



DRAFT AGENDA

As of 19 November 2008

THURSDAY 20 NOVEMBER

18.00 - 20.00 Guests' arrival

FRIDAY 21 NOVEMBER

9.30 REGISTRATION

9.45 – 10.00 OPENING STATEMENTS:

- ◆ **Stefano ROLANDO**, Club Honorary President
- ◆ Club composition: announcement of changes (new members, etc.)

10.00 – 10.15 SESSION WITH ITALIAN AUTHORITIES:

- ◆ **Roberto ADAM**, Head of Department for EU Policies – Prime Minister's Office, Italy
- ◆ Representatives of local Authorities (tbc)

10.15 – 12.30 PLENARY SESSION

Internet

- a. Creation of a network of European websites (**Niels Jorgen THØGERSEN**)
- b. transnational exchange of web-content and know-how (**Olivier ALSTEENS, Jean-Yves NICOLAS, Hanna BROGREN**)
- c. social interactive media (mainstreaming web 2.0 and other current instruments; a preliminary look into web 3.0) (**Nada SERAJNIK SRAKA, Niels Jorgen THØGERSEN, Steven CLARK, Ylva TIVÉUS**)
- d. e-services (**Hanna BROGREN, Anne BREISTROFF, Olivier ALSTEENS, Kevin TRAVERSE-HEALY, Villu KÄND, Laine KUČINSKA, Laurent THIEULE**)

(11.00 – 11.15: coffee break)

12.30 – 13.30 Buffet lunch

13.30 – 15.00 PLENARY SESSION



Recent Crisis communication: an update

- > financial crisis and trust in public institutions
- > pandemic issues
- > other concrete initiatives and exercises

(input by **Hanna BROGREN**, **Thierry SAUSSEZ**, **Kevin TRAVERSE-HEALY**, **Marc LEPOIVRE**, **Anne BREISTROFF**, ...)

15.00 – 16.40 BREAK OUT GROUPS - THREE SESSIONS

a. Capacity building

impulse: **Niels Jorgen THØGERSEN**

b. Public diplomacy

impulse: **Hans BRUNMAYR**

c. Code of conduct, ethics and professional statute

impulse: **Eleonora GAVRIELIDES**

16.40 – 17.00 DEBRIEFING OF THE THREE SESSIONS

20.30 Official dinner

Hotel Danieli "terrace", Riva degli Schiavoni, 4196 (nearby the platform of the water transportation to S. Servolo)



SATURDAY 22 NOVEMBER

9.30 – 12.30 **PLENARY SESSION**

9.30 – 10.45 ***European Elections 2008***

- > the EP's communication strategy
- > creating synergies between activities of EU institutions and Member States

- ◆ Presentation by **Susanne OBERHAUSER** and **Hans BRUNMAYR**
- ◆ EM members' reactions

10.45 – 11.00 **Coffee break**

11.00 – 12.30 ***Fighting indifference and euroscepticism***

- > lessons learned, recipes, successful examples to improve communication on Europe and mobilise citizens;
- > communicating with the young population and engaging civil society: the MS' and institutions' approach;
- > the added value of partnership agreements: case studies (SI, H, A)

- ◆ Impulse by **Niels Jorgen THØGERSEN**
(input by **Marc JORNA**, **Hanna BROGREN**, **Nada SERAJNIK SRAKA**, **Judit FEKETE GYÁRFÁS**, **Michael Karsten SCHULZE**, **Thierry SAUSSEZ** (ou **Laurent VIGUIER**), **Jean-Yves NICOLAS**, **Kristine ŠALME**, **Hans BRUNMAYR**, **Laurent THIEULE**...)

12.30 – 13.00 **CONCLUDING SESSION**

Future meetings, topics for future

- > Issues emerged
- > VeniceNet secured platform: a brief update
- > Agenda for spring 2009
- > Planning 2009-2010

13.00 - 14.00 **Lunch (tbc)**

14.00 **(OPTIONAL) VISIT TO THE PALAZZO DUCALE**

* *Interpretation in Italian, English and French*