



8th European Public Communication Conference

[Re]shaping European dialogues



[programme]

9 & 10/11/2017, Brussels

cor.europa.eu/europcom #europcom



European Committee
of the Regions



European Parliament



Council of the
European Union



European
Commission



European Economic and Social Committee

EuroPCom, the European Public Communication Conference, is the annual **meeting point for public communication managers and senior experts** of local, regional, national and European authorities.

The 8th edition of EuroPCom is held on **Thursday 9** and **Friday 10 November 2017** in Brussels. Join your colleagues in sharing views on how to engage citizens in the European project and in public affairs more generally, examining the unique area of crossover between communication and engagement, and mapping the latest trends in (digital) communication.

[Registration:

9 November:

European Parliament: 8:30-12:00 (Infopoint)

European Committee of the Regions: 12:00-17:30

10 November:

European Committee of the Regions: 8:15-11:15

Distribution of conference badges to those participants who have registered via online registration tool and received their confirmation. Please note that on-site registration is not accepted.

[Catering:

Catering at the conference is provided also courtesy of the European Commission and the European Economic and Social Committee.

[Web streaming and Wi-Fi:

Most of the conference sessions will be web streamed live via the conference site. VoDs of these sessions will also be made available after the conference. You can make use of the open Wi-Fi network "EESC-CoR" in the Jacques Delors Building. At the European Parliament the Wi-Fi access code will be communicated at the start of the opening session.

[9 November 2017]

10:30-12:30	Opening session <i>Room Hemicycle, Paul-Henri Spaak building, EP</i> [1]				
12:45-14:15	Networking lunch <i>Atrium 5 and 6</i>				
14:30-16:00	Political campaigning - how and where is the battle won? <i>Room JDE62</i> [2]	Employee advocacy – engaging your staff as ambassadors <i>Room JDE51</i> [3]	The Age of Big Data: data mining and communication <i>Room JDE52</i> [4]	How to produce videos with a smartphone <i>Room JDE53</i> [5]	Interactive Cities: the use of social media and digital tools <i>Atrium 5</i> [6]
16:30-18:00	Raising emotional engagement with Europe: a love story of grassroots initiatives <i>Room JDE53</i> [7]	Know your target: behavioural insights and audience perspectives <i>Room JDE52</i> [8]	Where is social media headed? The biggest trends to watch out for. <i>Room JDE62</i> [9]	Engaging citizens in a debate on Europe: local dialogues "Reflecting on Europe" <i>Room JDE51</i> [10]	Catalogue of good practice for communicating with young people <i>Atrium 5</i> [11]
18:00-19:30	Networking reception <i>Atrium 5 and 6</i>				

[10 November 2017]

09:15-10:45	Tackling populism and Euroscepticism at local level <i>Room JDE51</i> [12]	Who earns the trust of citizens and why: key findings of global studies <i>Room JDE52</i> [13]	Media literacy in the post-truth era – surviving in the world of fake news and misinformation <i>Room JDE62</i> [14]	Ten pitfalls to avoid when moderating debates <i>Room JDE53</i> [15]	From audience to partner: exploring innovative engagement approaches to boosting policy effectiveness <i>Atrium 5</i> [16]
11:15-12:45	Communicating Europe - the role and impact of public service broadcasters <i>Room JDE51</i> [17]	Drivers of engagement: participatory – communicative projects and concepts <i>Room JDE52</i> [18]	Review of EU institutional communication <i>Room JDE62</i> [19]	The rise of MADCOMs <i>Room JDE53</i> [20]	Storytelling: a tool for reaching other filter bubbles? <i>Atrium 5</i> [21]
13:15-14:00	Closing session <i>Room JDE62, listening rooms JDE52, JDE51, JDE53</i> [22]				
14:00-15:00	Networking lunch <i>Atrium 5 and 6</i>				

[Session formats:



workshops



key note lectures



ideas labs

[1] Opening session

[9 November, 10:30-12:30]

European Parliament, Paul-Henri Spaak building, Hemicycle (listening room PHS P7C050)

Interpretation from/into English, French, German, Spanish, Italian, Polish, and Estonian

Web stream provided in all above languages

The opening session of EuroPCom will take place in the European Parliament. High-level speakers representing each of the partner institutions will be invited to take part in an introductory debate and to share their personal experience of engaging citizens in a dialogue on European issues. This will be followed by an inspirational keynote speech on the EU and its communication challenges and opportunities. The audience will be given the opportunity to reflect further on this topic in the Q&A part of the session. The opening session will conclude with the EuroPCom Public Communication Award ceremony.

[Panel debate:

- **Jaume Duch Guillot**, Director-General for Communication, European Parliament
- **Matti Maasikas**, Deputy Minister for EU Affairs, Ministry of Foreign Affairs of Estonia
- **Karl-Heinz Lambertz**, President of the European Committee of the Regions
- **Jean-Eric Paquet**, Deputy Secretary-General, European Commission
- **Michael Smyth**, Vice-President in charge of budget, European Economic and Social Committee

[Keynote speech:

- **Anthony Luzzatto Gardner**, Ambassador (retired) of U.S. to the European Union 2014-2017

[Ceremony of the 2017 European Public Communication Award

presented by **Karl-Heinz Lambertz**, President of the European Committee of the Regions

Moderator: **Katrina Sichel**





Jaume Duch Guillot is the Director-General for Communication of the European Parliament and its Spokesperson. He graduated in Law from the University of Barcelona, where he later also served as a Professor of International Public Law. In 1990 he became a European Parliament official and since then has always worked in communication-related positions, such as Spokesperson for the then President of the European Parliament, José María Gil-Robles, and Head of the Press Room or Media Director. In February 2017 he was appointed as Director General of Communication, a role which he combines with being the Spokesman of the institution. @jduch



Karl-Heinz Lambertz was elected President of the European Committee of the Regions (CoR) in July 2017 after serving a two-and-a-half year term as First Vice-President. He is also a member of the Belgian Senate, representing the German-speaking Community. Mr Lambertz's interest in politics came early in his career having served as President of the German-speaking Youth Council (1975-1980). After a number of functions linked to his academic background in law, he became Member of Parliament of the German-speaking Community in 1981. From 1990 to 1999, he held many ministerial posts in the German-speaking Community Government before being elected its Minister-President (1999-2014). He was then President of Parliament until 2016, before taking up a post as Senator. Mr Lambertz has been a CoR member since 2001 and was President of the CoR's PES Group (2011- 2015). Since 2000, he has been a member of the Congress of Local and Regional Authorities of the Council of Europe, of which he is currently Vice-President. @CoR_President



Matti Maasikas is the Deputy Minister for Foreign Affairs of the Republic of Estonia, and was appointed in 2016 as special representative of Estonia to the EU institutions. Since 2001, Mr Maasikas has been working in the Ministry of Foreign Affairs: from 2001 to 2005, he was the Estonian Ambassador to Finland, and from 2005 to 2008 he was Secretary-General in the Ministry of Foreign Affairs. From 2009 to 2010, he worked in the office of the European Commissioner for Enlargement, Olli Rehn, and from August 2010, he worked in the team of advisors to the European Commission president, José Manuel Barroso. @MattiMaasikas



Jean-Eric Paquet has been Deputy Secretary-General of the European Commission responsible for Better Regulation and Policy Coordination since November 2015. He began his career in the European Commission in 1993 in the Directorate-General for Transport. From 1999 to 2004, he worked for Commissioners Verheugen (Enlargement) and Busquin (Research policy). From 2004 to 2007, he was EU Ambassador in the Islamic Republic of Mauritania, and between 2007 and 2015 he held director positions in DG Transport and DG Enlargement.



Michael Smyth has been Vice-President responsible for the budget at the European Economic and Social Committee (EESC) since 2015, having been a member of the EESC's Various Interests Group. At the EESC, Mr Smyth has been rapporteur for opinions on issues such as investment plan for Europe, the long-term financing of the European economy, and long-term shareholder engagement. Before that, Mr Smyth worked as a consultant for the European Commission on the Northern Ireland Community Support Framework, for Armagh District Council, the Northern Ireland Assembly, the Office of the First and Deputy First Minister and the Oireachtas. He has also been a member of the Economic Affairs Committee of the Confederation of British Industry in Northern Ireland since 1990, and held various positions in academia.



Katrina Sichel is moderator and communications specialist with a degree in Modern Languages from Oxford University and a background in theatre and television. A former TV producer, she put together news packages for the BBC, Sky News, Channel 4, ITV and Reuters, interviewing well-known figures from the arts, film, fashion and political arenas. She also delivered media-training for diverse clients, from BBC and Rolls Royce, to Barclays International and Siemens. Since 2007 Katrina has been moderating events in Brussels and internationally covering diverse topics and policy areas.



Anthony Luzzatto Gardner has been until recently a Visiting Fellow at the College of Europe in Belgium and European University Institute in Italy. He served as US Ambassador to the European Union from March 2014 to January 2017. He has dedicated more than twenty-five years of his career to US-European affairs, as a government official, lawyer and investor. He served as Director for European Affairs on the National Security Council in 1994-95. Prior to serving in his diplomatic post, Mr Gardner was managing director for six years at Palamon Capital Partners, and worked as an executive director at GE Capital and Bank of America. He is a member of the New York Bar, an adviser to the Bill and Melinda Gates Foundation, and a member of the Council on Foreign Relations. Ambassador Gardner currently serves as Senior Counsel to Sidley, the international law firm, and Senior Adviser to Brunswick Global, the public affairs and communications firm. @tonylgardner

[2] Political campaigning - how and where is the battle won?

[9 November, 14:30-16:00, JDE62]

Interpretation from/into English and French

Web stream provided in English

Listening room JDE70

2017 has borne witness to a series of critical elections across Europe and beyond, where conventional political wisdom that domestic political campaigns are centred almost exclusively on local rather than European or even global themes no longer applies. In these turbulent times, campaign teams have been working hard to identify the right mix of communication messages and channels, as well as capitalising on digital progress and get-out-the-vote strategies, in order to have the greatest impact on voters' choices. Many people say that democracy works best when no vote is taken for granted, but how and where is the battle won?

[Speakers:

- **Robby Mook**, Senior Fellow, Harvard University, USA
- **Niall Sookoo**, Labour Party Director of Campaigns and Elections, United Kingdom
- **Saar van Bueren**, member of the Cabinet of the First Vice-President of the European Commission

Moderator: **Marjory van den Broeke**, Head of Press Unit, European Parliament



Robby Mook is a Senior Fellow at Harvard's Kennedy School and a CNN contributor. At Harvard, Mr Mook co-directed the Defending Digital Democracy Project, a bipartisan effort to guard political campaigns and elections against cyber-attacks and make our democratic institutions more resilient in the face of foreign information operations. Mr Mook served as campaign manager for Hillary Clinton's 2016 presidential campaign. He also ran winning campaigns for governor, US Senate and US Congress. @RobbyMook



After a decade working in broadcasting, **Niall Sookoo** moved into communications, working first for the United Nations on the 2004 tsunami relief programme. He then moved to the Mayor of London's office before joining Greenpeace UK. Since 2015 he has worked for the Labour Party in the Leaders' office, and is presently director of Campaigns and Elections. @captainsooks



Saar van Bueren is political assistant and communication adviser of First-Vice President of the European Commission Frans Timmermans. Before moving to Brussels, she worked as a political adviser, spokesperson and campaign strategist of the Dutch Labour Party, where she was the driving force behind the 2012 national election campaign of Diederik Samsom, in which he turned an expected loss into a victory in only a few weeks' time. Before that she worked as a press secretary of AFC Ajax Football club. @saravanbuer



Marjory van den Broeke is head of the Press Unit in the European Parliament. Before coming to the Parliament in the late nineties, she worked as a journalist in different media in the Netherlands, including the Associated Press and Radio Netherlands Worldwide. Marjory studied English literature and linguistics, as well as political science.

[3] Employee advocacy – engaging your staff as ambassadors

[9 November, 14:30-16:00, JDE51

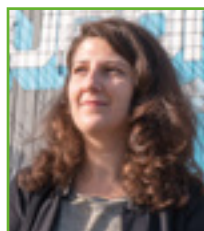
*Interpretation from/into English and French
Web stream provided in English*

Is your organisation doing everything it can to harness the communication potential of employees? In today's era of declining trust, many businesses and institutions are finding that staff count amongst their most authentic and credible ambassadors. Tapping into employees' networks can considerably extend the reach of communication actions (more than tenfold, according to some estimates). In addition to the organizational benefits, employee advocacy programmes provide great opportunities for engagement, motivation and personal development. This workshop will look at several examples of successful programmes in both the online and offline worlds.

[Speakers:

- **Dana Manescu**, head of social media team, European Commission, DG Communication
- **Truus Yperman**, in-house trainer / learning and development professional, European Parliament, DG Personnel
- **Davied van Berlo**, strategist at RVO.NL (Dutch Central Government), The Netherlands
- **Phallyne Tiv**, recruitment and employer branding manager at Sibelga, Belgium

Moderator: **Anthony Lockett**, European Commission, DG Human Resources and Security



Dana Manescu is the head of the social media team of the European Commission. Her aim with social media is to make 'Brussels' more accessible and give the institution a human face. Equipped with the exciting possibilities offered by new media tools and a strong passion for the value of open communication and exchange, her team mobilises colleagues all around the Commission to help answer questions on social media, and explain complex topics in plain language, putting themselves 'out there' for live chats and interactive TV interviews. Formerly a press and social media officer for the European Council, Dana launched the social media presence of this intergovernmental EU institution. @DanaBrussels



Truus Yperman started off seven years ago in the European Parliament's visitor service, where she worked as a lecturer and speaker for visitors' groups. In 2013, Truus moved on as a trainer in the Learning and Development unit, where she currently works as a skills development specialist, focusing on soft skills, communications and "back to school" programme.



Davied van Berlo is the founder of the Dutch Civil Servant 2.0 Network (10 000 members) and PLEIO, an open-source-based government-wide intranet (400 000+ users). He is an expert on the civil service organisation of the future. He currently works for RVO.NL as a strategist. @davied



Phallyne Tiv graduated in industrial and organisational psychology, and completed her academic education with a post-master's degree in human resources at the ULB. Passionate about people, her career started ten years ago and since then she has been working in recruitment. She is currently responsible for Sibelga's employer branding and recruitment service.



Anthony Lockett has been working in the communication field for more than 20 years, in a variety of roles both inside and outside the EU institutions. He helped to launch the European Commission's open data platform for European Structural and Investment Funds, which aims to boost the performance of EU-funded programmes by increasing transparency and "social control". Last year, Tony moved to a new role dealing with internal communication and staff engagement in the European Commission. @TonyLbxl

[4] The Age of Big Data: data mining and communication

9 November, 14:30-16:00, JDE52

Interpretation from/into English and French

Web stream provided in English

Listening room JDE63

As data becomes more ubiquitous and easy to collect, including via social media, we are faced with a "tsunami" of potential data points. With the explosion of Big Data, the key is to take advantage of innovative opportunities to put raw data to use in actionable ways. This is where data mining, the automated extraction of hidden predictive information from large datasets, comes to play as a powerful aid to predict trends and behaviours, allowing for knowledge-driven decisions on engaging audiences across channels. This session will explore the potential of data mining for optimizing communication and will dig deeper into the many ways data mining can have an impact.

[Speaker:

- **Pierre Deville**, Head of Analytics, Bisnode Group Analytics, Belgium

Moderator: **William Echikson**, Associate Senior Fellow and Director of the Digital Forum, Centre for European Policy Studies, Belgium



Pierre Deville is the Head of Analytics for Bisnode Group Analytics. He is also an Associate Professor at the Solvay Business School where he teaches Data Management and Analytics. Pierre Deville holds a MSc in Computer Science Engineer in Artificial Intelligence and a PhD in

Applied Mathematics from the University of Louvain and performed most of his research at the Center for Complex Network Research in Boston, USA. His research projects have been published in Science, Nature Physics, PNAS and covered in the New York Times, the Washington post, BBC, the Economist, Forbes, the Guardian and more. He is also a member of the Belgian American Educational Foundation as well as a recipient of a FNRS Research fellowship. @PRDeville



William Echikson is Associate Senior Fellow and Director of the Digital Forum at the Centre for European Policy Studies (CEPS). Before joining CEPS, Mr Echikson worked for six and a half years at Google in Brussels. He also served for three decades as a foreign cor-

respondent in Europe for a series of US publications including the Christian Science Monitor, Wall Street Journal, Fortune, and BusinessWeek, and from 2001 until 2007, he managed the Brussels bureau for Dow Jones as bureau chief. @Bechkson

[5] How to produce videos with a smartphone

9 November, 14:30-16:00, JDE53

Session held in English

We are experiencing a dramatic video revolution. Facebook and Snapchat have both surpassed 8 billion daily video views and experts predict that 74% of all internet traffic in 2017 will come from video. This makes video one of the most

indispensable digital communication tools, in particular on social platforms. You do not need a degree in film to make an excellent video these days. With the right technique, you can produce a great-looking video quickly and without expensive equipment. Join this EuroPCom mini-training to help you create engaging video content with little more than a smartphone.

[Speakers:

- **Henk Harding**, director of Character Training; journalist, Character Media, The Netherlands
- **Robert van Tellingen**, director and owner of Character Media, The Netherlands



Henk Harding is the owner of Character Training, and director of multiple Dutch television programmes and documentaries. He is also an international trainer, specialising in making videos with smartphones. @HenkHarding



Robert van Telling is a decorated director with roots in journalism. He believes that in journalism, politics, and even in entertainment, storytelling is most important. He has been working in journalism and communication for 25 years, the last 10 years on an independent basis. Mr van Telling pioneered in bringing together audiovisual and non-profit organisations and governments. He was awarded "De Tegel", a Dutch award for best journalistic documentary. @rombertus



[6] Interactive Cities: the use of social media and digital tools

[9 November, 14:30-16:00, Atrium 5
Open space session in English



Daniela Patti is an Italian-British architect and urban planner with a Ph.D. in metropolitan governance from the Technical University of Vienna. Specialised in collaborative decision making processes, her recent work has focused on the use of digital media to improve urban governance within the Interactive Cities URBACT-funded project, the revitalisation of local food markets and new economic models for community-based urban development. She is co-founder and director of Eutropean Research&Action both in Rome and Vienna, an organisation supporting collaborative planning processes between public administrations and civic groups.

This Ideas Lab will be fully participatory, designed to give everyone in the room a voice in addressing the issues of the session and producing actionable outcomes. The URBACT-funded network Interactive Cities brings together cities from around Europe on projects where new media can help urban regeneration and economic development. Using the format of collective storytelling, this Ideas Lab will feature cities from around Europe sharing stories of their experience in using social media and digital tools to stimulate stakeholder engagement.

[Ideas Lab leader:

- **Daniella Patti**, URBACT Expert, Eutropean GmbH, Austria

Storytellers:

- **Maria José Domingos**, City of Lisbon, Portugal
- **Kristina Reinsalu**, City of Tartu, Estonia
- **Cesare Torre**, City of Genova, Italy
- **Emmanuelle Emeriau**, Paris Semaest, France

[7] Raising emotional engagement with Europe: a love story of grassroots initiatives

[9 November, 16:30-18:00, JDE53

Interpretation from/into French and English

In many EU countries, pro-European grassroots initiatives have developed for different reasons at local, regional and national levels, often as a response to rising levels of Euroscepticism and populism. Protests, online discussions, local debates and media visibility have inspired debates about Europe's (democratic) identity and its future, with links to domestic discussions, both at national and regional level. In the spirit of learning from those who have succeeded in engaging citizens for Europe, this session will take a closer look at their communication approaches, techniques and experiences so far, and ask what – if anything – they expect from public institutions.

[Speakers:

- **Hans-Christoph Schlüter**, vice-president of WhyEurope, Germany
- **Anna Friederike Steiff**, communication manager and head of administrative office, Pulse of Europe, Germany
- **Dominik Kirchdorfer**, founder of European Future Forum, Austria
- **Katarzyna Morton**, coordinator, Committee for the Defence of Democracy (KOD), Poland

Moderator: **Jiří Buriánek**, Secretary General of the European Committee of the Regions



Hans-Christoph Schlüter is currently working towards an MSc in general management in Tübingen, Germany. After successfully completing his bachelor's degree in Freiburg, he spent six months in Tokyo (Japan) and Frankfurt (Germany) gathering professional expertise. Together with two fellow students, he

founded WhyEurope in July 2016 in response to the Brexit referendum. @WhyEuropeORG



Anna Friederike Steiff is a communications manager and currently heads the main office of the European grassroots movement Pulse of Europe, where she has been driving forward the communications infrastructure and campaigning, with the aim of setting positive signs for the future of Europe. Prior to this, she worked at the European Central Bank and an Executive Agency of the European Commission in the field of communications, as well as in public broadcasting. She holds masters degrees in international communications from universities in Vilnius and Groningen. Her main focus lies in creating and reigniting positive emotions towards. @PulseofEurope



Dominik Kirchdorfer is a European writer of Austrian and Polish descent and the founder of the EFF - European Future Forum. He studied Political Science at the University of Vienna and holds a postgraduate degree in EU Politics from the London School of Economics, and in Creative Writing from the University of Glasgow. After working for a year in the institutions in Brussels, he has now returned to Austria, where he founded the EFF and is standing in the national elections.



Katarzyna Morton is a MA graduate in Political Science (International Relations), trainer and project manager. She has been working for the past ten years with and for non-governmental organisations dedicated to civil society and quality media capacity building, with a focus on the impact of communication channels worldwide. She is currently involved in Polish civil society movements and various non-formal, pro-democratic operational groups, mainly with the Committee for the Defence of Democracy. @Kom_Obr_Dem_Int



Jiří Buriánek has been Secretary General of the European Committee of the Regions since September 2014. He served previously as director in the Secretariat-General of the Council, responsible for network industries (energy, transport, telecommunications/information society) and European infrastructure (Connecting Europe Facility and Trans-European Networks). Prior to this, he also served as Enlargement Manager at the European Commission's DG Joint Research Centre and as Secretary-General of PostEurop, the European Restricted Union of the UN Special Agency of the Universal Postal Union uniting 42 European Universal Service Providers.

[8] Know your target: behavioural insights and audience perspectives

[9 November, 16:30-18:00, JDE52]

Interpretation from/into French and English

Web stream provided in English

Listening room JDE63

Understanding your audience is vital when it comes to communicating your project. More often than not, however, public institutions continue to focus on what they want to say and how they want to say it. They rarely stop to consider what the audience wants to hear or how they want the message delivered. By adding behavioural insights and audience perspectives to the communication toolkit, public communicators can gain valuable insights into more engaging and effective communications that drive change and help cut through the noise. Join this workshop to learn more about how reach across the chaos and establish effective communication with your audience.

[Speakers:

- **Ian Vollbracht**, researcher at the Joint Research Centre of the European Commission
- **Frits Spangenberg**, founder of Motivaction Research & Strategy, The Netherlands
- **Alex Aiken**, Executive Director of Government Communication, UK Government

Moderator: **Marco Incerti**, Director, Communication Service, European University Institute, Italy



Now a researcher at the Joint Research Centre (JRC) of the European Commission, **Ian Vollbracht** has worked in all three major EU institutions: the Commission, the Council and the Parliament. From 2010 to 2014, he was a member of the Cabinet of Commissioner Cecilia Malmström. An economist by background, Mr Vollbracht has a deep interest in psychology and behavioural science. He regularly gives presentations on these issues at policy conferences and currently leads a JRC research project on "big data, psycho-targeting and the future of democracy".



Frits Spangenberg graduated as a Sociologist at the University of Amsterdam. During his studies he worked as an interviewer and learned that the motives and drivers of behaviour can be of more interest than the actual behaviour itself. In 1984 he founded Motivaction International which has grown to a one of the most important Dutch research agencies for market and opinion research.



Alex Aiken is the Executive Director of UK Government Communications, based in Downing Street and the Cabinet Office. He was Director of Communications & Strategy at Westminster City Council between 2000 and 2013, where he built a team acknowledged to be the best in local government and created a successful consultancy operation providing services to other organisations. Before joining Westminster City Council, he held senior posts in the Conservative Central Office, leading the Party's Campaigns Unit from 1999 to 2000 and the Press Office from 1995 to 1999. @AlexanderAiken



Marco Incerti is the Director of the Communication Service at the European University Institute (EUI). Reporting to the EUI President, he is responsible for the definition of the Institute's mission and communication strategy, coordinating the efforts of its four departments, and in close cooperation with the in-house research centres. Before joining the EUI, Mr Incerti worked for fifteen years as Head of Communication and Research Fellow at CEPS, one of the leading European think tanks. He is a member of the European Association of Communication Directors, and is regularly invited to speak at the meetings of the Club of Venice. @MarcoInBxl

[9] Where is social media headed? The biggest trends to watch out for.

9 November, 16:30-18:00, JDE62

Interpretation from/into English and French

Web stream provided in English

Listening room JDE70

The social media landscape moves quickly. The mobile transformation is almost complete. Along with mobile, video is the present and future king, with a sharp rise in live video content that makes users feel like they are a genuine part of the experience. Virtual reality and augmented reality are making their presence felt. The shift towards more interactive, inspirational and emotionally engaging content is evident. Meanwhile, social media, once a playground for the young, has been colonised by an older demographic. Paid amplification is becoming standard, platforms are introducing integrated bots, and users are having doubts about their privacy and security. Anticipating future trends is vital for the proper allocation of resources and the development of an integrated communications approach. So where is social media headed?

[Speaker:

- **Christophe Ginisty**, CEO of AGOREP, Belgium

Moderator: **Aurelie Valtat**, Head of Digital | Multimedia | Internal Communication at EuropeAid, European Commission



Christophe Ginisty is a digital strategist, social media intelligence expert, founder of AGOREP and creator of the ReputationTime cycle of conferences. Mr Ginisty started his career when he founded Rumeur Publique, a PR business specialising in technology that has become one

of the leading agencies on the French market. In 2011, Edelman appointed him "European Digital /Technology Evangelist" and Deputy Managing Director for the EMEA region. Mr Ginisty created the ReputationTime cycle of conferences in 2013. He later founded Internet sans Frontières (Internet without borders) in 2008, an NGO dedicated to promoting and fighting for freedom of speech online. @CGinisty



Aurelie Valtat is a seasoned political and strategic communications specialist, with a focus on digital media. She is currently heading the digital and internal communications department at EuropeAid, the European Commission's development and international cooperation arm. Before that, she held various communication positions at the European Council, EUROCONTROL, UNESCO and Alliance Française. She is a regular speaker and lecturer on topics such as digital and strategic communications. @AValtat



[10] Engaging citizens in a debate on Europe: local dialogues "Reflecting on Europe"

[9 November, 16:30-18:00, JDE51]

*Interpretation from/into English and French
Web stream provided in English*

In an effort to bring the EU agenda closer to local communities, the European Committee of the Regions launched the "Reflecting on Europe" initiative as a platform for engaging citizens in their home towns and regions in the ongoing discussion on the future of the EU. To this effect, the CoR is organising 135 citizens' debates and gathering feedback via an online survey. This session will focus on sharing, reviewing and debating the experiences of local and regional organisers, local politicians and other EU institutions holding similar events. Join us in exploring effective approaches to dialogue on Europe with the public at large.

[Speakers:

- **Apostolos Tzitzikostas**, Governor of the Greek region of Central Macedonia, CoR Member, Greece
- **Jelena Drenjanin**, deputy mayor of Huddinge, CoR Member, Sweden
- **Marco Dus**, member of Vittoria Veneto Municipal Council, CoR Member, Italy
- **Joachim Ott**, DG Communication, European Commission
- **Gabrielle Bischoff**, special adviser on European policy issues, German Trade Union Confederation; Member of European Economic and Social Committee, President of Group II (Workers' Group), Germany
- **Marycruz Arcos**, academic director of Europe Direct Centre and European Documentation Centre in Sevilla, Spain
- **Michele Cercone**, Head of Unit for Events, European Committee of the Regions
- **Ginevra Del Vecchio**, campaign manager, European Committee of the Regions

Moderator: **Dan Carbutaru**, Director, Calea Europeana, Romania



Apostolos Tzitzikostas is Governor of the Greek region of Central Macedonia since May 2014. He is also member of the CoR and heads the Greek national delegation. Prior to this, Mr Tzitzikostas was successively member of the Greek Parliament with the Nea Dimokratia Party, Secretary of the Greek Parliament and Deputy-Head of the Department of Foreign Affairs of the Nea Dimokratia Party. He holds a degree in Government and International Relations from Georgetown University. @tzitzikostas



Jelena Drenjanin is deputy mayor of the City of Huddinge, Sweden, and a member of Huddinge Municipal Council. She has been a CoR member since 2011. Previous positions include vice president of Moderatkvinnorna, a women's network in Sweden's Moderate Party, and chair of the forum for local democracy in Huddinge.



Marco Dus is a member of Vittoria Veneto Municipal Council, and member of the European Committee of the Regions. Mr Dus has an academic background in environment, science and administration. He has been working since many years as an officer in a public institution, dealing with environmental issues. He has the ambition to leave the world little better than he found it. @Dus_Marco



Joachim Ott is heading the Citizens' Dialogue Unit in the European Commission's Directorate-General for communication. He works with the Commission since 1998 and has been responsible for the development of the Roma strategy and for ethnic minorities' questions. He was liaison officer of the Employment and Social affairs Directorate-General to the European Parliament and secretary of a number of social dialogue committees. Before that he worked as chief of staff for two Members of the German Bundestag. Mr Ott holds a PhD and a Masters' degree in Classics from the University of Frankfurt/Main. @Joachim_Ott



Gabrielle Bischoff is the president of the Workers' Group of the EESC. Previously, she worked for the German government as senior advisor for the EU presidency in the Ministry of Labour and Social Affairs, and as head of the European Policy Department with the German Confederation.

tion of Trade Unions. Ms Bischoff holds a degree in political sciences from the Free University of Berlin. @GabiSchoff



Marycruz Arcos is a director at the European Documentation Centre and Europe Direct, both located at the University of Seville. Ms Arcos is also a professor of public law and international affairs, and served from 2000 to 2008 as vice rector in charge of institutional and international relations at the University of Seville. She has a masters degree in European Studies and a PhD from the College of Europe.



Michele Cercone is Head of the Events Unit in the Communication Directorate at the European Committee of the Regions. Mr Cercone previously worked as a journalist in Italy, France, the United States and Belgium. He also covered EU affairs for the Italian newswire ANSA between 2000 and 2005. In 2006 he joined the European Commission's Spokesperson Service where he worked until 2015 as Spokesperson for Transports, Spokesperson for Justice Liberty and Security and Spokesperson for Home Affairs.



Ginevra Del Vecchio is campaign manager in charge of local events and citizens' debates on the future of Europe at the European Committee of the Regions. Before joining the CoR, she worked as a director for Europe Direct Caserta, and as Head of Office for the Association of Italian Provinces in Brussels. With more than 15 years of experience in communication, Ms Del Vecchio is a passionate European, with a strong sense for creating networks and kicking off new projects. @del_ginevra



Dan Carbutaru is the director of Calea Europeana, a weekly TV programme used as a platform for EU affairs in Romania. He previously served as director of the communications department in the Ministry of Internal Affairs of Romania, where he was in charge of organising the first Communication Conference on Internal Affairs, an EU-level initiative supported by Europol. A journalist by training, Mr Carbutaru worked as a specialist on EU internal affairs for media outlets such as Mediafax, and newspapers Adevărul and Gândul. @caleaeuropeana



[11] Catalogue of good practice for communicating with young people

[9 November, 16:30-18:00 Atrium 5
Open space session in English

This Ideas Lab will be fully participatory, designed to give everyone in the room a voice in addressing the key issues of the session and producing actionable outcomes. Highlighting the crucial importance of young people to the future of the European project, this lab will create a space for identifying specific measures that can be used to tailor EU communication to the needs of millennials and Generation Z. The result will be a "catalogue of good practices" that could be shared with the EuroPCom community to support them in their efforts to communicate with the future of the EU: young people.

[Ideas Lab leader:

- **Gema Román**, director of the consumer communication department at Atrivia, Spain



Gema Román is the director of the consumer communication department with ATREVIA. She is in charge of coordinating and designing strategies for ATREVIA's clients in the retail, culture, tourism, leisure, fashion and gastronomy sectors. Communication campaigns designed by the ATREVIA Consumer Communication team have been recognised with awards such as the International Mercury Awards, International Stevie Awards and European Excellence Awards. Previous to joining ATREVIA, Ms Román was editor for various marketing publications in Spain, Argentina and Germany. She holds a Bachelor's degree in Information Sciences from the University of Madrid.

[12] Tackling populism and Euroscepticism at local level

[10 November, 9:15-10:45, JDE51]

Interpretation from/into English, French, German and Polish

Web stream provided in English

Listening room JDE61

More than ever, the EU of today is facing polarization, the rise of anti-establishment movements and the erosion of confidence in the Union. Accelerated by the euro-zone and migration crises, populism and Euroscepticism are gaining momentum across many countries. Amid disillusionment with and growing mistrust in the institutions, Europe needs to find a meaningful way to challenge populist voices and dilute Eurosceptic sentiments by engaging citizens in the European project. Clearly, this cannot be done in Brussels - real change is locally driven. This workshop will share concrete experiences of such local approaches.

[Speakers:

- **Ulrike Stansch**, regional adviser at the Arbeit on Leben Organisation, Germany
- **Enrique Rodríguez Martín**, Head of European Affairs Office, Gijón City Council, Spain
- **Olgierd Geblewicz**, President of Westpomerania Region, Poland, CoR Member
- **Jeannette Zuidema**, European service, Province of Antwerp, Belgium

Moderator: **Federico Guerrieri**, campaign coordinator at Eurocities, Belgium



Ulrike Stansch is the regional representative of the Arbeit und Leben Organisation in Dresden, where she heads the Department of Basic Education. Ms Stansch is also a trainer for youth and adults and a moderator. She previously served as Youth Education Secretary for the German Federation of Trade Unions in the District of Saxony.



Enrique Rodríguez Martín is Head of the European Affairs Department in Gijón City Council (Spain). He is responsible for coordinating European activity in the Council, managing European projects and the role of contact officers in the main network cities. He was lecturer in international public law and European law at the University of Oviedo, where he was awarded a PhD. He served as expert for the Mayor of Gijón for the European Committee of the Regions' report on the European Social Fund and Progress Programme.



Olgierd Geblewicz was elected President of the West Pomerania Region in Poland in 2010, and since then has also presided the Board of the Baltic Sea States Sub-regional Cooperation (BSSSC). In 2016 he became President of the Union of the Provinces of the Republic of Poland. Olgierd Geblewicz is a member of the European Committee of the Regions (CoR) since 2011, where he sits in the European People Party Group. He has held several prominent positions in the CoR, including the 1st Vice-President of the Commission for Citizenship, Governance, Institutional and External Affairs from 2015 to 2017. He has been rapporteur on key opinions on migration, fisheries and neighbourhood policy. He is currently the Co-Chair of the Euro-Mediterranean Regional and Local Assembly (AR-LEM) Commission for Sustainable Territorial Development. @OGeblewicz



Jeannette Zuidema coordinates the Pop up Europe project in the province of Antwerp. The goal of Pop up Europe is to bridge the gap between citizens and the European project, to encourage people to form their own opinion and thoughts on EU matters and Europe as a whole. Ms Zuidema also works for the Europe Direct Information Centre in Antwerp. @JSZuidema



Federico Guerrieri works at Eurocities, where he coordinates the Cities4Europe – Europe for Citizens campaign. Before joining Eurocities, Mr Guerrieri worked in London for the New Economics Foundation where he was the coordinator of Source, a European network bringing together academics and policy-makers committed to tackling today's biggest economic, environmental and social challenges. @f_guerrieri

[13] Who earns the trust of citizens and why: key findings of global studies

[10 November, 9:15-10:45, JDE52]

Interpretation from/into English and French
Web stream provided in English

The latest research clearly shows that trust is in crisis in Europe and around the world. The general population's trust in government, media, business and NGOs has declined sharply, turning peoples' hopes into fears. This tendency can also be seen in the considerable gap between perceptions and reality – people tend to overestimate what they worry about. Such tensions in society mean that public communicators need to step outside their traditional top-down roles and find a new, more participatory operating model. This session will present the key findings from global studies and offer recommendations for making communication functions more future-proof.

[Speakers:

- **Gurpreet Brar**, General Manager, Edelman, Belgium
- **Anthony Gooch**, Communication Director, OECD
- **Sean Larkins**, Director of Consulting and Capabilities, WPP Government and Public Sector Practice, United Kingdom

Moderator: **Philippe Cuisson**, Head of Policy Assessment, European Economic and Social Committee



Gurpreet Brar is the General Manager at Edelman Brussels, having joined the organization in 2014. Over the years he has worked with and advised a raft of clients, spanning political parties, government organisations, NGOs, and a cross section of business including financial services, food, energy, health and tech. He leads a team of consultants bringing together experience in politics, regulation and communications.



Anthony Gooch is Director of Public Affairs & Communications at the Organisation for Economic Co-operation and Development (OECD). Since joining the organisation in 2008, he has played a key role in managing the OECD's major international public campaigns in response to the ongoing global economic crisis and sensitive issues such as the fight against tax havens and international bribery. Prior to joining the OECD, he worked for the European Commission when he negotiated international agreements, was the EU spokesman for international trade and represented the EU in the United States and the United Kingdom. @Pitres



Sean Larkins is Director of Consulting and Capability at the WPP Government & Public Service Practice. He leads the Practice's consulting and capability department, helping governments and public organisations around the world to improve their communications functions and strategies. A frequent speaker on communications capability in government, Mr Larkins leads WPP's executive education faculty at the Lee Kuan Yew School of Public Policy at the National University of Singapore. Before joining WPP, he was Deputy Director of UK Government Communications and has also worked in the private and not-for-profit sectors. @SeanLarkins1



Philippe Cuisson joined the staff of the European Economic and Social Committee in 2016 as Head of the Policy Assessment Unit. He previously worked for 25 years at the European Commission, in various DGs, dealing first with customs issues, then trade regimes with developing countries, the textile industry and quotas, before shifting his focus to European Neighbourhood Policy and the Eastern European countries. Over the past ten years he has been actively involved in negotiating trade agreements with these countries, including as Deputy Chief Negotiator for Ukraine and Chief Negotiator for Georgia.

[14] Media literacy in the post-truth era – surviving in a world of fake news and misinformation

[10 November, 9:15-10:45, JDE62]

Interpretation from/into English and French

Web stream provided in English

Listening room JDE70

Media literacy is the doorway to meaningful participation in our media-driven societies. When we swim in a sea of information every day, we need to be able to discriminate between relevant and obsolete information, between true and false news, advertising or just plain fiction. Against the backdrop of current political and societal developments in Europe, having the capacity to access, critically understand and interact with the media, has never been as important as it is now. So how do we survive in a world of fake news and misinformation? And what can be done to encourage better media literacy?

[Speakers:

- **Tom Law**, Director of Campaigns and Communications, Ethical Journalism Network, United Kingdom
- **Sophie Valais**, senior legal analyst, European Audiovisual Observatory, France
- **Ingo Heijnen**, Senior Vice-President, H+K Strategies, The Netherlands
- **Isabelle Jégouzo**, Head of the Representation of the European Commission in Paris, France

Moderator: **Victoria Main**, Vice-President at Cambre Associates, Belgium



Tom Law is the Director of Campaigns and Communications at the Ethical Journalism Network (EJN), which he joined in December 2015 to lead the organisation's international media ethics campaigns with a focus on challenging hate speech, migration reporting, media literacy, and promotion of good governance and self-regulation. Prior to joining the EJN, Mr Law worked as a freelance journalist specialising in covering Sudan and South Sudan and for four years was the associate editor of Sudan Tribune, a leading East African news website. His previous experience in Sudan includes; being part of the team of journalists that founded The Juba Post – an independent newspaper for South Sudan; working as a researcher for UNICEF; and as information officer at SIHA Network. @TomLawMedia



Sophie Valais works as senior legal analyst at the European Audiovisual Observatory, based in Strasbourg, France. She contributes as an author and editor to the legal publications and studies carried out by the Observatory on legal developments in the audiovisual field. Ms Valais started her career in 1992 working as a legal adviser specialising in EU affairs in the telecommunications and IT fields for an international US law firm based in Brussels. She later specialised in authors' and performers' rights, working for 15 years as a legal adviser responsible for EU affairs in collective management organisations in France and Spain. @SophieValais



Ingo Heijnen is a general communications professional, with over 20 years' experience in journalism and PR. As senior vice-president at Hill+Knowlton, he directs several operations in the EMEA region. Mr Heijnen has been a board member of Hill+Knowlton's Netherlands operation for over a decade, acting as its CEO from 2011 to 2016. His career also includes communications positions at Royal Numico and Citroën. Mr Heijnen started his career as a PR officer with the Royal Netherlands Airforce. He has been elected Best PR Consultant in M&A in The Netherlands twice, in 2010 and 2011, and has won several SABRE awards and nominations with his work for clients. @HKStrategies_NL



Isabelle Jégouzo has been head of the Commission Representation in France since 2016. Prior to that, she was deputy secretary-general of the French General Secretariat for European Affairs (SGAE), with responsibility for Justice and Home Affairs (2012-2016). She has worked at the European Anti-Fraud Office (2010-2012) and the Commission's Directorate-General for Justice, Freedom and Security (2000-2002 and 2004-2010). She has also served as a Counsellor at France's Permanent Representation to the EU (2002-2003). She began her career as a magistrate at the Court of Rouen before working at the French Ministry of Justice and Ministry of Labour. @Jegouzo



Victoria Main is a seasoned communicator with high-level expertise in global media relations and is vice-president in charge of new business and marketing at Cambre. She previously worked at Nokia as head of global media relations. Prior to her role at Nokia, she was head of media for a leading consultancy firm in Brussels where she provided results-focused strategic communications advice to a variety of international clients. Ms Main has over 20 years' experience as a journalist, most recently with Reuters in London, and previously with Agence France-Presse's economics arm AFX in London, Brussels and Milan as well as with Agence France-Presse in Hong Kong. @HackTurnedFlack

[15] Ten pitfalls to avoid when moderating debates

[10 November, 9:15-10:45, JDE53]

Interpretation from/into English and French

You have just been asked to moderate a debate, and after the initial thrill at being invited has passed, you may start wondering whether you have the skills it takes to do the job properly. What does a moderator actually do that makes a session stimulating? The moderator's job is to ensure that the audience's needs are met, set the tone and pace, monitor the content, and ensure contributions are relevant by remaining vigilant at all times; in other words, it is an exercise in "planned spontaneity". Stressed already? Join this EuroPCom mini-training to help you make sure the next debate you moderate is lively, engaging and worthwhile.

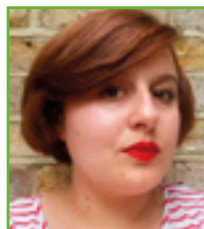
[Speakers:

- **Florence Ranson**, Director of Communications, FoodDrinkEurope, Belgium
- **Marie Le Conte**, freelance journalist and moderator, France

Moderator: **Frances Robinson**, freelance journalist and moderator, United Kingdom



Florence Ranson has been Director of Communications for FoodDrinkEurope since April 2014. Before that, she was Head of Communications at the European Banking Federation for 12 years, after four years as Secretary-General of the European Advertising Tripartite. She started her career as project manager for Team Europe, a European Commission communication project, in 1990. Ms Ranson is also Treasurer and member of the Board of the EACD (European Association of Communication Directors) and co-chair of the selection panel of the European Excellence Awards. @RansonF



Marie Le Conte is a French freelance political journalist living in London. She has worked for the Evening Standard and BuzzFeed News among others, and now writes for outlets such as Prospect Magazine and the New Statesman. She has chaired and spoken at a number of panels in Britain and France, including events on politics and current affairs at Chatham House, Sciences Po Paris and the Foreign Policy Centre. @YoungVulgarian



Frances Robinson is a freelance journalist based in London. She previously spent four years at the Wall Street Journal in Brussels covering the EU institutions, tech and telecoms regulation, and Belgium; prior to that, she covered the European Central Bank for Bloomberg in Frankfurt. She has written about everything from the future of Belgian chips to ECOFIN meetings. Her radio and TV appearances include Sky News, RTBF, CNBC and the BBC World Service, and she has broad experience of moderating panels for clients including the OECD, Google and Amazon. She is a contributor to Politico, The Spectator, Property Investor Europe and the Evening Standard Londoner's Diary. @FMR_Brussels

**[16] From audience to partner:
exploring innovative engagement
approaches to boosting policy
effectiveness**

[10 November, 9:15-10:45, Atrium 5
Open space session in English

This Ideas Lab will be fully participatory, designed to give everyone in the room a voice in addressing the key issues of the session and producing actionable outcomes. Using the format of collective storytelling, the Lab will examine and discuss communication approaches that can help foster citizen engagement in achieving European and national policy objectives. Join us to explore ways of bringing about change — in people's perception, attitudes and behaviour — as the ultimate goal of policy interventions.

[Lab Leader:

- **Katja Rosenbohm**, Head of Communication at the European Environmental Agency, Denmark

Storytellers:

- **Bjørn Bedsted**, Danish Board of Technology, Denmark
- **Tiberius Stan**, Ministry of Waters and Forests, Romania
- **Robin Ibens**, De Geschoren Aap, Belgium
- **Katrien Rycken**, Leuven 2030, Belgium



Katja Rosenbohm is the head of communications at the European Environmental Agency (EEA) since 2009. She is responsible for the EEA communication strategies and their implementation, and is the lead liaison with the EU institutions. She thus insures that EEA communication initiatives are fully integrated into the EU agenda. She holds a degree in geophysics and has worked for almost 15 years in the environment and energy sectors on communications and public relations.



[17] Communicating Europe – the role and impact of public service broadcasters

[10 November, 11:15-12:45 – JDE51

Interpretation from/into English, French and Spanish

Web stream provided in English

European public service broadcasters operate in a rapidly changing environment, confronted by the emergence of new digital business models and platforms that are particularly attractive for younger viewers. Nevertheless, in most countries across Europe, public broadcasters are still the key source of information that people turn to for news about the European Union. The aim of this workshop is to share successful and less-successful experiences of public broadcasters in this context, with a view to understanding how they select news about Europe, what stories are considered important to present and discuss, and what kind of feedback they receive from their audience.

[Speakers:

- **Christophe Pr  ault**, managing editor, Toute l'Europe, France
- **Clara Rivero**, journalist, deputy director of Europa 2017, RTVE, Spain
- **Max Beverton**, public policy manager, Sky, United Kingdom

Moderator: **Zoran Medved**, editor-in-chief, RTVSLO, Slovenia and member of the Executive Committee of CIRCOM Regional, European Association of Regional Television



Christophe Pr  ault is editor-in-chief of *touteleurope.eu*, a French-language website specialising in European affairs. A journalist with more than 25 years' experience, he used to work in the regional press, where he managed projects relating to the digital transition, editorial policy and cross-media organisation. Mr Pr  ault holds a degree from Sciences Po Bordeaux, and attended the European Affairs cycle at the French National School of Administration (ENA). With *Toute l'Europe*, he is making the case for an explanatory form of journalism, convinced that his audience wants information supplemented with educational articles. *@touteleurope*



Clara Rivero started working at RTVE the same year that Spain joined the EU, a coincidence that has left its mark on her professional career at a local, national and European level. Specifically, the last 10 years has seen her involvement with the Spanish TV programme "Europa" focusing on European affairs, where she is the assistant director. *@ClaraRiveroTVE*



Max Beverton is responsible for public policy issues and government relations across all of Sky's European business areas including its TV channels, content, communications services and social initiatives. Prior to joining Sky in 2015 he spent six years at the industry regulator Ofcom developing policy and strategy for the communications sector.



Zoran Medved is the editor-in-chief of TV Maribor, one of the two public regional TV channels of RTV Slovenia. His other positions since 1987 have included head of the culture and arts newsroom, and deputy director of TV for RTV Slovenia. Since 2001 he has also been the national coordinator of CIRCOM Regional, the European Association of Regional Television. Between 2006 and 2015, Mr Medved was a fellow of the Institute of Media Communications of Maribor University, where he gave seminars on television programmes and writing for the broadcasting media. *@MedvedZoran*

[18] Drivers of engagement: participatory – communicative projects and concepts

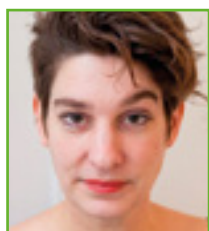
[10 November, 11:15-12:45, JDE52
Interpretation from/into English and French
Web stream provided in English
Listening room JDE61

Across Europe, administrations at all levels of governance are paying increasing attention to the need to involve citizens in shaping the plans and programmes that significantly affect their lives. Beyond supporting democracy, good governance, and accountability, the input of the general public is a valuable resource for policy making. New ways of approaching communication, collaboration and co-creation between amateurs and professionals from different disciplinary backgrounds have unlocked creative talent and brought about innovative solutions. This workshop will examine ways of creating responsive and integrative communication approaches to citizen participation, as illustrated by specific projects.

[Speakers:

- **Marije van den Berg**, researcher and advisor on local democracy and citizen control, Whiteboxing, The Netherlands
- **Tracy Vaughan**, public participation professional, Canada
- **Catherine Veyrat-Durebex**, project manager, City of Nantes, France
- **Beata Kolecka**, Head of the Communication Unit, Secretariat General of the European Commission

Moderator: **Pamela Bartar**, Communications Specialist, Centre for Social Innovation, Austria



Marije van den Berg is a consultant for Whiteboxing in the Netherlands. Through consulting, training and research, her latest projects focus on school funding and democratisation of cash flows, as well as working methods and governance systems for local councils that correspond to the networked democracy and organisation development of municipalities. @Marije



Tracy Vaughan was the City of Vancouver's Public Engagement Manager in Canada. She built and led the City's first Office of Public Engagement (also one of the first in Canada), managing a team of specialists that fulfilled City needs for digital and in-person engagement process design, implementation and analysis. She has worked closely with municipalities and senior governments in British Columbia for much of the past decade, helping engage the public in complex projects that require public understanding and support to succeed. She is a board member of the Canadian affiliate of the International Association of Public Participation.



Catherine Veyrat-Durebex has a background as a sociologist. She works in Nantes Métropole (France) in the department dealing with the assessment of and prospects for public dialogue. She provides assistance to both departments and heads of department as they interact with the public (from conception to implementation) as well as in the assessment of public policies. She joined the Eurocities' Working Group "Creative Citizenship" in 2016.



Beata Kolecka is the Head of the Communication Unit at the European Commission's Secretariat General, European Commission. Before that, she had been leading the Knowledge Management, Research and Innovation Unit at DEVCO and, the unit responsible for development cooperation with Asia, Central Asia and Pacific in AIDCO. Prior to joining the European Commission in 2006, she had worked for the Polish Ministry of Foreign Affairs as the European Correspondent and Deputy Director for External Relations as well as deputy Head of Mission at the Embassy in London.



Pamela Bartar is a team member at the Centre for Social Innovation (ZSI) in Vienna which works on science and praxis, linking research systematically to application. Her focus is participatory approaches, including dimensions of RRI, science communication, PR and social media, as well as art and knowledge transfer. Ms Bartar is a lecturer at the University of Vienna, and an experienced project manager who has been involved in a range of socio-cultural and media projects.

[19] Review of EU institutional communication

[10 November, 11:15-12:45, JDE62]

Interpretation from/into English and French

Web stream provided in English

Listening room JDE70

Over the past few years, EU institutions have invested a considerable amount of effort in improving communicating Europe. A new approach to corporate communication was launched by the Commission in 2017, communicating directly to citizens along three narratives: EU delivers, EU empowers and EU protects. The Parliament developed a new all-encompassing consistent communication strategy. Significant attention and resources have been directed at social media activity by all EU institutions, while working together on further cooperation and streamlining of communication activities. This panel will discuss the efforts made so far and invite the audience for a constructive scrutiny.

Speakers:

- **Stephen Clark**, Director for Relations with Citizens, European Parliament, DG Communication
- **Mikel Landabaso Alvarez**, Director of Strategy and Corporate Communication, European Commission, DG Communication
- **Paul Reiderman**, Director of Media and Communication, Council of the European Union
- **Ian Barber**, Director of Communication, European Committee of the Regions
- **Andrea Bonanni**, European Editor of La Repubblica, Italy

Moderator: **Tomas Miglierina**, EU correspondent, Radiotelevisione Svizzera, Switzerland



Stephen Clark has been the head of web communications at the European Parliament since 2007, leading the team bringing daily news of Parliament's activities to the general public. He has been deeply involved in the introduction and development of social media in the communications mix and the ongoing renewal of Parliament's wider digital strategy. Since September 2012, he has been in charge of the Directorate for Relations with Citizens.



Mikel Landabaso Alvarez has been Director of Strategy and Corporate Communication in the European Commission's DG Communication since May 2016. Mr Landabaso was Head of Cabinet for the Regional Policy Commissioner, Corina Cretu. Prior to that, he was head of unit at the Competence Centre on Smart and Sustainable Growth in the Directorate-General for Regional Policy. Before that, he worked as assistant to the Director-General of DG REGIO and in both policy design and policy implementation. He was also head of the research department and assistant to the Director-General of the Basque Regional Development Agency (SPRI S.A.) from 1986 to 1990. @Landabaso1



Paul Reiderman is the director for media and communications at the Council of the EU. He worked previously for four years as an adviser in the private office of Javier Solana, the High Representative/Secretary General of the Council of the European Union. Prior to that, he was spokesman on external relations in the Council's press office. Before joining the Council he was a political consultant and lobbyist in London and Brussels. He graduated from Oxford University with a Master's degree in Philosophy, Politics and Economics.



Ian Barber has worked for the EU Institutions for almost 25 years, including 15 years of experience in communication. He has worked in corporate communication, opinion polling and as head of development Communication in Brussels, in addition to roles in the European Commission Representations in Member States. He was appointed Director for Communication at the Committee of the Regions in summer 2016. There the aim is to ensure communication is member-centric, measured and innovative in its approach.



Andrea Bonanni is currently a European editor at the newspaper *la Repubblica*, Italy. He joined the Italian newspaper *Corriere della Sera* in 1972. From 1985 to 1988, he was *Corriere della Sera*'s news correspondent from Brussels, and between 1988 and 1993 Mr Bonanni was its news correspondent from Moscow. He then worked as *Corriere della Sera*'s Brussels correspondent and reporter from 1993 to 2002. Since 2002, he has been a part of the Gruppo Editoriale L'Espresso for *la Repubblica*, based in Brussels, with post and editorial duties for European affairs.



Tomas Miglierina graduated with a degree in Political Science from the University of Milan. He is currently reporter for the foreign desk of the Swiss public television and radio broadcasting corporation, covering the EU, NATO and Benelux countries. Prior to that, he worked as a freelance correspondent during the conflict in Former Yugoslavia, and served as a public information officer with the OSCE mission to Bosnia and Herzegovina in Banja Luka. @TomasBXL



[20] The rise of MADCOMs

10 November, 11:15-12:45, JDE53
Interpretation from/into English

Machine-driven communication is already with us, and artificial intelligence-enabled tools such as chatbots will soon be omnipresent in the online information space and social media. Advances in artificial intelligence are expected to radically increase the efficacy of machine-driven communication, allowing our communication to be fully customizable and stimulate greater engagement through data-driven insights. This will certainly make our jobs easier and our methods more efficient. But when chatbots become nearly indistinguishable from a human being, this may have serious implications for how trustworthy or biased our messages are perceived to be. How will artificial intelligence transform the way we communicate?

[Speaker:

- **Matt Webb**, Global CTO JWT-Mirum, United Kingdom

Moderator: **David Thomas**, independent media and communications consultant, Belgium



Matt Webb has been working for over 18 years with web technology, with an experience extending across a wide range of areas such as web standards and best practices, accessibility and human computer interfaces, augmented and virtual reality, enterprise content management systems, system architecture, artificial intelligence, or anything dealing with the future of web interfaces. He is a true passionate about how technology relates to the customer experience, and adamant about ensuring that technology works the best for the use experience. @webgeekwebb

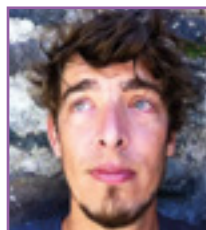


David Thomas is an independent media and communications consultant based in Brussels. Mr Thomas was senior UK & EU media adviser at Deutsche Boerse Group until October 2017, and worked on the German exchange's proposed merger with London Stock Exchange. Before that he was head of communications at the World Federation of Exchange. David's previous roles include senior spokesperson at Clearstream, and he also ran London communications and public relations for Deutsche Boerse between 2014 and 2015. Before entering media relations, he was Brussels bureau chief for Knight-Ridder and BridgeNews before joining Market News International where he was London bureau chief.

[21] Storytelling: a tool for reaching other filter bubbles?

[10 November, 11:15-12:45, Atrium 5

Open space session in English



Friso Wiersum is a programme maker, moderator and connector. He works in the communications department of the European Cultural Foundation, and is a member of the Expodium collective. Educated as a historian, he has worked in various roles in the cultural sector on projects including "Arts in Conflict", "Tumult, cultural centre", "Hacking Habitat" and "Terni Festival", always linking the realms of culture and politics.

This Ideas Lab will be fully participatory, designed to give everyone in the room a voice in addressing the key issues of the session and producing actionable outcomes, using the formats of collective storytelling and world café. Thanks to developments in the digital world, many of us find it easier to communicate and align with like-minded organisations and individuals. However, the same enabling technologies may trap us in so-called "information silos". How can we reach out to other "echo chambers" and ensure that our message is not only heard but understood as well?

Ideas Lab leader:

- **Friso Wiersum**, communications project officer, European Cultural Foundation, The Netherlands

Storyteller:

- **Vytenis Kviklys**, Representation of the European Commission in Lithuania



Ideas Labs' hosting team

Ian Andersen, participatory leadership adviser,
European Commission, DG Interpretation

Helen Titchen Beeth, digital transformation
team member and web editor, European
Commission, DG Translation



Ian Andersen is Participatory Leadership Adviser to the European Commission. Prior to 2017, Ian has been head of Communications at the Directorate-General for Interpretation for 18 years, working with a broad range of press and media and devising prize-winning social media actions to resolve strategic business issues. He has worked as a conference interpreter, as an interpreter trainer and course manager and, before joining the European Commission in 1986, as a business consultant and as an editor. He holds degrees in Chinese and political science and in conference interpretation.



Helen Titchen Beeth has been working for the European Commission for 30 years, as a linguist, editor and change agent. For the past 11 years she has been designing and hosting conversational processes throughout the Commission, both internally and with the Commission's very diverse stakeholders in many different fields, as well as throughout Europe. Her main focus is on building capacity in the EU institutions to help them work in smarter, more participatory ways.



[22] Closing session

[10 November, 13:15-14:00) – JDE62

Interpretation from/into English and French

Web stream provided in English

Listening rooms JDE52, JDE51, JDE53

The closing session at the end of the conference will gather together the results of the ideas labs, presented by the lab leaders. These will be discussed with the audience and ideas lab facilitators. The debate will also aim to discuss how we can identify effective ways to engage citizens in the European project and in public affairs more generally, and establish active channels for two-way communication through listening, conversation and implementation of any feedback received.

[Ideas Lab leaders:

- **Jenny Koutsomarkou**, partnership officer, URBACT, France
- **Katja Rosenbohm**, head of communication at the European Environmental Agency, Denmark
- **Gema Román**, director of the consumer communication department, ATREVIA, Spain
- **Friso Wiersum**, communications project officer, European Cultural Foundation, The Netherlands

[Closing remarks by:

Ian Barber, Director of Communication, European Committee of the Regions

Moderator: **Stephen Boucher**, author of "The Little Manual of Political Creativity"





Ian Barber has worked for the EU Institutions for almost 25 years, including 15 years of experience in communication. He has worked in corporate communication, opinion polling and as head of development Communication in Brussels, in addition to roles in the European Commission Representations in Member States. He was appointed Director for Communication at the Committee of the Regions in summer 2016. There the aim is to ensure communication is member-centric, measured and innovative in its approach.



Stephen Boucher is currently CEO of consoGlobe.com, France's largest online magazine on sustainability. He was previously director of the EU climate policies programme at the European Climate Foundation (ECF). He co-directed the think-tank Notre Europe / Jacques Delors Institute for four years prior to working at the ECF. While there, he designed and organised, in 2007, the first pan-European Deliberative Poll. Before that, he advised a range of clients as public affairs consultant in London, Brussels and Paris. He was also European and international affairs advisor to the Deputy Prime Minister and Belgian Federal Minister for Mobility in Guy Verhofstadt's government. He is currently teaching at the Université Libre de Bruxelles, and previously taught Political Science Paris. @StephenBoucher





[European Public Communication Award 2017

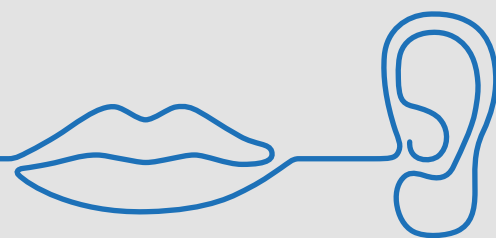
The European Public Communication Award aims to showcase the best practices and to promote professional EU communication at all levels of governance. At the opening session of the conference, the fifth Award will be presented to a public authority from an EU member state or candidate country in recognition of outstanding achievement in respect of a particular EU-related communication campaign or strategy. In addition, a Special Prize 2017 will give recognition to an innovative communication project developed outside of public administrations that aims to boost citizen engagement for the EU.

[Award candidates:

- **Connecting Europeans**, City of Joensuu, Finland
- **It's Cool to be Eco**, Ministry of Environment and Water, Bulgaria
- **United for Europe**, Council of Ministers, Bulgaria
- **Bringing back Interreg: Europe-wide brand revival digital campaign**, Managing authorities of 17 Interreg programmes involved in the campaign
- **60 ans, 60 belles histoires**, Secrétariat général des affaires européennes; Commissariat général à l'égalité des territoires; Ministère de l'Europe et des affaires étrangères, France
- **Pop up Europe**, Province of Antwerp, Belgium
- **We celebrate giving a chance to all! Office of the Prime Minister**, Hungary
- **Visit us! Office of the Prime Minister**, Hungary
- **We Are Norte**, Portraits of Novo Norte, Commission for the development of the Norte Region, Portugal
- **My Project Campaign**, Government Office for Development and European Cohesion Policy, Slovenia
- **WhyEurope**, students and volunteers from eight countries
- **Route 28 – The European Journey in the Middle of Vienna**, MOSAIK, Austria
- **EUROPA #wasistjetzt**, Austrian Society for European Politics
- **Disco Sour**, Giuseppe Porcaro, Belgium
- **European Parliament Session**, Olympiaskolan, Sweden
- **We Are All Citizens: the Great Celebration of Greece's Civil Society**, Bodossaki Foundation, Greece
- **Sweating for Europe**, Freie Internationale Tankstelle, Germany
- **The HUB *UNION EUROPEENNE*EUROPÄISCHE UNION*EUROPEAN UNION*UNION EUROPEA*EUROPIONEERS 2.0**, Morgane Bravo, France
- **CROCOM**, volunteers, Croatia

Pictures:

© European Committee of the Regions



Filming and photography

All of the conference's sessions and events will be filmed and photographed. Pictures and videos will be posted on EuroPCom website. If you do not wish to be filmed or photographed, please inform us.

EuroPCom 2017 evaluation

Your feedback on the 2017 edition of the conference is welcome! Please fill in the online survey on our website. Thank you in advance for helping us plan and develop future editions of EuroPCom.

Conference material, information, and updates for 2018 edition:

www.cor.europa.eu/europcom

europcom@cor.europa.eu

The annual EuroPCom conference is an initiative of the European Committee of the Regions, organised in joint partnership with the European Parliament, the Council of the EU, the European Commission and the European Economic and Social Committee. The conference is prepared by an Advisory Board, with representatives of the EU institutions, regional authorities and professional communication associations.



**European Committee
of the Regions**



Created in 1994 following the signing of the Maastricht Treaty, the European Committee of the Regions is the EU's assembly of 350 regional and local representatives from all 28 Member States, representing over 507 million Europeans. Its mission is to involve regional and local authorities and the communities they represent in the EU's decision-making process and to inform them about EU policies. The European Commission, the European Parliament and the Council are obliged to consult the Committee in policy areas affecting regions and cities. It can appeal to the Court of Justice of the European Union if its rights are infringed or it believes that EU law infringes the subsidiarity principle or fails to respect regional or local powers.

Edited by the Directorate for Communication of the European Committee of the Regions

October 2017

Rue Belliard/Belliardstraat 101 | 1040 Bruxelles/Brussel | BELGIQUE/BELGIË | Tel. +32 22822211
www.cor.europa.eu | [@EU_CoR](https://twitter.com/EU_CoR) | [f /european.committee.of.the.regions](https://facebook.com/european.committee.of.the.regions) | [in /european-committee-of-the-regions](https://linkedin.com/company/european-committee-of-the-regions)

