EuroPCom 2019

Right after the arrival of the newly elected European Parliament and the new College of the European Commission, the timing could not be better for communication experts to gather and capitalise on the opportunity provided by the start of this new term of office. Those who communicate Europe at national, regional and local level as well as in the EU institutions are coming together to exchange new ideas and discuss methods and tools. Let us look forward together and think of a fresh start to communicate in and on Europe!

Three main clusters

**ELECTIONS**

Looking back at the European elections

**CITIZENS**

Engaging (with) citizens and fostering local and regional communication

**TOOLS AND TRENDS**

Tools and trends to communicate Europe

Formats

**Workshop**

Bringing communicators together on a specific topic and presenting practical case studies.

**Mini Trainings**

"Hands-on" sessions on selected practical skills lead by an experienced trainer.

**Ideas Labs**

Open, fully participatory sessions, providing space for active interaction, co-creation and cooperation. The Ideas Labs are set up by participants based on a call for interest.

**Market Place**

Interactive opportunity for participants to bring in their projects and ideas, to exchange experience and best practices with other participants and to learn from each other.

**EuroPCom Talks**

Short inspiring keynote speeches.
### 7 November 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.30-12.00</td>
<td><strong>Opening session</strong></td>
<td>HEMICYCLE, PAUL-HENRI SPAAK BUILDING, EUROPEAN PARLIAMENT</td>
<td>ATRIUM 5 and 6</td>
</tr>
<tr>
<td>12.00-14.30</td>
<td><strong>Lunch</strong>&lt;br&gt;Market Place&lt;br&gt;EuroPCom Talks</td>
<td></td>
<td>ATRIUM 5 and 6</td>
</tr>
<tr>
<td>14.30-16.00</td>
<td>2 The European elections campaigns: What worked, what did not?&lt;br&gt;3 Out of the dark: cohesion policy to connect the EU and its citizens&lt;br&gt;4 Checking the numbers: evaluation of communication campaigns&lt;br&gt;5 How to start a podcast and why you should&lt;br&gt;6 Innovative citizen engagement to counter populism</td>
<td>JDE 52&lt;br&gt;JDE 51&lt;br&gt;JDE 62&lt;br&gt;JDE 53&lt;br&gt;LEDRA STREET</td>
<td></td>
</tr>
<tr>
<td>16.30-18.00</td>
<td>7 Making the 2019 European elections a local issue: examples and experiences&lt;br&gt;8 (Re)connecting with young Europeans&lt;br&gt;9 Getting information across with emotion and humour&lt;br&gt;10 Storytelling in political speechwriting&lt;br&gt;11 We are all influencers</td>
<td>JDE 51&lt;br&gt;JDE 52&lt;br&gt;JDE 62&lt;br&gt;JDE 53&lt;br&gt;LEDRA STREET</td>
<td></td>
</tr>
<tr>
<td>18.00-19.30</td>
<td><strong>Evening reception</strong> – Celebrating the 10th anniversary of EuroPCom</td>
<td>ATRIUM 5 and 6</td>
<td></td>
</tr>
</tbody>
</table>

### 8 November 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.15-10.45</td>
<td>12 Social Media in the 2019 elections: what we expected, what happened, what next&lt;br&gt;13 Power and perils of narratives&lt;br&gt;14 What is next for citizens’ consultations?&lt;br&gt;15 Cutting through the noise: how to react to a disinformation attack&lt;br&gt;16 EU Open Data: How to fill the gap between data and citizens?</td>
<td>JDE 62&lt;br&gt;JDE 52&lt;br&gt;JDE 51&lt;br&gt;JDE 53&lt;br&gt;LEDRA STREET</td>
<td></td>
</tr>
<tr>
<td>11.15-12.45</td>
<td>17 Exploiting the media mix&lt;br&gt;18 Selling heavy topics 2.0&lt;br&gt;19 Inclusive communication: content for everybody&lt;br&gt;20 How to organise a citizens’ consultation&lt;br&gt;21 Real time strategy for communicating integration</td>
<td>JDE 51&lt;br&gt;JDE 62&lt;br&gt;JDE 52&lt;br&gt;JDE 53&lt;br&gt;LEDRA STREET</td>
<td></td>
</tr>
<tr>
<td>13.00-14.00</td>
<td><strong>Closing session</strong></td>
<td>JDE 62</td>
<td></td>
</tr>
<tr>
<td>14.00-15.00</td>
<td><strong>Lunch</strong>&lt;br&gt;Market Place</td>
<td></td>
<td>ATRIUM 5 and 6</td>
</tr>
</tbody>
</table>

Looking forward!
# Venues

## Opening session:
### European Parliament
Paul-Henri Spaak Building, Hemicycle

1. **Hemicycle**
2. **Registration**
   - European Parliament Atrium, Rue d'Ardenne
3. **Access for participants**
   - Simone Veil entrance

## All other sessions:
### European Committee of the Regions
Rue Belliard 101, Jacques Delors Building, JDE

- **Atrium 5, Atrium 6**
- **Room JDE51**
- **Room JDE52**
- **Room JDE53**
- **Room JDE62**

### Registration

- **7 November**
  - European Parliament: 8:30-11:00 (Atrium - Rue d'Ardenne)
  - European Committee of the Regions: 11:30-17:30
- **8 November**
  - European Committee of the Regions: 8:15-11:15

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

### Filming and photography

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

### Catering

Catering is provided for the two days of the conference.
1 Opening session

Thursday, 7 Nov, 10:30-12:00

European Parliament, Paul-Henry-Spaak Building, Hemicycle
Interpretation from/into English, French, German, Spanish, Italian and Polish
Web stream provided in all above languages

During the opening session of EuroPCOM 2019, we will take the time to look back and forward on European public communication. Where do we stand after the European elections? And where do we want to go from here? What are the challenges for public communicators? (How) can better communication help shape Europe’s future? Experts from different backgrounds will come to the European Parliament’s Hemicycle to hold discussions with the EuroPCOM community. Let us look forward together! …and not just to the next two days.

Welcome

- Karl-Heinz Lambertz, President of the European Committee of the Regions
- Othmar Karas, Vice-President for Information Policy, Press and Citizens Relations, European Parliament

Speakers

- Paloma Escudero, Director of Communications at UNICEF, New York, United States
- Catherine E. De Vries, Westdijk Chair and Professor of Political Behaviour in Europe at Vrije Universiteit (VU) Amsterdam, Netherlands
- Peter Müller, Brussels bureau chief for DER SPIEGEL, Germany/Belgium

Moderation

- Florence Ranson, Founder of RedComms, Belgium

Looking forward!
A fresh start to communicate Europe
Welcoming remarks

Karl-Heinz Lambertz was elected President of the European Committee of the Regions (CoR) in July 2017 after having served as its First Vice-President (2015-2017). He is also President of the Parliament of the German-speaking Community of Belgium. He served as president of the German-speaking Youth Council (1975-1980) before becoming a member of the Parliament of the German-speaking Community in 1981. Mr Lambertz held numerous ministerial posts in the regional government (1990-1999) before being elected as its prime minister (1999-2014). He became president of the Parliament in 2014, a post he held until 2016, when he was appointed as the region’s representative in the Belgian Senate. In June 2019 he resumed office as president of the Parliament. As a CoR member (since 2001) he was president of the CoR’s PES Group (2011-2015). He is currently vice-president of the Congress of Local and Regional Authorities of the Council of Europe. @CoR_President

Othmar Karas is Vice-President of the European Parliament responsible for Information Policy, Press and Citizens Relations including EPLOs, Members’ Research Service and Library as well as for replacing the President for multilateral bodies (security) including NATO, OSCE and for EFTA countries, World Bank and IMF. Serving as a MEP since 1999, he is currently Member of the Committees on Economic and Monetary Affairs, on Industry, Research and Energy and on Constitutional Affairs. Othmar Karas is founder and speaker of the non-partisan citizen’s forum ‘Bürgerforum Europa’ and President of the Austrian Aid Organisation ‘Hilfswerk Österreich’. He is non-regular lector at the Danube University Krems, the Vienna University for Economics and Business and the University of Vienna. @othmar_karas
Paloma Escudero has been the Global Director of Communications for UNICEF (the United Nations Children’s Fund) since 2013. Based in New York, she is responsible for UNICEF’s global strategies for the media, digital, social media, advocacy, brand, global campaigns, youth engagement, content, civil society partnerships and Goodwill Ambassadors. She was Executive Director of the Spanish National Committee for UNICEF from 2007 to 2013, and before that was the Advocacy Director for Oxfam Intermón in Spain and Director of Oxfam International’s EU Advocacy Office in Brussels. She started her professional career at Procter & Gamble Spain, in its Marketing Division. She has a degree in Economics and Business Administration from ICADE-Universidad Pontificia de Comillas in Madrid. @PalomaUnicef

Peter Müller is the Brussels bureau chief for DER SPIEGEL, the German newsmagazine, mainly covering EU and Nato affairs. Before heading the Brussels office in 2015, Müller was a correspondent for DER SPIEGEL in Berlin, Germany. Müller, who joined DER SPIEGEL in 2010, worked for “Handelsblatt”, the German business daily, before and “Welt am Sonntag”, a major Sunday paper. A lawyer by training, Müller studied in Passau, Munich, Nanjing/China and Cambridge/ USA. He is the author of the book “Der Machtkampf” about the Bavarian CSU and its struggles in Berlin politics, which was published in 2016 by DVA, Random House. @PeterMueller9

Catherine E. De Vries is Westdijk Chair and Professor of Political Behaviour in Europe in the department of Political Science and Public Administration at the Vrije Universiteit (VU) Amsterdam. She also serves as the co-director of the VU Interdisciplinary Centre for European Studies (VICES). Her latest book Euroscepticism and the Future of European Integration has just been published by Oxford University Press. @CatherineDVries

Based in Brussels, Florence Ranson is an independent communications adviser, trainer and event moderator who founded REDComms in 2018. Florence has been active in European communications circles for some 30 years. She started her career as a project manager for the European Commission, then worked as Secretary-General and Director of Communications in various European organisations, including in the advertising, banking and agri-food sectors. She is specialised in advocacy with the European institutions and works in both English and French. Florence chairs the jury of the European Excellence Awards and is a founding member of the European Association of Communication Directors (EACD), where she was managing vice-president for ten years. She was awarded a PRO PR Award in 2018 for her contribution to the communications profession. She regularly speaks at events, moderates numerous international conferences, and is a mentor to young professionals. @RansonF
Meet creative and innovative communication projects, exchange experiences and best practices and enjoy the networking and co-learning possibilities of the Market Place.

**Market Place**

7 November, 12:00-14:30  
8 November, 14:00-15:00  
Foyers 5 and 6

Looking back at the European elections

1 Empowerment of Mobile Youth in the EU (EMY), identifying barriers to participation in the European elections, and preferred channels for obtaining election information and voting; Estonian e-Governance Academy

2 Evaluation of the impact on the youth vote of the “This time I’m voting” campaign for the 2019 EP elections, how effective was the campaign to increase turnout among young people?; the University of Seville

3 Data mining the European elections - European Elections Stats uses data science tools to discern the current political mood across the EU and analyse how the European elections were covered in key national news media; Data Mine Europe ASBL

4 How to run impactful campaigns? Test your campaign ideas for free, learn about on- and offline tools and find out where you can hone your skills in Europe; the Dandelion Group

5 Democracy Needs Imagination - on the communication and impact of a new action grant call; the European Cultural Foundation

6 Multi-channel approach to getting young people to vote and raise the turnout of 18-24 year-old Finns in the 2014 EU elections; the European Commission Representation in Finland

7 The impact of euroscepticism on the construction of Europe. Citizenship participation, using MOOC courses, citizenship dialogues and online platform participation; Gijon City Council

8 Let’s talk Europe, how round tables can make Europe shapeable, accessible and tangible; Verein Sozialprofil – Panthersie fur Europa

9 Future of Europe, an initiative to provide a platform for citizen engagement in the ongoing debate on the future of Europe; European Committee of the Regions

10 Cohesion Alliance, a coalition of those who believe that EU cohesion policy must continue to be a pillar of the EU’s future; European Committee of the Regions

11 EU regions, cities and local authorities as change agents, a campaign focusing on enhancing EU policy-making based on local evidence; European Committee of the Regions

12 Quedada Europa (Meetup Europe), how to awaken interest among young people (18-25) about European policies; Centro de Documentación Europea (Universidad de Sevilla)

13 Young Saxons in Europe: Yes, we care! In schools all over the Free State of Saxony, students and politicians engage in lively debates about the future of Europe; Saxony Ministry for Cultural Affairs

14 Ideas Powered, Bringing the EU closer to young people; Marco Agency

15 National days go beyond 17 million impressions, dive into our national days tour through the EU countries; the Council of the EU
16 ‘What Europe does for me’, a multilingual website which in 2019 won an EU Ombudsman award for excellence in the field of communication; EPRS, the research service of the European Parliament

17 #DóndeEstánEllas (Where is she), promoting female experts in panels; European Parliament Liaison Office in Spain

18 How to improve gender diversity in public debates? Tips and best practices to encourage women to become visible, provide new messages, different convening, empower male allies and build demand among journalists, policy makers & event organisers; The Brussels Binder

19 Unfolding food - the journey: a community to connect people with food through entertainment and education on the most relevant topics of today, including health, nutrition and sustainability; EIT Food

20 Let the real people talk, stories about Europe, the European Commission’s Corporate Campaigns talking directly to citizens; the European Commission, DG Communication

21 Learning Corner, Play-Teach-Discover the European Union, the EU’s 24-language website for children, teenagers, teachers and parents europa.eu/learning-corner; the European Commission, DG Communication

22 VR EUROPE! Witnessing European Politics, an exciting virtual trip into the middle of important EU decisions; the European Direct Information Centre in Lower Saxony

23 The Empowering citizens with data project aims to raise understanding of the phenomenon of continuous and rapid growth in Internet usage as a means of communication; the European Commission, DG Joint Research Centre

24 “The future of publishing”, latest developments and challenges in the publishing field; the Publication Office of the European Union

25 What does the EU do for me? Visit the House of the Member States and learn how all EU countries work together; the Council of the European Union

26 Serious game “Legends of Europe”, a free educational game to find out about Europe and its legends; Brittany Region (France)

27 Brokering evidence on migration in an era of social media, social media have changed how we communicate, so how can we share evidence about migration?; the European Commission, DG Joint Research Centre

28 Global Investment Map, an interactive map to help explore 60 years of financial investment; the European Investment Bank

29 ‘Monster Under the Bed’ and other, award-winning podcasts to make complicated issues compelling; the European Investment Bank

30 The rule of law under threat - “The Grassroots View”, first episode of a new podcast series, probes into breaches of the rule of law in Europe; the European Economic and Social Committee

31 Accuracy matters – When close isn’t enough, #useGalileo!, The campaign raises awareness about the benefits of the European Global Navigation Satellite System - Galileo - providing improved accuracy for navigation, positioning and timing; European Global Navigation Satellite Systems (GNSS) Agency
Come listen to our experts and ask them your questions!

Getting gender right
12:30

Jane Ostler will talk about the role of gender in brand strategy, creative advertising and media targeting, and why it’s important to get it right. She will also discuss Kantar’s research on how different countries perceive female leadership. She will bring this to life with the use of examples... and personal experience.

Jane Ostler is Global Head of Media, Insights Division at Kantar. In this role she is responsible for media effectiveness strategy, ensuring the evolution and delivery of solutions and expertise to address clients’ needs in a fast-changing world. She is also a frequent public speaker, media commentator and mentor, and led an award-winning piece of research by Kantar called AdReaction: Getting Gender Right, about gender depictions in advertising. Jane used to run the creative and media and creative digital units at Ogilvy, Mindshare and JWT before a spell in early-stage venture capital. She then moved client-side to Digital UK, owned by the BBC and commercial broadcasters, which managed the UK’s successful switchover from analogue to digital TV. She led on marketing strategy, managed agencies, execution and audience support, and subsequently moved to the role of Communications Director at Digital Radio UK. This was followed by a position as UK managing director for the fast-growing Media and Digital activities at Kantar Millward Brown. Jane is also a qualified architect and has two teenage boys.

@janeeostler @Kantar

The power of data
13:00

The Obama and Trump campaigns have shown the world the power of targeted opinion-building. Digital communication enables us to measure public perception, track sentiments and target opinion leaders – creating new channels, new opportunities and new risks. Yet with great power comes great responsibility. Let’s talk about how we can make the best use of the former while fully taking on board the latter.

Christoph Bornschein is one of the three founders and CEOs of the German digital business agency group Torben, Lucie und die gelbe Gefahr (TLGG). He advises international companies and brands in the strategic use of digital technologies. Public authorities and NGOs also seek the expertise of Christoph and his team in dealing with digital change. He has written numerous essays and articles on digital change and social media, and is a popular speaker at conferences and board meetings. Christoph also accompanies international start-ups as a mentor and investor. Since December 2018 he has been a member of the Supervisory Board of Deutsche Bank, where he advises on digital topics and issues. He also sits on various advisory boards such as that of ING-DiBa bank.

@Playrough
Designing for social media
13:30

The Commission’s social media content was viewed 2 billion times on Twitter alone in 2018. With a portfolio spanning from bee welfare to space exploration, how can a European institution develop its online visual brand? What goes into creating its thumb-stopping visuals and what can we learn from it?

Anca Scortariu is Deputy Head of Unit, Social Media and Visual Communication, in the Directorate-General for Communication of the European Commission. Anca leads the social media and graphic design team of the Commission’s Directorate-General for Communication. Her design team produces graphic material for the Commission president, for major political events and campaigns, and for the Commission’s corporate social media accounts. Her team is the guardian of the Commission’s visual identity guidelines. Anca also coordinates the Graphic Design Network – a community of over 50 graphic designers working in the various departments of the European Commission. @AScortariu

Crisis communication: what should we believe?
14:00

Industrial explosions, technological fraud, food scandals, and other crises are increasingly pervasive and communication is always in the spotlight. Thierry Libaert will discuss how to navigate the plethora of available advice and how to communicate well in times of crisis.

Thierry Libaert is an adviser to the European Economic and Social Committee, where he is the French delegation’s contact person for communication and a member of the Communication Commission (COCOM). He is the author of the first European text on the fight against planned obsolescence. Mr Libaert is vice-president of the think tank La Fabrique Écologique, a member of the Honorary Committee of the National Institute for the Circular Economy, and member of the Board of Advertising Ethics. A former professor of information science and communication at the Catholic University of Louvain, after being a lecturer at Sciences Po in Paris, he currently chairs the Académie des Controverses et de la Communication Sensible (Academy of Controversies and Sensitive Communication). Author of more than thirty books, in 2019 he was awarded a prize by the Academy of Business Science for his book Communication Crisis (Pearson, 2018). @ThierryLt
The European elections campaigns: What worked, what did not?

7 Nov, 14:30-16:00, JDE 52

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

Last year, the EuroPCom conference was about campaigning for Europe and we came up with a practical take-away for each session. But how did we perform in practice? After the European elections, we have the opportunity to assess the effects of joint communication efforts and analyse the dynamics around the various campaigns. This session will be an opportunity for a qualitative and quantitative evaluation of what worked and what didn’t.

Speakers

- Stephen Clark, Director for Liaison Offices, DG Communication, European Parliament
- Jens Mester, Head of Unit, Interinstitutional Relations, Corporate Contracts & EDCC, DG COMM, European Commission
- Dr Franziska Marquart, postdoctoral researcher at the Amsterdam School of Communication Research, University of Amsterdam, The Netherlands

Moderator

- Michele Cercone, Head of Events Unit, European Committee of the Regions

Stephen Clark has been an official of the European Parliament for 27 years. He has worked with parliamentary committees, in a central management role in the office of the Secretary-General, and for the last 12 years in the field of communication. Initially his communication work was as the head of Parliament’s digital communication team, which pioneered the use of social media by the EU institutions, while latterly he has been the director responsible for public communication more widely, in charge of communication campaigns, events and Parliament’s visitor facilities. He is a veteran of Parliament’s institutional campaigns on the European elections, and was responsible for overall coordination of the 2019 election campaign and for leading the Liaison Offices of the Parliament. He is co-author, with Sir Julian Priestley, of “Europe’s Parliament: People Places, Politics”, a reference publication about the European Parliament.

Jens Mester has been involved with political and corporate communication in the European Commission since 2007, when he joined the Commission’s Spokesperson’s Service as a spokesperson in the press team of former Commission president José Manuel Barroso. At the start of the Juncker Commission’s term in November 2014, he became head of unit in the spokesperson’s service. Since 2017 he has been head of unit in the Commission’s Directorate-General for Communication, where he is responsible for interinstitutional relations, corporate contracts and the Europe Direct Contact Centre for citizens. In this capacity, he coordinated the Commission’s communication efforts ahead of the 2019 European elections and the related cooperation with the European Parliament. @JensMesterEU

Franziska Marquart is a postdoctoral researcher at the Amsterdam School of Communication Research, where she is working on the ERC-funded Europinions project led by Prof. Claes de Vreese. Europinions focuses on the nature and composition of citizens’ EU attitudes, investigating the causes of these attitudes, their development over time, and their effects. The project is cross-national and comparative in nature, putting special emphasis on the role of the media as a key antecedent of change. Franziska gained her PhD from the University of Vienna in Austria, where she was part of the Advertising and Media Effects research group. @FranziMarquart
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 covered EU affairs for the Italian newsagency ANSA between 2000 and 2005. Between 2006 and 2015 he worked at the European Commission’s Spokesperson Service as Spokesperson for Transport, Spokesperson for Justice, Liberty and Security and Spokesperson for Home Affairs, serving EU Commission’s vice-president Jacques Barrot and EU Commissioner Cecilia Malmström. In 2018-2019 he served the President of the European Parliament, Antonio Tajani, as Diplomatic Advisor and Head of External policies.

WORKSHOP

3 Out of the dark: cohesion policy to connect the EU and its citizens

7 Nov, 14:30-16:00, JDE 51
Interpretation from/into English and French
Web stream provided in English

Cohesion policy is the only EU policy reaching every corner of the EU, providing a unique platform to address and involve its citizens. Almost 80% of citizens believe that EU-funded projects on the development of cities or regions have been positive. However, only one third of European citizens actually know of EU co-financed projects in the area in which they live. Why is that the case? The panellists will share their views on better communication on cohesion policy and how to promote citizens’ engagement or public discussion.

Speakers
- Adrian Teban, Member of the European Committee of the Regions and Mayor of Cugir, Romania
- Agnès Monfret, Head of Communication Unit, DG REGIO, European Commission
- Dr Luca Pareschi, Post-doctoral Research Fellow PERCEIVE Project, Italy

Moderator
- Pierluigi Boda, #CohesionAlliance campaign manager, European Committee of the Regions

Adrian Teban is the mayor of Cugir, a small Transylvanian town in the foothills of the Romanian Carpathians. He served his community for three terms, and European policies for local development have become his keenest interest and paramount priority. Consequently, in his capacity as vice-president of the Association of Romanian Towns, he is an active member of the Committee of the Regions. In his reports, he outstandingly covered EU’s cohesion policy and public procurement. @teban_adrian

Agnès Monfret is head of Communication at the European Commission’s Directorate General for Regional and Urban Policy. Her experience at the European Commission over the last 19 years includes Interreg cross-border cooperation, the allocation of Commission human resources, internal control and the drafting and negotiation of the Financial Regulation. Before joining the Commission in 2000, Agnès was teaching European Law at the Sorbonne. Agnès comes from Normandy, France. She studied Literature, Law and Political Science and graduated from the French Ecole Normale Supérieure, the Sorbonne, King’s College London, Sciences Po Paris and the College of Europe (Bruges). @AgnesMONFRET
Dr Luca Pareschi is an assistant professor at the University of Bologna, where he gained a PhD in management in 2011. He is conducting research on socio-political institutional processes and the cultural industries using qualitative and semi-automatic text analysis techniques to extract meanings and reconstruct narratives. For the PERCEIVE project, which analyses the effects of cohesion policy on the sense of European identity as perceived by citizens, he was specifically involved in analysing communications by Local Managing Authorities and studying the discourses around cohesion policy in national and regional newspapers and on Twitter. He was also a member of the Communication and Dissemination Team for the PERCEIVE Project. @lucapareschi

The dot-com boom and crash had a huge impact on Pierluigi Boda when he was working on his PhD in new media and ICT for development in Ghana. Surviving that enabled him to become an innovation adviser for the Italian government and parliament, and to work as a professional journalist for the regional and national press. While working as a member of the private office of a president running a complex region of 5 million inhabitants – a region with Naples at its heart – Pierluigi falls in love with (Maria and) EU cohesion policy. He moved to Brussels to do policy and press work at the European Parliament and the European Committee of the Regions, where he helped to reorganise the press service and to shape and implement the campaign-based 2016-2019 communication strategy. EUbudget & #MFF junkie @PierluigiBoda

WORKSHOP

4 Checking the numbers: evaluation of communication campaigns

7 Nov, 14:30-16:00, JDE 62
Interpretation from/into English and French
Web stream provided in English

Communication campaigns in public communication differ from those in the private sector, as their success is often not measurable in sales or monetary value. So how do you know if your communication was effective? What are your success indicators? What do you benchmark against? In this session, experienced practitioners will share their approaches to evaluating the outcomes and impact of communication campaigns and showcase benchmarks, definitions and measures of performance.

Speakers
- Tina Zournatzi, Head of Unit Strategy and Corporate Communication, DG for Communication, European Commission
- Richard Addy, co-founder and director of AKAS (Addy Kassova Audience Strategy Ltd), United Kingdom
- Philipp Schulmeister, Head of Public Monitoring Unit, European Parliament

Moderator
- Fabian Breuer, Head of Communication Planning, Evaluation and Campaigns Unit, European Investment Bank

Tina Zournatzi is currently head of unit for Strategic Communication in the European Commission’s Directorate-General for Communication. She oversees corporate communication campaigns at pan-European level, while also spearheading the Commission’s strategic communications response to the rising threat of disinformation. She previously headed the communication team in the DG for Fisheries and Maritime Affairs, and has also worked in the sphere of small business policy and entrepreneurship, where she helped promote entrepreneurship as a career option and supported opportunities for new entrepreneurs. Tina was formerly a consultant on corporate social responsibility with the European network CSR Europe. She started her career in the United Nations, working in central Africa and then in New
York on development, conflict resolution, reconstruction and governance. @zourni

Richard Addy is co-founder (with Luba Kassova) of AKAS, an organisation that provides audience, impact, communications and narrative strategy advice to international institutions (including the World Bank Group, EIB, EBRD, OECD, and IMF), media (BBC News, Channel 4 News/ITN, the Guardian, Hromadske, Warner Bros, EUobserver), foundations (Gates Foundation, Luminate, CIIFF, OSF, Wellcome, Adessium) and various NGOs. Richard was previously chief adviser to the BBC’s Deputy Director-General, a role in which he co-formulated strategies that maintained BBC journalism’s weekly global reach at over 250 million adults. Richard is a trustee at Mind in the UK and sits on the advisory board of the Media Impact Project at USC Anneberg.

Philipp Schulmeister is head of the Public Opinion Monitoring Unit of the Directorate-General for Communication of the European Parliament. The unit gauges European public perceptions and expectations of the EU, specifically the European Parliament. Austrian by nationality and a lawyer by education, Philipp’s passion is communication. He has been working in different roles in the European Parliament for 20 years. @pschulmeister

Fabian Breuer is head of the Communication Planning, Evaluation and Campaigns Unit at the European Investment Bank (EIB). He previously worked in the OECD’s Public Affairs and Communications Directorate and as an advisor to the president of the European University Institute (EUI). He was also a project manager at the Robert Schuman Centre for Advanced Studies in Florence and the Global Public Policy Institute (GPPi) in Berlin. Before completing his PhD, he worked for the Council of Europe and in the press office of Javier Solana at the European Council. Fabian holds a PhD in political science from the European University Institute and an MA in international relations from the University of Amsterdam. He was also a post-doctoral fellow in the European Foreign and Security Policy Studies programme. @fabbreuer
5 How to start a podcast and why you should

7 Nov, 14:30-16:00, JDE 53

Mini training in English

Podcasts are the perfect medium for political and science communication. They are cheap and easy to produce, can be recorded when convenient to you, and have the potential to reach a wide global audience. They can also raise the profile of individuals or institutions while providing a valuable resource for society. On top of that, they are fun! This session provides a crash course on podcasting. It will outline some of the key benefits of podcasting, and provide a live demonstration of the recording process from start to finish.

Expert

Michael Bossetta, Podcaster and Political and Data Scientist at Lund University, Sweden

Michael Bossetta is a post-doctoral researcher at Lund University, where he specialises in the impact of social media on politics. He also produces and hosts the Social Media and Politics podcast, an interview-driven podcast exploring the intersection between digital media and democracy. At EuroPCom Michael will share key insights from his podcasting experience and explain why podcasts are an excellent medium for institutional communication. @MichaelBossetta

6 Innovating citizen engagement to counter populism

7 Nov, 14:30-16:00, Ledra street

Open Space session in English

Establishing an “ever closer Union” with European citizens as well as countering and responding to populist movements remain at the heart of the EU’s communication goals. Therefore, we need new ways of engaging citizens about decisions that affect their lives. Participants in this Ideas Lab will discover and take part in a real time citizen participation simulation and discover ways to strengthen democracy and fight populism together with the other participants.

Speakers

Laurent Altenburger and Peter Funk, Eurovision & Project Directors of Pulse of Europe #HomeParliaments, Germany

Nadja Nickel, Project Manager Country Lead Germany, The Democratic Society, Germany

Laurent Altenburger studied Engineering and Innovation Management at the French Mining Engineering School in Paris. He is a programme and supply chain expert, overseeing the delivery of complex programmes from idea to reality. His experience ranges from start-ups to big European corporates, and he has worked in various sectors...
Looking forward!

including aerospace, e-mobility, 3D printing and most recently citizen participation. @labruunt

Peter Funk studied communications and computer science at the Free University of Berlin, where his particular areas of interest were the theory of the public sphere, formation of public opinion, agenda-setting through media, and framing and perception processes. Peter worked as a strategic planner in the global advertising network McCann and has extensive experience in international culture based on his role as global marketing manager for Storck. @funk67

Nadja Nickel is Country Lead Germany and project manager for the Horizon 2020 Populism and Civic Engagement project at the Democratic Society. Before joining the Democratic Society in February 2019, Nadja was managing director of WithoutViolence, a non-profit communications and advocacy agency for the social sector. At WithoutViolence she applied lessons learned from research and existing behavioural science findings to solutions-focused advocacy for ending violence against women and children. She also worked as a consultant supporting former German president Horst Köhler on the UN High-level Panel on the Post-2015 Development Agenda and as a programme coordinator for the German international development agency GIZ. Nadja holds an MA in Peace and Conflict Studies from Uppsala University, Sweden.

WORKSHOP

7 Making the 2019 European elections a local issue: examples and experiences

7 Nov, 16:30-18:00, JDE 51

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

One of the key goals of the election campaign was to raise awareness among voters and increase turnout. And indeed, we saw the highest voter participation figures in twenty years, even if the numbers varied greatly across Europe and in some countries voter turnout was still alarmingly low. Speakers from the local level will share examples and experiences of how they sought to make the European Parliament elections more of a local issue this time and how it was possible to increase outreach and engagement. Is local the new global? Join this session for more insights!

Speakers

- Alessandro Giordani, Head of Unit Networks in the Member States, DG for Communication, European Commission
- Birgit Honé, Minister for Federal and European Affairs and Regional Development, Germany, and Member of the European Committee of the Regions

Moderator

- Moderation: María Andrés, Head of the European Parliament Office in Madrid, Spain

Alessandro Giordani is currently head of Networks in the Member States, a unit which works with the Europe Direct concept, a service for citizens composed of several hundred Europe Direct Information Centres and European Documentation Centres in all the Member States, as well as the central Europe Direct Contact Centre and the speakers pool Team Europe. Until 2012, Alessandro was deputy head of the Citizens’ Dialogues Unit and head of Communication at the European Commission representation in Rome, following a period as a diplomatic advisor on EU issues in the Italian Prime Minister’s private office. Earlier in his career he worked in various services and Directorates-General of the European Commission, including as a Member of Commissioner Kyprianou’s private office. @AleGiordani
Birgit Honé has been the Minister for Federal and European Affairs and Regional Development in Lower Saxony since 2017. She is a member of the Committee of the Regions. It is particularly important to the Minister that the added value of Europe be visible to the people of Lower Saxony. Campaigning and public relations work on European issues has therefore been greatly expanded under her leadership. As State Secretary in the Lower Saxony State Chancellery, Ms Honé has been responsible for European and regional policy since 2013. The State Chancellery has initiated a multi-fund programme that is unique in Germany, implementing the Europe 2020 strategy for smart, sustainable and inclusive growth. @MBNiedersachsen

Born in Belfast before the Northern Ireland ‘troubles’, Jane Morrice was deputy speaker of the first Northern Ireland Assembly set up following the Good Friday Agreement in 1998. She was elected to represent the Northern Ireland Women’s Coalition, a political party set up to promote women in the peace negotiations. She had been a reporter for BBC Belfast, then was head of the European Commission Office in Northern Ireland and a member of the Delors Task Force involved in creating the first EU PEACE Programme in Northern Ireland. She served as the Northern Ireland Equality Commissioner and went on to become an EESC member, acting as vice-president for communication (2013-2015). As a specialist in peace-building, Jane has been rapporteur for several EESC opinions on the role of the EU in the Northern Ireland peace process. Following the UK referendum on EU membership, she launched a petition to keep Northern Ireland in the EU as an associate member in the event of Brexit. She stood for election to the European Parliament as an Independent in Northern Ireland to help boost the ‘remain’ vote. Though not elected, she did not regret the experience. @janemorrice

Maria Andrés Marín is head of the European Parliament’s Liaison Office in Spain. Prior to that, she was head of press at the Liaison Office (2011-2015) and at the European Parliament in Brussels and Strasbourg (2003-2011). She was also director of the External Action Unit in the government of La Rioja (2002-2003). She holds a degree in journalism from the University of Navarra/University of Missouri, Columbia (United States) and a master’s degree in European studies and international politics from the University of Bath (UK)/Sciences Po (FR). @MariaenEUropa

WORKSHOP

8 (Re)connecting with young Europeans

7 Nov, 16:30-18:00, JDE 52

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

40% of voters in the European elections were under 35, which was 13% more than in 2014. This follows a general trend towards more political and societal engagement of young people, apparent for example during the “Fridays for Future” movement. Gearing campaign efforts increasingly towards first-time and young voters also might have had an effect. Building on this promising development, what are current topics to get their attention and further spark their interest? What can be done to engage (with) young Europeans on public policy issues? Find out with our panellists!

Speakers

- Magdalena Starostin, Head of Youth Outreach Unit, DG Communication, European Parliament
- Stefan Haenen, Account Manager, Hill+Knowlton Strategies, Belgium
- Wietse Van Ransbeeck, co-founder and CEO of Citizen Lab, Belgium
- Frieder Seidel, Teacher involved in series of citizens’ debates in schools, Saxony, Germany

Moderator

- Beatriz Porres, Head of Unit Visits and Publication, European Economic and Social Committee
Magdalena Starostin has worked in communications in the European Parliament since 2005, and has been involved in events and campaigns in relation to the Sakharov Prize, European elections, Open Days, etc. She was also part of the branding team behind the EP Consistent Communication guidelines. Currently she is head of the Youth Outreach Unit, which is responsible for strategic coordination of DG COMM youth activities and for managing the biennial European Youth Event (EYE). EYE is a flagship event for youth held every two years in Strasbourg, with the fourth edition scheduled for 29 and 30 May 2020.

Stefan Haenen works as an integrated communications expert at Hill+Knowlton Strategies. His work consists of a wide variety of assignments, including narrative development, stakeholder engagement and media relations, as well as public affairs at Belgian and EU level. Stefan is a network coordinator in the European Commission’s InvestEU programme, implementing strategies in ten EU Member States, and communicating EU investment impacts in areas such as social inclusion and youth employment. He recently designed and moderated a stakeholder conference with civil society and youth organisations for the European Parliament, to explore continued collaboration after the European elections. @HaenenSt

Wietse Van Ransbeeck is the co-founder and CEO of CitizenLab, an e-democracy platform that allows governments to give their citizens a direct say on topics that matter to them. The citizen engagement platform is today used by more than 100 administrations around the world, from national government and big cities to the smallest municipalities. Wietse recently made the Forbes 30 Under 30 Europe list in Law and Policy for his work on bringing local democracies into the digital age. @WietseVR

Frieder Seidel is a teacher in Frankenberg, Saxony. He has been working with young people for 37 years now, having taught English and German in the United States, Romania and in his home country. He has been involved in the ERASMUS+ programme many times with German and international students. His experience also includes teacher training, curriculum development and co-writing textbooks, as well as working on regional examination boards. But his main job is teaching high-school students in the classroom, which is what he most enjoys and where he feels at home.

Beatriz Porres is an EU civil servant with 25 years of experience in the EU institutions. A languages graduate, she started her career as a translator and later became an expert on civil society participation in the external policies of the EU, through her work as head of unit of the External Relations section of the European Economic and Social Committee. Since June 2019, she been head of unit in the Communication Department of the EESC, with responsibility for publications, visits, events and cultural activities.
Getting information across with emotion and humour

7 Nov, 16:30-18:00, JDE 62
Interpretation from/into English and French
Web stream provided in English

Social media is an open window to share information and hold dialogue with millions of people. But how can communication on social media be more attractive and engaging? One key element is personalisation and finding a way to balance facts and practical information with emotion and humour. Users want to be treated as individuals and they interact much more with content if it is relatable. Social media experts will share specific examples of how emotion and humour can improve social media use in public communication.

Speakers
- **Pablo Perez Armenteros**, Head of Sector Social Media, DG COMM, European Commission
- **Matteo Maggiore**, Director of Communication, European Investment Bank
- **Chief Brexit Memer**, DG MEME, Belgium
- **Lore Oxford**, Global Head of Culture & Insights, We Are Social, United Kingdom

Moderator
- **Anthony Lockett**, Head of Unit Communications, European Research Council Executive Agency

**Pablo Perez Armenteros** is Head of the Social Media Sector in the European Commission’s DG Communication, with a special interest in political, corporate and online strategic communications. Before joining the European Commission, Pablo worked as a journalist and correspondent in several European countries – including Spain, France, Portugal, the Netherlands and Belgium – for Spanish National Public Television and Onda Cero Radio, and also as a freelance for a wide variety of media. He was among the EU Influencers commended by Euractiv in 2017, 2018 and 2019. @PabloPerezA

**Matteo Maggiore** has been Director of Communication at the EIB since October 2014. Prior to this he was Deputy Director of Communication at the Organisation for Economic Cooperation and Development (OECD). He spent a large part of his career at the BBC, where he started work as a European Affairs Officer in 1992 and rose to the position of Controller of International Policy and Strategy. He served as Deputy Director for Television at the European Broadcasting Union from 1998 to 2000. Before joining the BBC, he worked as a journalist and documentary producer in Germany and in the European Parliament in Brussels. Matteo studied international relations and history at the Sapienza University of Rome. @matteomaggiore

**Lore Oxford** is Global Head of Culture and Insights at We Are Social, where she combines academic qualitative research methods with a digital-first approach to data collection and delivery in order to track culture on a global scale – from the socio-political
forces shaping people’s values and beliefs to the real-life tensions that impact internet culture. Her work is designed to uncover cutting-edge cultural insights that form the springboard for communications that are not only unique, but also truly relevant, to the people they address. @loreoxford

Anthony Lockett works as the Head of Unit for Communication at the European Research Council Executive Agency. From artificial intelligence to exoplanets, he and his team aim to explain the relevance of complex EU-funded science in an accessible way to the media and to the public. Tony is a great believer in Einstein’s view that “If you can’t explain it simply, you don’t understand it well enough”. Before joining the ERCEA, Tony held communication roles in the European Commission’s DGs for Regional and Urban Policy, Human Resources, Employment, and Social Affairs and Inclusion. @TonyLbxl

MINI TRAINING

10 Storytelling in political speechwriting

7 Nov, 16:30-18:00, JDE 53

Mini training in English

Speeches play a central role in public and political communication. A good speech is something you will remember. But what makes a good speech? Our renowned expert will make you aware of the key principles for writing in a persuasive way, incorporating humour. Be part of this session for an entertaining yet practical look at political speechwriting!

Expert

Eric Schnure, former speechwriter for Vice President Al Gore and adjunct professor of Public Communication at American University, Washington DC, United States

Former White House speechwriter and co-author of The Political Speechwriter’s Companion: A Guide for Writers and Speakers, Eric Schnure works with politicians, Fortune 100 executives and other leaders, helping to make their messages more memorable, their words more effective and their delivery more powerful. Eric began his career in 1993 as a speechwriter for US vice-president Al Gore. Since then, he has worked in both the public and private sectors, including as head of Executive Communications at General Electric. He now runs his own firm and has helped clients from some of the world’s best-known companies and organisations. He lectures regularly and runs workshops in the United States and internationally, as well as teaching at American University. Eric graduated from Hobart College, and holds a master’s degree in International History from the London School of Economics. He lives in Chevy Chase, Maryland, with his wife Nancy and their sons Benjamin and Daniel. @ESchnure
11 We are all influencers

7 Nov, 16:30-18:00, Ledra street
Open space session in English

The European Parliament’s ground game strategy during the election campaign built on the idea of transforming the audience into actors and empowering citizens to become influencers in their communities. The experience provided the opportunity to explore the activism of citizens on social media and beyond. Is there a way to keep up the momentum and energy after the elections? How can we keep the empowerment going during times of less political intensity? Come up with ideas on innovative strategies to keep citizens engaged in the public sphere!

Speaker

Gaia Manco, Web-editor, European Parliament

Gaia Manco is a member of the European Parliament’s team that works on all things digital: social media, website and campaigning. Her current focus is citizens’ engagement; after successfully mobilising supporters and volunteers to raise election participation with thisimeinvoting.eu, she is now working on new forms of engagement via together.eu. Before joining the European Parliament, Gaia worked as a multimedia journalist for international broadcasters, a digital media consultant and a creative coach in Europe, Africa and Asia. She dreams of having a dog in her Brussels garden and developing a concept of why it is cool and fun to care about something, such as the unity of Europe, and to show that you care. She has a plan for achieving both. @gaiamanco
Looking forward!

Evening Reception

Celebrating the 10th anniversary of EuroPCom

7 Nov, 18:00-19:00

Atrium 5 and 6

- Jaume Duch Guillot, Spokesperson and Director-General of Communication, European Parliament
- Paul Reiderman, Director for Media and Communication
- Pia Ahrenkilde-Hansen, Director-General for Communication, European Commission
- Eleonora di Nicolantonio, Head of communication department, European Economic and Social Committee
- Pedro Cervilla Martinez, Secretary-general (ad interim), European Committee of the Regions
- Matteo Maggiore, Director of Communication, European Investment Bank
- EuroPCom coordinators and members of the advisory board 2010-2019

2010-2019
10th ANNIVERSARY
Nowadays, public debate is taking place more and more on social media, and so is campaigning. The ground game strategy was thus a major part of the European Parliament election campaign. But (how) did the institutional input affect the national debate on social media? What were the challenges faced by those managing the election campaigns? And now, how do we carry on and what are the lessons for next time? Experts will give answers to those and other questions during this session on social media in the 2019 European elections.

Speakers

- **Thibault Lesenecal**, Head of Web Communication Unit, European Parliament
- **Anamaria Dutceac Segesten**, Senior lecturer at European Studies, Lund University, Sweden
- **Sean Evins**, Head of Politics & Government Outreach, EMEA for Facebook, United Kingdom
- **Stephen Turner**, Head of Public Policy, Government and Philanthropy, Twitter Belgium

Moderator

- **Tom Moylan**, Speechwriter to Commissioner for Trade, European Commission

Thibault Lesenecal is currently head of the European Parliament’s Web Communications Unit. He leads a team of talented digital storytellers producing content in 24 languages for the general public (stories, infographics, videos) and running ten social-media platforms. He was involved in strategy and implementation work on three European election campaigns. The latest one saw the launch of a major Ground Game under thistimeimvoting.eu, which has now become together.eu. @Tayebot

Anamaria Dutceac Segesten is a senior lecturer in European Studies, vice-chair of the Centre for European Studies, and co-coordinator of the Artificial Intelligence network, all at Lund University. Her research interests cover Euroscepticism, transnational communication, election campaigns and citizen mobilisation on social media. @anamariadutceac

Sean Evins heads the Facebook Politics and Government Outreach team for Europe, the Middle East and Africa (EMEA). This is part of the public policy team and works with government and political officials and entities on content and product education, and on how to use Facebook tools and products appropriately and safely. Until he joined Facebook in August 2016, Sean worked for Twitter on the Government, Elections and News Partnerships team in Washington DC, and also with the Committee on House Administration for the US House of Representatives. Sean holds a bachelor’s degree in Political Science and Political History from Rhodes College in Memphis, Tennessee, and has a master’s degree in Government, Law and Justice from Johns Hopkins University. He is based in London, UK. @Evins

As head of Public Policy for Belgium, Stephen Turner manages the company’s relations with EU regulatory bodies, law-makers, policymakers, NGOs and civil society organisations. Having worked and lived in Brussels for the past seven years, Stephen joined Twitter in early 2016. Stephen’s past experience includes working on digital policy for the trade association EDIMA, and as a consultant. @sturner
Tom Moylan is a communications strategist specialising in European affairs. For the past couple of years he has worked as a speechwriter for the European Commissioner for Trade. Previously he worked in social media strategy for different departments in the European Commission, including in local communication, economic and financial affairs, and international development. In short, he used to work with the newest form of human communication and now works with the oldest. @moylato

WORKSHOP

13 Power and perils of narratives

8 Nov, 09:15-10:45, JDE 52
Interpretation from/into English and French
Web stream provided in English

When replying to populists, we are in danger of following their patterns of debate. Adopting populist narratives and accepting how they frame issues, however, is harmful to an open and inclusive public debate. Is it possible to develop narratives to counter extremist populism without falling into this trap? What would those narratives look like? What data do we have to base those narratives on? Start talking with our panellists!

Speakers

- Sarah Chander, Senior Advocacy Officer, European Network against racism (ENAR), Belgium
- Maeve Patterson, Communications and advocacy officer at UNHCR, Belgium
- Laura Shields, founder and Managing Director of Red Thread, Belgium
- Daniel Fazekas, Social Media Analyst, Bakamo Social, Belgium

Moderator

- Prof Benjamin De Cleen, Assistant Professor at the Department of Communication Studies, Vrije Universiteit Brussel, Belgium

Sarah Chander is Senior Advocacy Officer at the European Network Against Racism (ENAR) working to change laws, policies, practices on racism. Sarah’s portfolios include equality data collection, diversity and employment, hate crimes and speech, racial profiling, all with an intersectional approach focusing on structural inequalities. Previously, she worked on employment and education policy for the UK government, and in development and immigration and legal support. Sarah holds an LLB in Law from the University of Warwick and an MSc in Migration, Mobility and Development from the School of Oriental and African Studies, University of London. @sarahchander

Maeve Patterson joined the UN Refugee Agency (UNHCR) in 2015. She is the Communications Coordinator at UNHCR’s Regional Representation for EU Affairs in Brussels. Before joining UNHCR, Maeve worked for Amnesty International as head of the EU Office’s Communications team. Prior to that she held a range of advocacy, communications and advisory posts at the United Kingdom Permanent Representation to the EU, the British embassy in Brussels, and the United Kingdom Joint Delegation to NATO. Maeve is a former trainee of the European Committee of the Regions. She holds a BA in French Language and Literature from the University of Sussex, and an MA in International Relations from the Université Libre de Bruxelles. She has also lived, worked and studied in Chile, France, Spain, Germany and Sweden. @mpat79

Laura Shields is the founder and Managing Director of Red Thread, a Brussels-based communications agency specialising in media, presentation and message training. A former journalist who graduated from Cambridge University in 2000, Laura
Laura started her career at CNN and CNBC in London, specialising in European business news and US politics. She moved to the BBC in 2004, where she initially worked as the Economics and Business Analyst and then as a producer for Radio 4’s World at One and PM programmes. Laura now works as a communications trainer and panel moderator in Brussels. As a media trainer she opened the Brussels office of The Media Coach in 2008, before setting up Red Thread in July 2017. As a journalist she reported for Reuters TV from all the major EU summits and as a communications consultant she has also written for Open Democracy, the Huffington Post, Communication Director and Outsource magazines. @mediawhizz

Daniel Fazekas is the co-founder and CEO of Bakamo, a social systems consultancy. Bakamo uses public social media data to uncover perceptual truths and the narratives framing people’s attitudes and behaviours through an analytical framework based on the social theory of Niklas Luhmann. In the five years of its existence, Bakamo has built a reputation for providing meaning for organisations in all three sectors of the global economy. Daniel has been active in the converging fields of Internet technology, consumer insight and communication for over 15 years and worked for a string of high-profile internet companies before setting up Bakamo. @fazekasdani

Benjamin De Cleen is an assistant professor in the VUB Communication Studies Department, where he coordinates the English-language Master’s in Journalism and Media in Europe. He is also a non-resident fellow at the Center for Media, Data and Society of the Central European University, Budapest. His research is in the field of critical discourse studies, focusing on radical right-wing and populist rhetoric, and on the discourse-theoretical conceptualisation of populism, nationalism and conservatism. His recent work has been published in Javnost – The Public, the Journal of Political Ideologies, and the Oxford Handbook of Populism. Benjamin is international chair of the Centre for the Study of Democracy, Signification and Resistance, an international joint research group that brings together people from the VUB, University of Ljubljana, University of Essex, Charles University in Prague, and Aristotle University of Thessaloniki.

**Workshop**

14 What is next for citizens’ consultations?

8 Nov, 09:15-10:45, JDE 51

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

In recent years, institutions and governments at all levels have involved citizens more frequently in participatory processes, with the aim of engaging them in their decision making. Citizens’ consultations in particular, where ordinary people are entrusted with delivering policy recommendations on specific issues, are trending all over the world. Where is this development in participatory democracy going? Will there be a more permanent or coordinated approach to citizens’ consultations? Come and enrich the debate with your experience and ideas!

**Speakers**

- **Doreen Grove**, Head of Open Government in Scottish Government, Scotland
- **Karine Badr**, Analyst at Organisation for Economic Co-operation and Development (OECD), France
- **Christophe Rouillon**, Mayor of Coulaines and President of the PES Group in the European Committee of the Regions

**Moderator**

- **Dr Anja Trebes**, Head of Unit for Communicating Europe, Press and Information Office of the Federal Government, Germany
Doreen Grove leads the Scottish Government’s involvement in the Open Government Partnership at both national and international level. In Scotland, Open Government supports reform of public services and democratic renewal, and promotes openness, transparency and the use of innovative participative processes to help transform how people interact with public services. Doreen moved into the Scottish Government Strategy Unit during the extraordinary times leading up to the referendum on Scottish independence, which as an archaeologist and historian she found to be a really interesting way of observing history at first hand. The change has provided her with a broad perspective on the world in which we live and the systems that affect us over time. @redpath42

Karine Badr is a policy analyst in the OECD’s Open Government Unit. She works with reformers inside and outside government to strengthen transparency, integrity, accountability and stakeholder participation in public policy-making and service delivery. Her current focus is the contribution of public communication to open government principles. Karine is a former anti-corruption analyst for the UN Development Programme, having worked with Middle East and North African countries during the Arab Spring. @KBlb111

Christophe Rouillon is mayor of Coulaines, Vice-President of the Association of French Mayors with responsibility for Europe and since October 2019 President of the PES Group in the European Committee of the Regions. He has been a member of the European Committee of the Regions since 2005, and was first vice-president of the PES Group between 2017 and 2019. Mr Rouillon studied Public Law and Political Science at the Universities of the Sorbonne and Paris II Panthéon-Assas, and holds a degree in Public Law from the University of Maine Le Mans. He also completed the Aspen programme for young politicians and did postgraduate work in European studies at the National School of Administration. In 2001 he was elected mayor of Coulaines at the age of 34, and he was re-elected as mayor in 2004, 2008, 2011 and 2014. As a member of the CoR, Christophe Rouillon has been rapporteur for several key dossiers, including “Reconnecting Europe with its citizens: more and better communication at local level”, “Deepening of the Economic and Monetary Union” and “Towards a more efficient and democratic decision making in EU tax policy”. @ch_rouillon

Dr Anja Trebes heads the Unit for Communicating Europe at the Press und Information Office of the Federal Government in Berlin. She was part of the team which organised the EU citizens’ dialogues in Germany in 2018. Before that she was a senior press officer in the government spokesperson’s team. She lived in Brussels from 2009 to 2014, where she worked as a team leader at the Directorate-General for Regional and Urban Development of the European Commission. She studied law in Hannover, Madrid and Cambridge.
Cutting through the noise: how to react to a disinformation attack

It starts on fringe websites, spreads to social media, to the newsfeeds on your network and further – and it targets your organisation. How do you react to disinformation as a public communicator? In this interactive training session, our experts guide you through the main principles of becoming more aware of and resilient to disinformation. Test your ideas, share your experience and learn more!

Experts

- **Anneli Ahonen**, Head of East Stratcom Task Force, European External Action Service (EEAS)
- **Jānis Rungulis**, Strategic Communications Expert, East Stratcom Task Force, EEAS

The East Stratcom Task Force is a team in the EEAS that addresses Russia's disinformation activities, through proactive communication and media support in the Eastern Partnership countries, and publicising disinformation on EUvsDisinfo.eu. Before joining the East Stratcom Task Force, **Anneli Ahonen** worked as a foreign correspondent in St. Petersburg covering, among other topics, the activities of the St. Petersburg 'troll factory'. @ahonen_anneli

**Jānis Rungulis** has been part of the EU's East Stratcom Task Force since 2015. He has been developing communication campaigns across the Eastern Partnership region to raise awareness about the tangible benefits that the EU is bringing to people there. This year he is more involved in the team's efforts to address pro-Kremlin disinformation, where he is responsible for coordinating awareness-raising campaigns. Jānis was the spokesperson for the Latvian Presidency of the Council of the EU in Brussels, dealing with telecommunications, transport, energy, the environment, education and other topics. Jānis has also worked for leading public relations (Porter Novelli), advertising (DDB) and media (Omnicom Media Group) agencies in Latvia. @rungulis
16 EU open data: how to fill the gap between data and citizens?

8 Nov, 09:15-10:45, Ledra street
Open space session in English

The role and importance of data have been growing in every sphere from governance to education, as we are becoming a data-driven society through ever-increasing digitalisation. While data is already exploited for and by decision makers, citizens do not always seem to understand or see their utility. Participants in this Ideas Lab will explore how to better engage citizens and empower them through open data.

Speakers
- Corina Buruiana, Publications Office of the European Union
- Ján Glovičko, Joint Research Centre of the European Commission
- Gülşen Güler, Holding a Master’s degree of Vrije Universiteit Brussel, Belgium

Corina Buruiana is part of the small but highly motivated team responsible for all aspects of the EU Open Data Portal (EU ODP). She is part of the Open Data Reuse and Innovation sector, whose many objectives include the reuse and impact of open data made available by the EU institutions. She is keen to increase awareness of the societal benefits that can be unlocked with open data, in terms of both transparency and developing new services for EU citizens using open data. @Corina_Buruiana

Ján Glovičko is a project officer at the Centre for Advanced Studies in the Joint Research Centre of the European Commission, overseeing the preparatory phase of the research project ‘Empowering citizens through data’ focusing on the on-going paradigm shift in the communication field. Before joining the JRC, Ján worked in the Internal Communication Unit of DG Human Resources, collaborating with all DGs, services and executive agencies. Before settling in Brussels, Ján worked as communications advisor to the Slovak ombudswoman and as a journalist in a number of media outlets.

Gülşen Güler holds a master’s degree in communication sciences and a bachelor’s degree in social work. She is an experienced youth worker and at the beginning of her career she focused on youth justice and rehabilitation of juveniles. Having seen first-hand the ominous correlation between digital and social exclusion, she decided to study this issue in a master’s degree. Her interests revolve around data literacy and how to translate theory into practice so that data are more easily accessible and tangible and their full potential can be unleashed. Working from the heart of Europe, she aspires to raise awareness about the issue of data literacy and to make an appreciable impact on social perceptions.
For some time now, one of the key channels for improving communication and increasing outreach has seemed to be social media, but opinion polls show that people perceive traditional media as the most trusted source of news. Therefore, when planning communication strategies, communicators should exploit the full media mix of traditional and new, offline and online channels. How can we go about this? Learn more in a discussion with our panellists!

Speakers

- **Alexandra Ekkelenkamp**, advisor to the Director for Media and Communication of the Council of the European Union
- **Sona Mellak**, European Parliament Press Officer, Slovakia
- **Katleen Deraymaeker**, DPG Media, Belgium
- **Dr David Fernández Quijada**, Manager of Media Intelligence Service (MIS), European Broadcasting Union (EBU), Switzerland

Moderator

- **Dennis Abbott**, former Managing Director, Communications and Media Relations, BCW Brussels, Belgium

As advisor to the Council’s Director for Media and Communication, **Alexandra Ekkelenkamp** plays a leading role in bringing new and innovative ways of communicating into the Council Secretariat. In 2017 she played a key role in developing the Council’s external communications strategy, which is now being implemented. Her current focus is on mainstreaming communications across the Council Secretariat, strengthening links between policy-makers and communicators, and launching a staff ambassador programme for social media. Before joining the director’s office, Alexandra was a press officer and social media strategist responsible for the social media accounts of the Council and of Council Presidents Herman Van Rompuy and Donald Tusk. @alexekkelenkamp

**Soňa Mellak** has been working as a press officer for the European Parliament Liaison Office in Slovakia for the past seven years. She was involved in two election campaigns for the Parliament. Before that she spent five years in Brussels as a correspondent for Slovak public television, covering the European and Slovak political scene. She reported from Libya, France, the UK, Belgium and many other countries. Soňa is also a former BBC World Service journalist, reporting for more than five years from London and Bratislava.

**Katleen Deraymaeker** is Institutional Relations manager at DPG Media, a leading media group. She is the Belgian communication advisor for governments, organisations and political parties. In collaboration with various departments, she develops cross-media campaign proposals and partner deals based on creative and innovative media solutions. In the past she has worked for both government and various private companies. She was media and communications adviser to the Flemish prime minister and has been a public sector business development manager for research and communication companies. Her focus has always been on improving government communication.

**Dr David Fernández Quijada** is manager of the Media Intelligence Service, the market research unit of the European Broadcasting Union, the world’s biggest alliance of public service media. In this capacity he has worked in areas such as media consumption, technology adoption and market dynamics. Most of his activity is focused on public service media. He is also manager of the EBU’s Public Service Media Contribution to Society strategic initiative, trying to understand how citizens benefit from their public broadcasters. Previously he worked as a lecturer at the Autonomous University of Barcelona. @david_mis_ebu
Dennis Abbott has over 30 years of experience in media and communications. He has spent the past five years as Managing Director for Communications and Media Relations at the Brussels office of BCW, one of the world's largest communications agencies. Prior to joining the firm, Dennis was the European Commission's Spokesperson for Education and Culture (2010-2014), and Commission Spokesperson for Regional Policy (2008-2010). He also served as a Spokesperson for the British Army in Iraq in 2003. Dennis is a former editor of European Voice (2001-2003), relaunched as POLITICO, and held senior editorial posts on UK daily newspapers The Sun and Daily Mirror. He was also launch editor of The Wharf, the newspaper serving London’s financial district. At BCW, Dennis and his team received industry recognition for the #SaveYourPress copyright campaign (European Excellence Award and Drum Award) and #SupportRefugees campaign (EuroPAward for Best Public Sector Campaign). @DennisAbbott

WORKSHOP

18 Selling heavy topics 2.0

8 Nov, 11:15-12:45, JDE 62

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

Last year we discussed how to communicate heavy topics, from the budget to space policies – but there is more! Therefore, we are bringing together experts on controversy as well as experts from the interface of science and communication once again to give you further insights on how to convey simple messages on complex political or technical issues and how to create a buzz around scientific discoveries. Be there and add your own perspective to the debate!

Speakers

- Stefaan de Rynck, senior advisor of Michel Barnier, Chief EU Negotiator for Brexit, in charge of public engagement strategy and relations with think tanks, European Commission
- Marcin Monko, Team Leader Media, European Research Council
- Jessica Craig, Senior Health Improvement Officer, NHS Health Scotland

Moderator

- Svetla Tanova-Encke, Coordinator, Scientific Foresight Unit, European Parliamentary Research Service

Stefaan De Rynck is senior advisor to Michel Barnier and is responsible for strategy, relations with think tanks and public engagement at the European Commission. He was previously head of unit in the department for the single market and financial regulation. He has worked on various other EU policies, including transport, labour markets, the environment, and regional development. @StefaanDeRynck

Marcin Monko leads the media team at the European Research Council (ERC) Executive Agency in Brussels. Before joining the ERC in 2015, he worked as a communication officer in EU agencies in Italy and Luxembourg and at the International Committee of the Red Cross. @MarcinMonko

Jessica Craig is a Senior Health Improvement Officer within the Immunisation team at NHS Health Scotland. She is responsible for national communications about the Scottish immunisation programme to increase understanding and uptake of vaccinations, including printed and online resources, national campaigns, and social media. She leads on Health Scotland’s membership within the WHO Vaccine Safety Net, a network of accredited websites providing reliable information about vaccine safety. She has a Master of Public Health from the University of Edinburgh. Previously, she worked as a Neonatal ICU nurse in Canada.
Svetla Tanova-Encke is coordinator of the European Science-Media Hub (ESMH), which is a project of the European Parliament’s Panel for the Future of Science and Technology (STOA). The European Science-Media Hub is a new platform to promote networking, training and knowledge-sharing between the European Parliament, the scientific community and the media. Before joining STOA in February 2018, Svetla worked in the European Parliament (DG for Communication) for ten years. Svetla has a journalism background and was formerly a foreign correspondent for Bulgarian National Television (BNT) in Berlin and Vienna. 

@SvetlaTanova

WORKSHOP

19 Inclusive communication: content for everybody

8 Nov, 11:15-12:45, JDE 52
Interpretation from/into English and French
Web stream provided in English

People are certainly more aware of gender and minority concerns in communication than they were a decade ago. Increased efforts and formal agreements are being made to improve the current situation. Let us discuss what we can do to make our overall public communication more inclusive. What questions should we ask ourselves for our communication to be relevant to different parts of society? In this session, we will examine how to apply an inclusive approach to communication and how to go about applying those insights in practice. Share your views and experiences!

Speakers

- **Sarah Halls**, segment producer, Bloomberg TV, United Kingdom
- **André Felix**, External Communications Officer, EU Disability Forum, Belgium
- **Karim Debbah**, Media Manager, Expert Paid Media, Union Belge des Annonceurs, Belgium
- **Celine Fabrequette**, Head Project & Communication Manager at ADYFE (African Diaspora Youth Forum in Europe), Belgium

Moderator

- **Anna Troëng**, Advisor to the Director-General for DG Communication, European Parliament

Sarah Halls is a segment producer in the EMEA interviews bookings team. Prior to joining Bloomberg TV in London she freelanced for Vice News and worked as a conference photographer/videographer. Sarah spent seven years in Brussels before moving back home to London. In 2011, she was a trainee in the Web Communications Unit, DG for Communication at the European Parliament, where she organised a charity fashion show whose proceeds went to an HIV/Aids charity called NAM. From 2012 to 2018, Sarah worked as a communications officer for the US think tank the German Marshall Fund of the United States. She is the co-founder of the Brussels Binder, the go-to resource for improving gender diversity in policy debates. Sarah has a degree in Spanish, Portuguese and Latin American Studies from the University of Manchester and an NCTJ qualification in journalism. @sarahphotovideo
**Looking forward!**

**André Felix** is external communications coordinator for the European Disability Forum, with responsibility for all public communications of the Forum. André has worked in EU-related communications since March 2016. Before joining the Forum in March 2018, he worked as an events officer at the European Association of Service Providers for Persons with Disabilities. André did a traineeship in the social media unit of the European Commission after graduating from the University of Savoie in January 2016 with a master’s degree in European Business Studies specialising in marketing. @ARuivoFelix

A specialist in marketing and communications who has worked in Belgium for almost 30 years, **Karim Debbah** is currently media and PR manager with the Belgian Advertisers Union (UBA). In this role Karim monitors trends and developments in marketing and communications. Insights gathered are passed on to Belgian advertisers in the form of training sessions, expert discussions, and various documents that can be used directly to facilitate the work of UBA members. Karim Debbah and UBA take a close interest in developments in responsible communications. The Unstereotype Communication Charter for inclusive advertising was drawn up with the aim of raising advertisers’ awareness of this issue. The UBA collaborates with the audiovisual regulatory authority (CSA) in this area.

**Celine Fabrequette** has a master’s degree in EU Law and EU Social Affairs. She started caring about the EU because she really liked the idea of freedom of movement, which she saw as a great way of promoting cultural exchange, acceptance, and integration. But as she continued her studies it became very clear to her that the European Union needed to get closer to its citizens by creating a sense of belonging and working towards more social inclusion and equity. As she embarked on her career, she discovered a new reality – youth and gender inequality – and decided that it was time for her to get more involved and create constructive chaos. Celine is a volunteer for African Diaspora Youth Forum in Europe, where she leads the Civic Engagement department and oversees EU relations and SDGs experts. Over the past four years she has dedicated much time to creating space and opportunities for ACP (African, Caribbean and Pacific) youth to engage with policy-makers at European and ACP level. @FESIRA

**Anna Troëng** is currently working as an advisor to the Director General for Communication of the European Parliament. Anna is focusing on how to drive change internally in a number of areas related to communication, in particular diversity and inclusion, as well as how to work towards a more data-driven mind-set. Her previous experiences include running the Spanish branch of an oral health company as Sales and Marketing Manager for six years. Anna holds a Master’s degree in Communication Management from the Polytechnic University of Catalonia (Spain). @AnnaTroeng
How to organise a citizens’ consultation?

8 Nov, 11:15-12:45, JDE 53
Mini training in English

Setting up a citizens’ consultation requires sound planning, good organisation and a link to political decision making. How do you select and invite participants? How do you produce results? Which elements have to be kept in mind, what is crucial, but easily forgotten? We invited an expert to guide you through a checklist of how to organise a citizens’ consultation. Have you thought of everything for your own event? Join this training session and find out!

Experts

- **Stephen Boucher**, Founder Dreamocracy, Belgium
- **Dimitri Lemaire**, Director, Inventio Group, Belgium
- **Anna Stuers**, Permanent Secretary for Citizens’ Dialogue in East Belgium
- **Ismael Peña-Lopez**, Director General of Citizen Participation and Electoral Processes in the Government of Catalonia, Spain, and expert for the CoR opinion on Local and regional authorities in the permanent dialogue with citizens

**Anna Stuers** is the Permanent Secretary for Citizens’ Dialogue in East Belgium. As a member of staff in the parliament of the German-speaking Community in Belgium, her tasks include selecting citizens for the citizens’ dialogues by drawing lots, budget management, logistics, public relations and organising all dialogue meetings including information meetings for citizens taking part. Anna has a degree in translation, European Studies and pedagogy. Before working on citizens’ dialogue in East Belgium, Anna coordinated project management and consultancy for the Erasmus+ programme.

**Stephen Boucher** is the founder of Dreamocracy, a think tank and public interest consultancy on collective intelligence and democracy. He is the author of the Petit manuel de créativité politique – Comment libérer l’audace collective (“Little handbook of political creativity – how to unleash creative audacity”). Previous roles include managing director of Fondation EURACTIV, CEO of consoGlobe.com, France’s largest online sustainable lifestyle publication, director at the European Climate Foundation, and joint secretary-general of the Jacques Delors Institute. He teaches futures studies, policy innovation, civic tech and political influence at Sciences Po university in Paris, the Solvay Brussels School, the UM6P School of Collective Intelligence, and the Institute of European Studies in Brussels. @StephenBoucher

**Dimitri Lemaire** has over ten years of experience in EU affairs and citizen participation. From 2009 to 2014 he was advisor to the vice-president of the European Parliament, responsible for areas such as citizen participation and communication. In 2015 he co-founded the Inventio Group and Particitiz, in the belief that citizen participation and deliberation can help modernise our democracy. Particitiz is a Belgian think tank promoting citizens’ deliberation and developing innovative participatory and deliberative designs which enable random citizens to interact with their politicians and institutions. Dimitri also founded the political communication and event agency Inventio Group. @dimilemaire

**Ismael Peña-López** is Director-General for Citizen Participation and Electoral Processes in the government of Catalonia. He is the expert for the CoR opinion on Local and regional authorities in the permanent dialogue with citizens. He is a former lecturer at the Open University of Catalonia (UOC) in the Faculty of Law and Political Science, a senior researcher at Open Evidence, and joint director of open innovation at the Fundacio Jaume Bofill. He is a founding member and now director of the Development Cooperation Programme at UOC, where his work has focused on e-learning for development and online volunteering. He edits ICTlogy. Ismael has a PhD in the Information and Knowledge Society, a BSc in Economics, MSc in Ecoaudit and Corporate Planning of the Environment, and post-graduate qualification in Knowledge Management. @ictlogist
How can we improve the perception of the integration of migrants and refugees? What messages work for different target audiences? How could municipalities and regions present a stronger narrative of solidarity and counter disinformation? Using the LEGO® Serious Play® method, we will create communication scenarios by visualising values, identities and narratives. Join this Ideas Lab and play real time strategy to better communicate on integration!

Speakers

- **Béla Dajka**, Senior Communication Consultant and Facilitator, Spacemaker, Belgium
- **Andrew Gardner**, Press officer, European Committee of the Regions

**Béla Dajka** is a strategic communication consultant with 30 years of experience in the international arena. He started his career as an international news journalist in the early 1990s and moved to London in 1998 to work for the BBC. Ten years later, he joined the EU institutions in Brussels, where his experience ranges from creating stakeholder events at the Committee of the Regions to running multimillion-euro EU communication campaigns at the European Commission. Besides his day jobs, he has worked as a facilitator for organisational development projects, conferences and team events – an activity he continues to this day. He is a participatory leadership practitioner and a certified LEGO Serious Play facilitator. @beladajka

**Andrew Gardner** is a former journalist and yet, somehow, he didn’t meet the deadline to provide a proper bio or sketch. But, don’t give up - “only connect”, a writer once wrote, and Andrew subscribes to that. He’s very open to saying ‘hello’ and having a chat about journalism, political communication, the arts and crafts of communication, the integration of refugees, EU affairs, and central and eastern Europe. But, most of all, he’d be glad to hear what you have to say. @ar_gardner

**Ian Andersen**

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. He is a certified LEGO Serious Play facilitator.
The closing session will conclude EuroPCom 2019 with some inspiring thoughts and conclusions and give food for thought for public communication in and on Europe after the elections. Be part of this last session and take the opportunity to share your thoughts and main take-aways from this conference!

Speakers

- Jaume Duch Guillot, Spokesperson and Director-General of Communication, European Parliament
- Paul Reiderman, Director for Media and Communication
- Pia Ahrenkilde-Hansen, Director-General for Communication, European Commission

Closing remarks

- Markku Markkula, Chair of the City Board of Espoo and First Vice-President of the European Committee of the Regions

Moderation

- Jennifer Baker, Independent journalist, Belgium/Ireland

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 served as a Professor of International Public Law and conducted seminars about the European institutions. In 1990 he became a European Parliament official. Since then he has always worked in communication-related positions, such as Spokesperson for the President of the European Parliament, Head of the Press Room, Media Director, and Spokesperson, a position to which he was appointed in 2006. In February 2017, he was promoted to Director General for Communication, keeping the position as Spokesperson of the institution. As Spokesperson, he has served the last five Presidents of the European Parliament, mainly during institutional activities linked to their presence at European Council summits or during official visits. As Director-General for Communication, he has coordinated the communication campaign to encourage EU citizens to vote during the European elections of May 2019. He is the author of various publications and articles on issues related to the European Union, the role of the European Parliament, and communication policies, and has received various awards within the scope of his work. @jduch
Paul Reiderman is Director for Media and Communications at the Council of the EU. In this post he manages a team of 100 professional staff responsible for the external communications of the Council, European Council, Eurogroup and their presidents. The team is organised into units responsible for media relations, media operations, and digital communications.

He has experience in internal and external EU policy fields. He worked 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 having studied Philosophy, Politics and Economics. @reipaul

Pia Ahrenkilde-Hansen has been the Director-General of DG Communication at the European Commission since March 2019, having served as Deputy Secretary-General and Chief Operating Officer from March 2018. Prior to that she worked in the Commission’s Directorate-General for Communication overseeing the Commission’s representations in the Member States. Between 2009 and 2014 she was chief spokeswoman of the European Commission; and from 2004 to 2009 she was deputy spokeswoman under former Commission president José Manuel Barroso, as well as being in charge of planning and coordination of the Spokespersons’ Service (SPP). Ms Ahrenkilde-Hansen began her career in political communication as environment spokeswoman in 1999 (under Commissioner Margot Wallström), having previously held positions in the Commission’s departments for Industry (1995-97) and Information, Communication and Culture (1997-99). She completed a Schuman traineeship at the European Parliament (1989-90), after studying Business Administration and Modern Languages at the Copenhagen Business School and Political Science at Sciences Po in Paris, specialising in intercultural communication and European identity. @PiaAhrenkilde
Markku Markkula is currently the First Vice-President of European Committee of the Regions after having served as President from 2015 to 2017. He is a member of the National Coalition Party in Finland. A member of Espoo City Council since 1980, he held its presidency in 1990-92 and 2010. He is currently the Chair of the Board of Helsinki Regional Council and the Chair of Espoo City Board. Mr Markkula is a former member of the Finnish Parliament (1995-2003). During this time he served as a member of two permanent parliamentary committees: the Committee for Science, Education and Culture, and the Committee for the Future, as well as the President of the European Parliamentary Technology Assessment EPTA network. As a tribute to his achievements he was elected to the International Adult and Continuing Education Hall of Fame in 2008. @mmarkkula

Better known as Brusselsgeek, Jennifer Baker has been a journalist in print, radio and television for 20 years, the last 10+ specialising in EU policy. She has worked across a wide range of media, from editing a national daily paper in Malta, to reporting on European affairs for Middle Eastern television, and has a wealth of experience in navigating the political quagmire of the EU. As well as an address book packed with insider sources and contacts in Brussels, Jennifer is skilled at translating EU policy-speak into understandable English. Regularly listed as one of the top digital influencers in the EU bubble, Jennifer is a member of the Expert Council of the Good Technology Collective, as well as a GLG expert Council Member providing advice on EU Policy, and was named by Onalytica as one of the world’s Top 100 Influencers on Data Security 2016. She was also listed by Politico as one of the Top 20 Women Shaping Brussels in 2017. @BrusselsGeek
EuroPCom online

Web streaming
Most of the conference sessions will be web-streamed live. You can find more information in the online programme table on the EuroPCom web page.

Videos of sessions
VoDs of these sessions will also be made available after the conference.

Wi-Fi
You can make use of the “EESCCoR” open Wi-Fi network in the Jacques Delors Building. At the European Parliament the Wi-Fi access code will be communicated at the start of the opening session.

Follow
www.cor.europa.eu/europcom.go
#europcom
EuroPCom2019
EuroPCom

Podcast
Have you checked out our EuroPCom podcast? You can find it on our webpage. Stay tuned for new episodes!

Well-Being A(r)t Work
Innovative workshops for a healthy and dynamic workplace. Well-Being A(r)t Work aims at improving general staff well-being and promoting the culture of well-being at work through art. The initiative is specifically designed for professionals and authorities at national, EU and international level in order to better tackle workplace stress and to improve team cohesion.

Take A(rt) break
Take A(rt) Break: The workshop is designed to help people relax and recharge their mental batteries, as well as to promote networking among participants.

The workshop proposed for EuroCom 2019 is based on participatory artwork. The participants will be invited to take part in a purely creative exercise with a limited number of elements but endless combinations. The artwork will be a mosaic composed of fabric tesserae.

Over the two days, the participants each have a number of tesserae which they are free to place on the canvas in order to create the artwork. The artwork will gradually take shape through the collective action of the participants and each person’s individual creativity. The objective is to create a unique work of art during the two-day workshop to celebrate the participants’ creativity.

Sara Del Bene,
Artist & Organisational Well-Being Consultant
Founder of Well-Being A(r)t Work www.wbaw.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, the European Economic and Social Committee, and the European Investment Bank. The conference is prepared by an Advisory Board, with representatives of the EU institutions, regional authorities and professional communication associations.

**EuroPCom 2019 evaluation**

Your feedback on the 2019 edition of the conference is welcome! Please fill in the online survey on the EuroPCom website. Thank you in advance for helping us plan and develop future editions of EuroPCom.

**Conference material, information, and updates for the 2019 edition**

www.cor.europa.eu/europcom.go
europcom@cor.europa.eu

**Disclaimer**

The views, information, or opinions expressed by the speakers or participants during the EuroPCom conference do not necessarily represent those of the European Committee of the Regions or its partner institutions.