



**The AI Shift: Tools, trends & tips for
EU macro regional strategies
Webinar - 9 December 2025**

Interact



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Overview

The past years have seen a surge in generative Artificial Intelligence (AI) tools, delivering updates at an unprecedented pace. These tools empower users to produce and interact with variety of content types, from text to images, videos, and even music. However, alongside these capabilities come questions about their impact on our daily work and the need for a basic knowledge on AI models and their capabilities. In order to respond to this need, we are organising an informative webinar that will provide an overview of AI tools and developments that impact the daily work of staff working as specialists at EU macro regional strategies.

Draft Agenda

CET	Tuesday, 9 December 2025
09.55 – 10.00	Test equipment, waiting room
10.00 – 10.10	Welcome <i>EUSDR Danube Strategy Point & Interact</i>
10.10 – 11.00	Introduction to Generative AI <i>Arkam Ograk, Interact</i> <ul style="list-style-type: none">• The AI buzz: just a hype or a revolution?• Market landscape• AI terminology• Known issues and concerns• Opportunities for EU MRS & EU programmes
11.00 – 11.15	Break
11.15 – 12.00	AI tools & practical use <i>Arkam Ograk, Interact</i> <ul style="list-style-type: none">• LLMs: Large Language models• Image, video, music, presentation and other tools• Difference between models – what are they good for?• Examples of use from Interreg• How to pick the right tool? Free & paid tools
12.00 – 12.30	Q&A, Wrap up <i>EUSDR Danube Strategy Point & Interact</i>