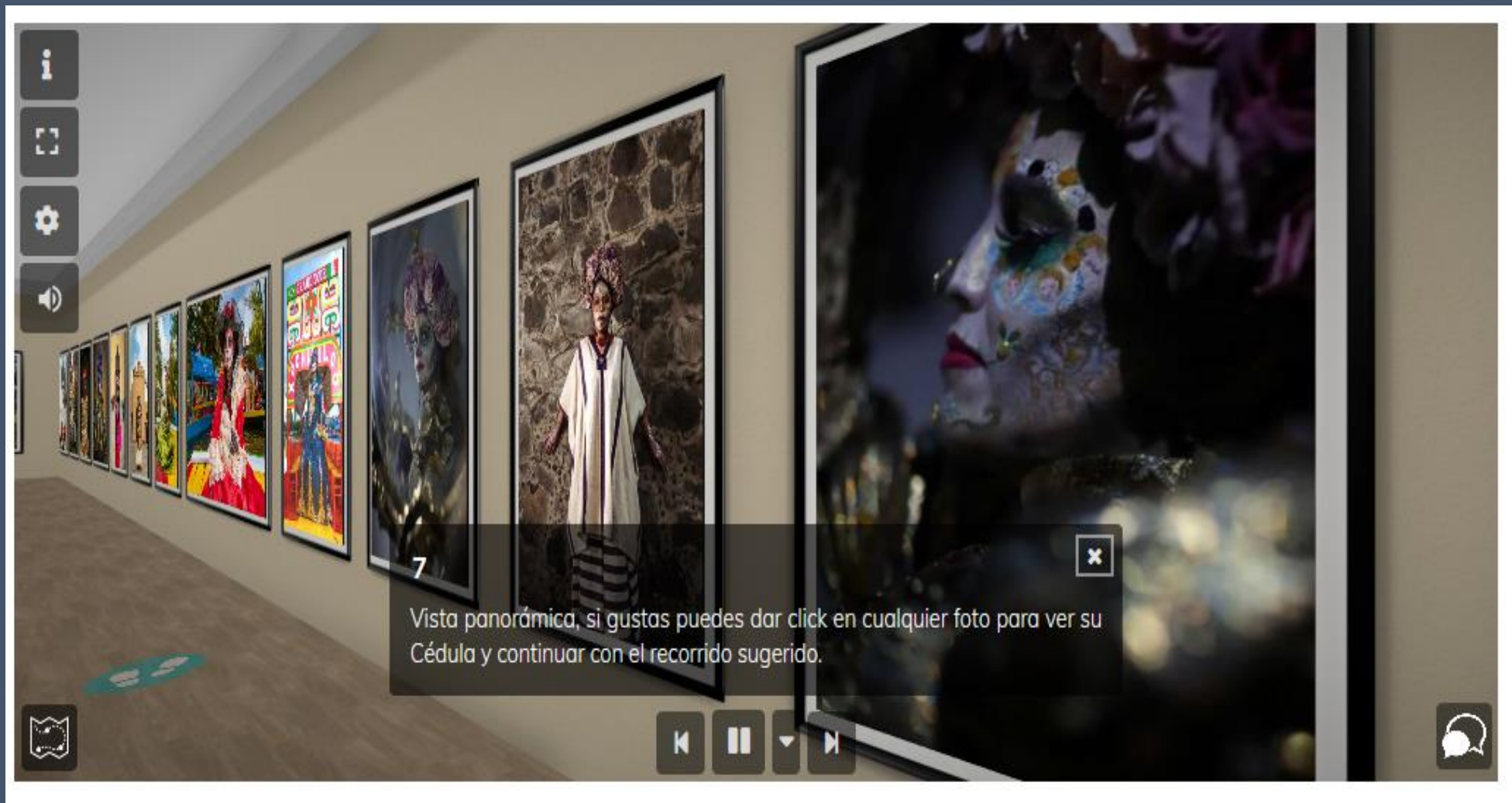
<https://www.gdk.karelia.ru/parafest-live-2020>





<https://interreg.eu/interreg-30-years-together/>





<https://www.artsteps.com>



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Костомукша



varlamov В Карелию едут за природой. Но не все готовы отправиться в самостоятельный поход с палаткой и тяжёлым рюкзаком за плечами. А посмотреть на нетронутые карельские леса хочется. В таком случае я бы порекомендовал сходить на экотропы в заповедник Костомукшский.



23 300 tykkäystä

13. LOKAKUUTA

Kirjaudu sisään, jos haluat tykätä tai kommentoida

[https://www.instagram.com/p/CGSm\\_HEjDO3/](https://www.instagram.com/p/CGSm_HEjDO3/)

## What to take into account

- Choose the action according to your objective.
- Invite everybody.
- Regardless of the format, be concise.
- Attention span is short.
- If you organise a live event, consider the time carefully.

## Money

Just to be on the safe side: ask your contact person if you are planning to do something that was not originally in the budget.

- **Equipment:**
  - If needed for one-time events or for short periods -> rental or leasing
  - For more permanent use (relating to the project objective) acquisition may be eligible -> ask your contact person
- **Services:**
  - Can be used when relevant – do remember tendering / documenting the selection process.
- **Paying for visibility?**
  - Paying for bloggers etc. is possible -> you need to document the selection process and define the principles for payment
  - Social media advertising can be used when relevant

## Tell others

- Do invite the Managing Authority and other projects to your online events
- Share your experiences for example in Yammer.

**KARELIA**

CBC // Cross-border cooperation

Questions? Ideas?  
Something to share?





See you online!