

## D2.2.3 Multi-channel and hybrid format press conference

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## Media Relations

The activity focused on the definition of both digital and paper communication materials, aimed at promoting the events on the calendar and in particular:

- information event aimed at local decision-makers held at the Palazzo Mediceo of the Municipality of San Leo (RN) on 30 June 2022;
- press conference on 29 September, held in the Council Chamber of the Municipality of Santarcangelo di Romagna (RN).

In parallel with this activity, the one concerning the institutional social channels was carried out, for which original contents and secretarial activities were produced monthly (communication for events and for registering on the Cross Border platform).

### D2.2.3 - Multi-channel and hybrid format press conferences with innovate elements

**Place:** Sala del Consiglio, Santarcangelo di Romagna (RN)

**Date:** 29<sup>th</sup> September 2022 (10.30)

The activity concerned the organization of the press conference, the management of contacts with journalists and the coordination of communication activities.

Preparation of promotional material/communication: press release digitally distributed for the event, save the date for the press conference, event schedule.

