



CLUB OF VENICE
PLENARY MEETING - 19-20 NOVEMBER 2009
San Servolo Island - VENICE, ITALY
Premises of the Venice International University (VIU)

DRAFT AGENDA - *As of 18 November 2009*

WEDNESDAY 18 NOVEMBER	
18.00 -20.00	Guests' arrival
THURSDAY 19 NOVEMBER (<i>MORNING</i>)	
9.15 - 9.45	REGISTRATION
9.45 - 10.15	OPENING STATEMENTS: <ul style="list-style-type: none">◆ Stefano ROLANDO, Club Honorary President◆ Hosting Italian authorities:<ul style="list-style-type: none">● Guido BERTOLASO, Under Secretary to the Prime Minister's Office and Head of the Department for Civil Protection● Raffaele SPERANZON, Alderman for Cultural Affairs, Province of Venice● Maurizio CALLIGARO, Head of the Mayor's Private Office, Municipality of Venice● Anna Maria VILLA, Head of the Office for the European Citizenship, Department for EU Policies, PM's Office◆ Club composition: announcement of changes (new members, etc.)

<p>10.15 - 12.45</p> <p>11.00-11.15 : <i>coffee break</i></p>	<p>PLENARY SESSION</p> <p>Crisis communication</p> <ul style="list-style-type: none"> ◆ Debriefing on concrete initiatives/experiences <ul style="list-style-type: none"> ● earthquake in Italy (IT-Civil Protection, poss. others) ● A/H1N1 flu : communication on the measures taken at national and EU level (FR, UK, SE, other MS, Institutions) <ul style="list-style-type: none"> - Preparing for worst case scenario - Need and perspectives for a joint European approach ● September 2009 CCAEX (Institutions) ● (poss.): immigration, terrorism...
<p>THURSDAY 19 NOVEMBER (AFTERNOON)</p>	
<p>12..45 - 13.45</p>	<p>Buffet lunch</p>
<p>13.45 - 16.45</p> <p>15.15-15.30 : <i>coffee break</i></p>	<p>PLENARY SESSION</p> <p>Digital communication/Web 2.0 communication/Audiovisual</p> <ul style="list-style-type: none"> ◆ LIVING EUROPE: state of play (Niels Thoegersen; countries contributors: AT,BG, ...; Martin Atkinson - JRC Ispra) ◆ Communicating via the Social Media : advantages [broad public, timeliness, direct and bureaucratic-free language,...] and boundaries [trust, legitimacy, advocacy, auto-regulation...] (Niels T., SE, UK, EE, LV, SI, Institutions) ◆ Other recent developments (MS + Institutions)
<p>16.45 - 17.15</p>	<p>PLENARY SESSION</p> <p>Capacity building</p> <ul style="list-style-type: none"> ◆ Debriefing workshop in Brussels on October 15th - draft position paper (NL) and possible follow-up (Niels T.) ◆ Training for communicators ◆ (poss.) Professional statute and discipline of the institutional public communicator (Stefano R., IT)
<p>20.30</p>	<p>Official dinner</p> <p>Venue: Casinó di Venezia, Ca' Vendramin Calergi, Cannaregio 2040, Venice</p>

FRIDAY 20 NOVEMBER

<p>9.30 - 12.30</p> <p>10.45-11.00 : coffee break</p>	<p>PLENARY SESSION ("EU" SESSION)</p> <ul style="list-style-type: none">◆ The Lisbon Treaty: the Irish referendum campaign<ul style="list-style-type: none">● Evaluation and comparison between the 1st referendum and 2nd referendum campaign● Lessons learned◆ The 2009 European elections<ul style="list-style-type: none">● Implementation of the EP's communication campaign● National communication campaignsEvaluation and lessons learned (EE, other MS, Institutions)◆ Energy and climate change<ul style="list-style-type: none">● The UN Conference COP-15 in Copenhagen: MS' and Institutions' mobilization, including public diplomacy initiatives (DK,SE, UK, Institutions)◆ Communicating on the financial crisis: the challenges ahead (SE, B, NL, FR, EE, LV, IRL, PL, ECB, Institutions)◆ Management partnerships<ul style="list-style-type: none">● Information point from AT in view of the Club workshop foreseen in Vienna in February 2010
<p>12.30 - 13.00</p>	<p>CONCLUSIVE SESSION</p> <ul style="list-style-type: none">➤ Issues emerged➤ VeniceNet update➤ Planning 2010
<p>13.00 - 14.00</p>	<p>Buffet lunch</p>
<p>14.00</p>	<p>BACK TO RIVA SCHIAVONI</p> <p>FOR THOSE WHO WILL ATTEND THE MEETING ON 21 NOVEMBER IN CROATIA:</p> <p>TRANSFER BY BUS ON FRIDAY 20 NOVEMBER AT APPROX 4.30 PM (MORE DETAILS WILL BE COMMUNICATED AT A LATER STAGE)</p>

* Interpretation in Italian, English and French