



Club of Venice (CoV) Plenary Meeting 22-23 November 2018, Venice (Italy)



Agenda

Meeting languages: Italian, French and English (interpretation provided)

Wednesday, November 21st 2018

18:00

**Steering Group and Advisory Group
- restricted session on the Club governance**

Venue: Council of Europe - Venice Office, St. Marco 180C, Venezia

Optional social programme

19:30

Informal evening

Venue: Council of Europe - Venice Office, St. Marco 180C, Venezia

Thursday, November 22nd 2018

8:30 – 9:00

Guests' arrival, registration

Meeting Venue: Palazzo Franchetti, St. Marco 2847, Venezia

9:00 – 09:45

Opening Session

- Welcome statements - representatives of the hosting Italian authorities and the European Institutions

- **Eugenio MADEO**, Deputy Secretary-General, Presidency of the Council of Ministers, Italy
- **Fiorenza BARAZZONI**, Presidency of the Council of Ministers, Department of European Policies, Italy
- European Institutions' representatives
 - **Fabrizio SPADA**, Institutional Relations, European Parliament Information Office in Italy
 - **Roberto SANTANIELLO**, European Commission Representation in Italy

9:45 – 10:00

- Meeting objectives

- **Stefano ROLANDO**, President of the Club of Venice

10:00 - 10:15 - coffee break

10:15 – 13:00 **Plenary session**

Communicating Europe - Recovering Citizens' trust in the EU and in their public authorities – Communication challenges and strategies

- Challenges for governmental and institutional communicators
- Communication strategies, six months ahead to the European elections 2019
- Public opinion trends

Moderator: Erik DEN HOEDT, Netherlands, Director, Public Information and Communication, Ministry of General Affairs - member of the Steering Group of the Club of Venice

Key Note speakers:

- **Michael SPINDELEGGER**, former Austrian Minister of Foreign Affairs, Director-General of the International Centre for Migration Policy Development (**ICMPD**): migration as top challenge topic for public communicators; need for work in synergies among MS, Institutions and NGOs)

- **Alexander KLEINIG, European Parliament**, Head of the "Concept and Design" Unit, DG Communication

Panellists:

- **Simon KREYE, Germany**, Deputy Head, Steering Group Strategic Communication, Ministry of Foreign Affairs

- **Gaetane RICARD-NIHOUL, France**, Deputy Secretary-General for the organisation of the *Consultations citoyennes*, Ministry of European Affairs
(tbc)

- **Philippe CAROYEZ, Belgium**, Advisor, Directorate-General of External Communication, PM Chancellery

- **Fiorenza BARAZZONI, Italy**, Presidency of the Council of Ministers, Department of European Policies

- **Claus HÖRR, Austria**, Director, Press and Media Service, Bundeskanzleramt, member of the Steering Group of the Club of Venice

- **Mikel LANDABASO**, Director, Strategy and Corporate Communications, **European Commission** DG COMM

- **JAMES DENNISON**, Research Fellow, **European International University (EIU)** (public opinion – state of play)

- one representative from **Ireland** *(tbc)*

13:00 – 14:15 ***Buffet Lunch***

14:15 – 17:30 **Plenary session**

"Capacity/Capability Building, Transformation of Public Services and Open Government - implementation of the Vilnius Charter of 8 June 2018 on "Shaping Professionalism in Communication"

- analyses and strategic approaches
- open government
- presentation of the newly established permanent expert forum and proposal for a roadmap

- Moderator: Anthony ZACHARZEWSKI, Director, **The Democratic Society**

- Key Note speaker: Laure VAN HAUWAERT, Managing Director EU Institutions, **WPP** Government and Public Sector Practice

Panellists:

- Robert WESTER, Interim Director of Communication, Ministry of Finance, **The Netherlands** ("*Basic principles of a professional communications function*")

- Vanni XUEREB, Malta, Director of the Malta-EU Steering and Action Committee (**MEUSAC**)

- one representative from **Italy** (*tbc*)

- Claus GIERING, European Commission, Head of Unit, Inter-institutional Relations and Communication, Directorate-General for Neighbourhood and Enlargement Negotiations (**DG NEAR**)

- Rudolf STROHMEIER, Director-General, **Publications Office of the EU**

15:30-15:45 *coffee break*

20:30

Official Dinner

Venue: Ristorante **Do Forni**, San Marco 468 - 30122 Venezia (dress code: business suit)

Friday, November 23rd 2018

8:30 – 09:00

Guests arrival, registration

Meeting Venue: Palazzo Franchetti, St. Marco 2847, Venezia

9:00 - 12:30

Countering hybrid threats - round table

- crisis communication mechanisms: cooperation in progress (implementation of the Vilnius Charter on resilience)
- cyber-attacks and data vulnerability
- the impact of disinformation and fake news on recent national elections campaigns in Europe

- Moderator: Silvio GONZATO, Director for Inter-institutional Relations, Policy Coordination and Public Diplomacy, European External Action Service (**EEAS**)

- **Key Note speaker: Alex AIKEN, United Kingdom**, Executive Director of Communications, HM Government

Panellists:

- **Christophe LECLERCQ**, Founder of the **EURACTIV** media network, Chairman of **EURACTIV**, adviser and commentator
- **Charlotte MONTEL, France**, Director for Communication, Ministry of Foreign Affairs and International Relations
- **Erik W. KARLSSON**, Communications Officer, Ministry for Foreign Affairs, **Sweden**
- one representative from the European Commission DG C'NECT (*tbc*)
- **Tina ZOURNATZI**, Head of the Strategic Communication Unit, **European Commission**, DG COMM, Directorate Corporate and Strategic Communication
- **Giuseppe ZAFFUTO**, Spokesperson, Directorate of Communications, **Council of Europe** - Strasbourg
- **Yevhen FEDCHENKO**, Executive Editor, **StopFake**, Director of the Mohyla School of Journalism in Kyiv, Ukraine
- **Christian SPAHR**, Founder and Board Member, South East Europe Public Sector Communication Association (**SEECOM**)
- **Suzana VASILJEVIC, Serbia**, Media Advisor for President Vučić
- **Oliver VUJOVIC**, Secretary-General, South-East Europe Media Organisation (**SEEMO**)
- **Verena RINGLER**, Director, **European Commons**, European Strategy and Public Affairs ("*Promising exercises and good practice*")

10:30-10:45 coffee break

10:45 - 12:30 Follow-up - plenary round table

12:30 – 13:00 Closing Session

- Reflections on the issues emerged during the plenary meeting
- Planning for 2018-2019, with focus on:
 - = Cap'Com 30th Anniversary meeting, Lyon, 5-7 December 2018)
 - = London Stratcom seminar (14 December 2018)
 - = Brussels seminar (March 2019)
 - = Montenegro plenary (May or June 2019)
 - = Work in synergies

13:30 – 14:30 Buffet Lunch

Venue: Council of Europe - Venice Office, St. Marco 180C, St. Marco Square, Procuratie Vecchie (near the clock tower)

Optional social programme

15:00

Visit to "Tintoretto 1519-1594", exhibition to celebrate the 500th anniversary of the birth of the Venetian painter Jacopo Tintoretto, and to the Doge's Palace (Palazzo Ducale).

<http://palazzoducale.visitmuve.it/en/mostre-en/mostre-in-corso-en/tintoretto-1519-1594/2018/04/19133/exhibition/>