



Club of Venice

**Seminar on strategic
communications
challenges for Europe**

16 and 17 March 2017

Agenda – 16 March 2017

The Cabinet Office, Conference Room A, 70 Whitehall, Westminster, London, SW1A 2AS

Time	Session and speaker
16.45 – 17.00	Arrival and registration
17.00 – 18.00	Introduction to the UK Government communication Alex Aiken , Executive Director of Government Communications, Prime Minister’s Office and Cabinet Office, UK Government Jessica Pearce , Head of Campaigns and Insight Team, Prime Minister’s Office and Cabinet Office, UK Government

Foreign & Commonwealth Office, Map Room, King Charles Street, Westminster, London SW1A 2AH

Time	Session and speaker
18.00 – 19.30	Drinks reception

Agenda – 17 March 2017

Smeaton Room, One Great George Street, Westminster, London, SW1P 3AW

Time	Session and speaker
08.00 – 08.30	Arrival and registration
08.30 – 08.45	Welcome <ul style="list-style-type: none">• Alex Aiken, Executive Director of Government Communications, Prime Minister's Office and Cabinet Office, UK Government• Linda Jākobsone, Head of the Communication Department, Latvia State Chancellery, Club of Venice Steering Group member
08.45 – 08.55	Introduction <ul style="list-style-type: none">• Erik den Hoedt (Moderator), Director of Public Information and Communication, Ministry of General Affairs, The Netherlands, Club of Venice Steering Group member
08.55 – 09.15	Keynote <ul style="list-style-type: none">• H.E. Baiba Braze, Latvia Ambassador to the UK
09.15 – 10.00	Public opinion, media habits, sources of influence, data analysis <ul style="list-style-type: none">• Mikel Landabaso, European Commission, DG Communication, Director of Strategies and Corporate Communication (Eurobarometer)• Walter Osztovcics, Austria, Kovar and Partners, Managing Director• Radko Hokovsky, Executive Director, "European Values" think tank• Audience's reactions
10.00 – 10.15	Coffee Break
10.15 – 11.00	Communication strategies: Governments and institutions and other key players responding to terrorism, migration information challenges, disinformation and declining trust <ul style="list-style-type: none">• Giles Portman, European External Action Service (EEAS), Head of the StratCom East Task Force• Chris Riley, NATO Media Operation Centre (MOC), Strategic Director• Peter Wilson, UK Home Office, Deputy Director, Head of the Research Information Communications Unit (RICU)• Followed by plenary discussion

11.10 – 11.30	Recap and introduction of breakout groups
11.30 – 12.30	<p>Breakout group session I/II</p> <p><u>Group 1 Baltic/Eastern Europe (Smeaton room)</u> Group leader: Oleksii Makeiev, Ukraine, Ministry of Foreign Affairs, Political Director</p> <ul style="list-style-type: none"> • Robert Dresen, Netherlands, Ministry of Foreign Affairs, Team Leader for Eastern Europe (feedback from European Endowment for Democracy (EED)) • Alina Frolova, Advisor on Strategic Communication, Ministry of Information Policy of Ukraine • Tamar Kinturashvili, Executive Director, Media Development Foundation, Georgia • Claus Giering, European Commission, Head of the Communication Unit, DG NEAR • Eleka Rugam-Rebane, Project Coordinator, Trustcorp Ltd (feedback from "The Independent Media in the Baltic States") <p><u>Group 2 Mediterranean, Middle East and South East Europe (Rennie Room)</u> Group leader: Sarah Moore, UK, Home Office, RICU Media Team</p> <ul style="list-style-type: none"> • Catherine Hunt, Government Communications Service, UK • Emmanuelle Talon, France, Ministry of Foreign Affairs, Strategic Communication on the Arabic world and contrast to Daesh • Heider Ridha, Manager, Bain and Company (social media testimonial initiative) • Ognian Zlatev, President of the South-East Europe Public Sector Communication Association (SEECOM), Head of the European Commission representation in Bulgaria • Alexios Georgiades, Press Counsellor, Embassy of Greece in the United Kingdom <p><u>Group 3 Atlantic geopolitical trends (Palmer Room)</u> Group leader: Jacob Parakilas, Chatham House</p> <ul style="list-style-type: none"> • Chris Riley, NATO Media Operation Centre (MOC), Strategic Director • Walter Osztovcics, Austria, Kovar and Patners, Managing Director • Alvar Jaeski, Director of the NATO StratCom Centre of Excellence in Riga
12.30 – 13.30	Lunch, Brunel Room

13.30 – 14.00	<p>Communication strategies: Governments and institutions and other key players responding to terrorism, migration information challenges, disinformation and declining trust (II)</p> <ul style="list-style-type: none"> • Richard Chalk, European Strategic Communications Network (ESCN) • Catherine Hunt, Government Communications Service, UK • Joseph Wilkins, Public Information Officer, EU Institute for Security Studies (EUISS)
14.00 – 15.00	Breakout groups session II/II
15.15 – 15.30	Coffee break
15.30 – 16.00	Working groups report back
16.00 – 17.00	Plenary discussion
17.00 – 17.30	London Charter
17.30 – 18.00	Concluding remarks
From 18.00	Post seminar drinks at the Westminster Arms, 9 & 10 Storey's Gate Westminster, London SW1P 3AR

Contact details during the day:

Amelie Gericke – 07801 404 864 – amelie.gericke@cabinetoffice.gov.uk