

17 MULTI-CHANNEL AND HYBRID FORMAT PRESS CONFERENCES WITH INNOVATIVE ELEMENTS

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WP2 : Project communication

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Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

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SUMMARY

PP2/SKC was tasked with coordinating the deliverable *D2.2.3 17 Multi-channel and hybrid format press conferences with innovative elements* within the *Activity 2.2 Media relations*. The aim of this activity is to maximize positive coverage in the mass media of project results and achievements in order to reach target groups, as well as to ensure the durability and transferability of outputs and results.

With that in mind, each project partner had to organize innovative press conferences. Each Croatian partner had to organize two, and each Italian partner had to organize one press conference.

PP3/ZAD organized the first conference on September 27, 2021, and the second on March 31, 2023.

1. PP3/ZAD FIRST PRESS CONFERENCE

PP3/ZAD organized the first conference on September 27, 2021.

On this day, PP3/ZAD also organized a public event within the TAKE IT SLOW project and recognized an opportunity to organize a press conference that would be interesting to the local and regional media. After the end of the official programme of the event, PP3/ZAD project team members presented the media with the project TAKE IT SLOW, activities that have been realized up to that point, and all the upcoming activities.

The conference was held at the Museum of Ancient Glass in Zadar.



2. PP3/ZAD SECOND PRESS CONFERENCE

PP3/ZAD organized the second conference on March 31, 2023.

On this day, PP3/ZAD also organized its educational guided tour within the deliverable *D5.3.3 Guided tours through improved accessible Adriatic heritage sites*. Since this event represented the culmination of all the activities and research that PP3/ZAD has conducted up to that point in its pilot area, PP3/ZAD has decided to use this opportunity to inform the media about all the conducted project activities.

Given that PP3/ZAD pilot area is Ravni kotari, this press conference was held in Heritage Hotel Maškovića Han.

