

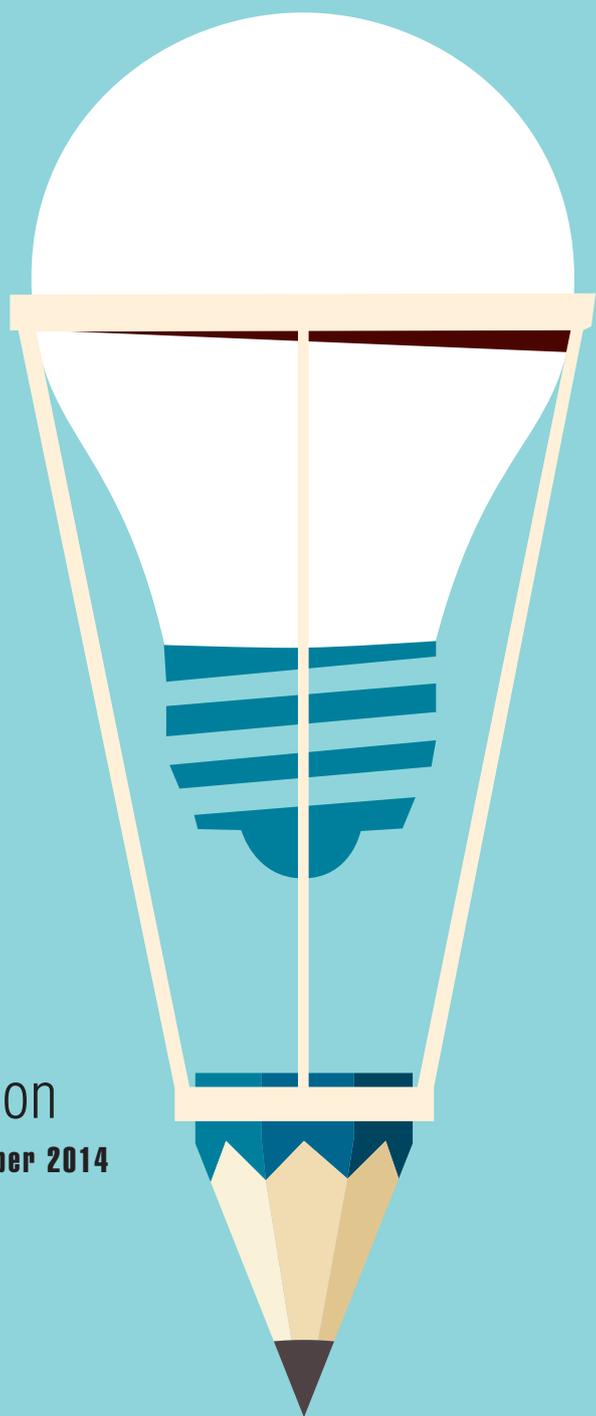


Programme brochure

EuroPCom 2014 Imag[in]ing Europe

5th European
Conference
on Public
Communication

Brussels | 15-16 October 2014



www.cor.europa.eu/europcom

EUROPEAN UNION



Committee of the Regions



EUROPEAN PARLIAMENT



Italian Presidency
of the Council
of the European Union



italia2014.eu



European
Commission



European Economic and Social Committee



Dear colleagues,

More money for local EU communications, more dialogue with the people on Europe at local and regional level, a better coordination of the EU institutions' branding strategies, these and many other recommendations are the topics covered in an upcoming opinion of the Committee of the Regions on "Reconnecting Europe with its citizens." At this fifth meeting of EuroPCom, the European Conference on Public Communication, we are happy to discuss these ideas with 700 communication professionals and exchange views on the future information and participation strategy of the EU.

In the aftermath of the latest European elections and at the start of a new EU legislature, we believe it is time to rethink the EU's communication approach: there needs to be more interaction

with and between members of the public, a greater involvement of local and regional politicians and public communicators, a greater decentralisation of the EU communication budget and the measures taken, and better coordination between the communication services of the different EU institutions.

We share many of these ambitions with communicators at other levels of government. At local, regional or national level similar concerns are at stake and some successful and inspiring solutions have often been developed. Let us use this EuroPCom conference to share our know-how and expertise, and thus contribute to a professional, future-oriented and citizen-driven EU system of government and communications.

It is a great pleasure to welcome you to this fifth meeting of EuroPCom.

I would particularly like to extend my sincere thanks to all our conference partners without whom this event would simply not have been possible: the European Parliament, the European Commission, the Council of the EU, the Italian EU Presidency, the European Economic and Social Committee and the members of the Advisory Board.

I wish you all an enjoyable conference that will truly inspire you!

Michel Lebrun

President of the Committee of the Regions



Entrance Jacques Delors building

Practical information

Registration and information desk

Wednesday 15 October 2014, 9:30 to 11:30

European Parliament, entrance hall in the Altiero Spinelli building, Esplanade, Place du Luxembourg

**Wednesday 15 October 2014, 13:30 to 16:30,
and Thursday 16 October 2014, 9:00 to 12:00**

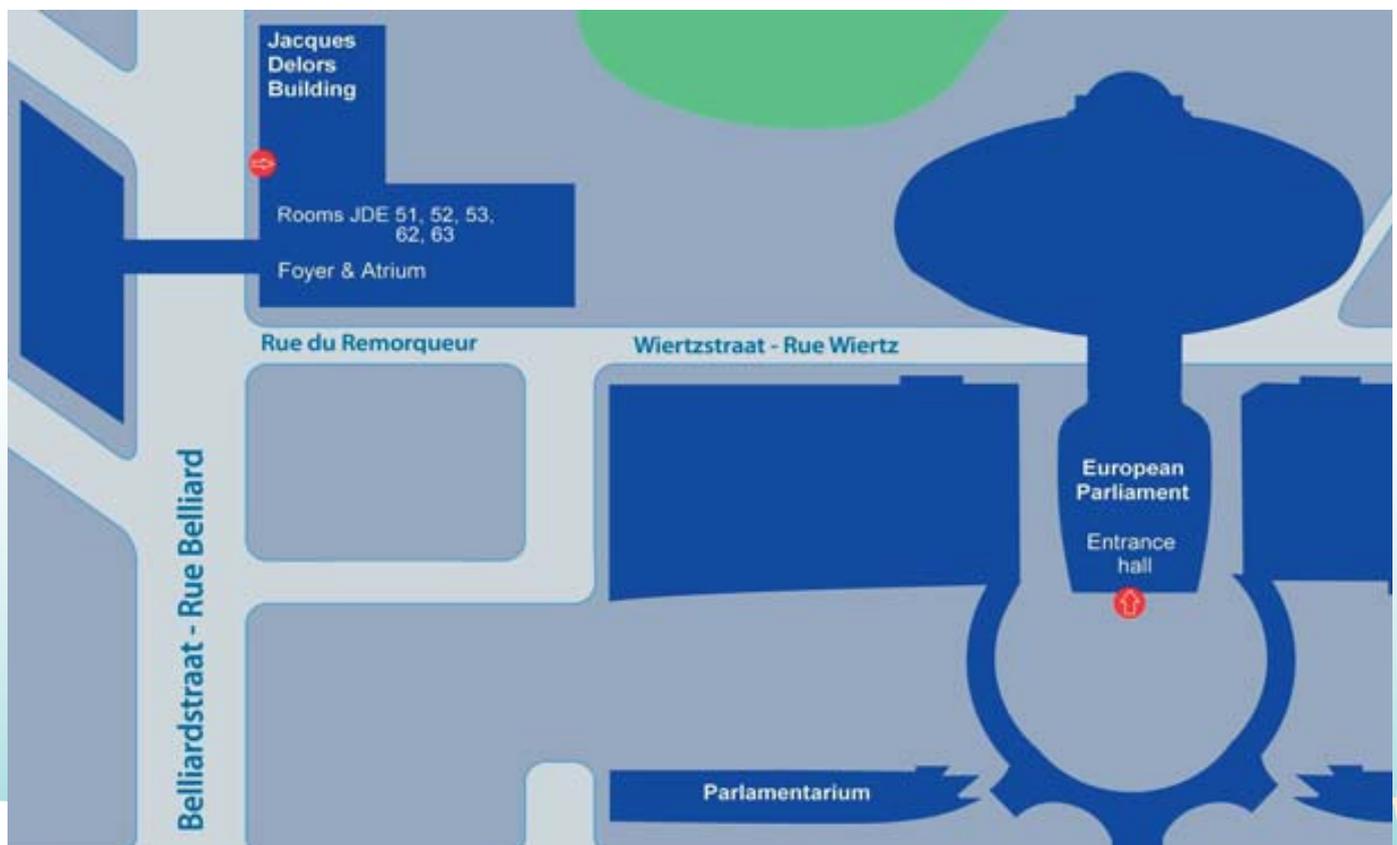
Committee of the Regions, entrance hall in the Jacques Delors building, rue Belliard 101

You will receive your participant's badge at the registration desk. Please ensure that your badge is clearly visible at all times during the conference.

Please note that access to the conference is limited to the participants who registered online and who received an e-mail confirmation of their participation in the weeks before the conference.

Interpretation

Interpretation from/into English and French will be provided during all workshops. For more details about language coverage for a specific workshop, please consult the information paragraph for the relevant workshop in this brochure.



Networking

You will have the opportunity to meet with other participants in the Foyer on the 5th floor of the Jacques Delors building before and after each session or workshop. All speakers and participants will be invited to attend a networking reception on Wednesday evening.

Catering

Catering at the conference will be provided courtesy of the Committee of the Regions and the European Economic and Social Committee.

The lunch on Wednesday 15 October will be served at the European Parliament in the Yehudi Menuhin Space (below the opening session meeting room).

The reception on Wednesday evening will take place in the Members' Restaurant of the European Parliament (entrance by the rue Wiertz/ Wiertzstraat).

The lunch on Thursday 16 October will be served in the Atrium on the 5th floor of the Jacques Delors building (next to the workshop rooms).

Conference rooms

European Parliament

The opening plenary session will take place in Room PHS 3C050. The session will also be broadcast in listening room P1A002.

Committee of the Regions

The networking and exhibition areas, as well as conference rooms JDE 51, JDE 52 and JDE 53 are all located on the fifth floor of the Jacques Delors building. Rooms JDE 62 and JDE 63 are on the sixth floor of the same building. All conference venues are located within walking distance (max. 5 minutes). However, due to security checks and registration, please allow for an additional 10-15 minutes to reach the various conference rooms (in particular on Thursday morning).



Entrance Altiero Spinelli building

Exhibition

A selection of inspiring (EU) communication projects will be showcased at the exhibition stands in the Foyer, on the 5th floor of the Jacques Delors building. The projects will be specifically highlighted during the speed-geeking session on Wednesday afternoon.

Twitter, web streaming and Wi-Fi

The main conference sessions will be recorded on video. These videos will be posted on the conference website www.cor.europa.eu/europcom. The plenary opening session on Wednesday morning and a selection of workshops on Wednesday afternoon and Thursday morning will also be web streamed live via the conference site.

You can share your comments and personal insights on the conference using your Twitter account. All tweets with #europcom will be displayed onscreen in the Foyer.



#europcom @europcom2014

In the Jacques Delors Building all visitors can make use of the open Wi-Fi network ("EESC-CoR"). At the European Parliament participants can request a personalised Wi-Fi access code at the entrance of the meeting room.

Conference reporting

All available presentations and conference materials will be published on the www.cor.europa.eu/europcom website by 23 October 2014. We will send all participants a comprehensive document detailing the proceedings of the conference before the end of the year.

During the event "In-the-Moment" graphic recordings will be delivered by the team of Drawnalism. Matthew Buck and Royston Robertson will capture the main EuroPCom messages in their drawings and show them in the Foyer of the Jacques Delors building.

Filming and photography

Please be aware that all of the conference's sessions and events will be filmed and photographed. Participants who do not wish to be filmed or photographed should notify the organisation accordingly in advance. All pictures and videos will be posted on the www.cor.europa.eu/europcom website and other communication media that the CoR uses, such as Flickr, Facebook, Twitter, etc. A link will also be sent to all participants. Each participant may, at any time, request the removal of a picture or video segment containing his or her image.



Plenary opening session Rethinking EU communication

Wednesday 15 October, 11:00-13:00
(European Parliament, Room PHS 3C050, listening room PHS P1A002)
Interpretation will be provided from/into English, French, German, Italian and Spanish

The plenary opening session of the annual EuroPCom conference will be an opportunity to explore and reassess public communication in and on Europe. A panel of high-level experts and political representatives will discuss the challenges involved in connecting governments with their citizens and communication solutions at local, regional, national and European level.

Moderator:

- **Karen Coleman**, journalist, Ireland

Welcome address:

- **Mairead McGuinness**, Vice-President, European Parliament
- **Michel Lebrun**, President, Committee of the Regions

Introductory keynote speech:

- **Herman Van Rompuy**, President, European Council

Presentation of the European Public Communication Award (more information on page 24)

Panel debate:

- **Mairead McGuinness**, Vice-President, European Parliament
- **Sandro Gozi**, State Secretary for European policies, Italian EU Presidency
- **Jane Morrice**, Vice-President, European Economic and Social Committee
- **Christophe Rouillon**, Mayor of Coulaines, France, CoR rapporteur for the opinion on "Reconnecting Europe with its citizens"

Concluding key note speech:

- **Jacques Séguéla**, Advertising Consultant, Havas, France



Elected as the first full-time President of the European Council, **Herman Van Rompuy** took office when the Lisbon Treaty came into force on 1 December 2009. In 2012, he was re-elected for a second term running until 30 November 2014. At the time of his first election, Herman Van Rompuy was Prime Minister of Belgium. Prior to that, he had served

in Belgium as Speaker of the House of Representatives and in several government positions. A former economist at the National Bank of Belgium, Herman Van Rompuy began his political career in 1973 as national vice-president of his party's youth council. He has held various responsibilities within his party and in the Belgian Parliament. He has published several books on Europe, politics and poetry and, in addition to his many other honorary distinctions, was awarded the 2014 International Charlemagne Prize. @euHVR



Michel Lebrun is President of the Committee of the Regions (CoR) as well as a local councillor in Viroinval (Belgium). He started his political career in the 70s at local level. In 1987 he was elected to the House of Representatives in the Belgian Federal Parliament. Since 1995 he has been member of the Walloon Parliament, of which he has been

vice-president since 1998. From 1992 to 1999 he was Minister for Higher Education, Research and International Relations in the French-speaking Community, before serving as Minister for Planning, Infrastructure, Transport and Telecommunications in the Walloon Government. He became a member of the CoR in 1994 and has held a number of positions in the institution over the last twenty years. @EU_CoR



Mairead McGuinness MEP is the European Parliament Vice-President in charge of the Parliament's Information and Communication Policy. Mairead is an economist, specialising in agriculture and food, serving on the European Parliament

Committees on Agriculture and Rural Development, Environment, Public Health and Food Safety.

Prior to becoming an MEP she was a well-known journalist, broadcaster and commentator. She worked

for the Irish national broadcaster, RTE, and was editor of the Farming Independent newspaper. Mairead was first elected MEP in 2004 and was re-elected in 2009 and 2014. @MaireadMcGMEP





Sandro Gozi is in charge of the Italian EU presidency within the Italian Council of Ministers. Before starting his political career he was a member of the Italian diplomatic body and a civil servant at the European Commission. He was a member of Romano Prodi's private office and an advisor to President

Barroso. In 2006 he was elected to the Italian Parliament where he is one of the leading speakers on EU affairs. He is the vice-president of the Italian Partito Democratico and joined the Renzi government in 2014. Holding a PhD in public law, he has also taught at several European and American universities, published various books on the EU and is involved in think tanks such as the Spinelli Group and the European Democratic Laboratory. *@sandrogozi*



Jane Morrice has worked in many challenging fields throughout her career. A former Deputy Speaker of the first Northern Ireland Assembly set up after the Peace Agreement, a former head of the European Commission Office in Northern Ireland and a former reporter for BBC Belfast, she is currently Deputy

Chief Commissioner of the Northern Ireland Equality Commission. She joined the European Economic and Social Committee in 2006, where she was elected as Vice-President in charge of communications in April 2013. *@janemorrice*



Christophe Rouillon has been mayor of Coullaines, a city in the French region of the Pays de la Loire, since 2001. He is also vice-president of the Association of French Mayors (AMF). As a member of the Committee of the Regions, he represents the CoR in the Interinstitutional

Group on Information (IGI). He is currently rapporteur for the CoR's own-initiative opinion on the future EU communication strategy: "Reconnecting Europe with its citizens: more and better communication at local level". Christophe Rouillon began his career as a legal officer at the French Ministry for Economic and Financial Affairs. *@ch_rouillon*



Jacques Séguéla was one of the four founders of the famous French advertising agency RSCG, which now is part of the Havas Group. In his career of almost 50 years he has coordinated numerous communication strategies for the biggest brands in France. He has also managed the political

election campaigns of François Mitterrand, Lionel Jospin and several international politicians. He is the author of over 15 (autobiographical) advertising handbooks. Currently he is working with the Havas Group on a pan-European corporate communication campaign for the European Commission.



Karen Coleman is an Irish journalist, author and professional conference moderator who covers European and International affairs from Brussels, Strasbourg and Dublin. An award-winning journalist, she has reported from the frontlines of Bosnia and the Gaza Strip and covered Irish and international affairs for many years

and now reports on EU issues. She is a former BBC war correspondent who presented her own national radio show in Ireland for many years. She is also an accomplished television documentary maker, newspaper columnist and a speaker and moderator of high-level events. *@karencolemanirl*



Networking lunch
After the opening session, a networking lunch will be held in the Yehudi Menuhin Hall of the European Parliament, courtesy of the Committee of the Regions.



2014 may prove to be a turning point in EU communication. After a period of intensive communication on the crisis and the European elections – the latter marked by the “This time it’s different” campaign – a new legislature and new funding programming period is now beginning. What communication lessons have been learnt from the elections, in terms of campaigns, voter turn-out and results? What are the plans, perspectives, priorities and possibilities for communicating Europe after 2014 and what are the expectations of practitioners outside the “Brussels Bubble?”

Moderator:

- **Alberto Alemanno**, Jean Monnet Professor of EU Law, HEC Paris, France

Speakers:

- **Stephen Clark**, Director for Relations with Citizens, European Parliament
- **Sixtine Bouygues**, Director for Strategy and Corporate Communication, European Commission
- **Doru Frantescu**, Director and Co-founder, VoteWatch
- **Florence Clermont-Brouillet**, European Affairs Coordinator, CGET, French Government
- **Jenny Milligan**, ERDF Convergence Communications Manager, Cornwall Council, UK
- **Dominika Forgáčová**, Head of the EU office, Bratislava Self-Governing Region, Slovakia

↳ Workshop A

In between EU elections

Wednesday 15 October, 14:30-17:30
(Room JDE 51)

Interpretation will be provided from/into English and French



Stephen Clark is responsible for the European Parliament’s institutional communications with the general public, through online and offline campaigns, events, individual and group visits, as well as other facilities,

such as the “Parliamentarium” and the future House of European History. He coordinated the communication campaign on the 2014 European elections, and is currently working a broad branding strategy for Parliament. @stctweets



Sixtine Bouygues was appointed Director for Strategy and Corporate Communication at the European Commission in June 2012. Prior to her appointment, she held a number of other communication posts at

the Commission, including that of head of the Paris Representation and head of communication at the DG for Information Society and Media. Now responsible for corporate communication, Sixtine Bouygues manages key services such as public opinion polling (Eurobarometer), speechwriting, media monitoring, audio-visual services, the Europa web portal and European media networks.



Since the start of VoteWatch Europe in 2009, **Doru Frantescu** has led the development of its data analysis and online communication tools. He is the main author of numerous reports on voting behaviour in the European

Parliament and the EU Council of Ministers, particularly during the campaign for the 2014 European elections he has been quoted frequently by the media around the world. He has also worked with think tanks in 20 Member States in a pan-European project which aimed at bringing European issues into local public debates. @dorufrantescu



For the past two years **Florence Clermont-Brouillet** has been in charge of implementing the new programming period of the European Structural and Investment Funds in France. She has a long

experience in the field of European funding in agriculture, fisheries and regional development within the French Government’s “Commissariat Général à l’Egalité des Territoires”. In the follow-up of the new partnership agreement, adopted in August 2014, the Commissariat is working on an integrated communication strategy directed towards beneficiaries and the general public, covering all the results of the different EU funds.



Jenny Milligan joined the Government Office for the South West in 2001 as an ESF manager. Between 2001 and 2010 she managed Objective 2 and 3 programmes of the European Social

Fund and more latterly the C&IOS Convergence Programme. In 2010 she left the government office and took up the position of inclusion and skills manager at Superfast Cornwall, the largest rural investment in superfast broadband in Europe. Her most recent position has been the European Regional Development Fund communications manager for the Cornwall and Isles of Scilly Convergence Programme.



Dominika Forgáčová has worked at the Department of Strategy, Regional Development and Project Management of the Bratislava region

since September 2012. She was responsible for international relations, EU affairs and communication with relevant European stakeholders. Since January 2014 she has been working as head of the Bratislava Region Brussels Office. The Bratislava Region has launched an information campaign at regional level with the aim of increasing awareness and knowledge of the work of the EU.



Alberto Alemanno is a legal scholar, public interest lawyer and an academic entrepreneur. He is currently Jean Monnet Professor

of EU Law at HEC Paris and Global Clinical Professor at NYU School of Law. Alberto is the founder and CEO of eLabEurope, a civic start up committed to promoting civic engagement by experimenting with new forms of participatory democracy and non-profit advocacy in the public interest in Europe and beyond. @alemannoEU



Followers or trendsetters?

Wednesday 15 October, 14:30-15:45

(Room JDE 62)

Interpretation will be provided from/into English and French

In recent years, public authorities have invested considerable resources in social media and online communication. So far, the main focus has been on tools and technologies: many administrations, often at local level, have also developed pioneering approaches for interacting with the public, whereas others are catching up and (still) struggle to keep up with the swift evolution of the technological landscape. What impact is this development having on society? Why and how should governments and public institutions apply the principles of participation and innovation to their entire strategy? And how can they respond to the citizens who demand accountability and credibility from the communication and policy work of governments?



Moderator:

- **Aurélie Valtat**, Digital communications manager, Council of the EU

Speaker:

- **Joakim Jardenberg**, Government adviser, internet evangelist and business angel, Sweden



Joakim Jardenberg has had a long and very diverse career in online communication, technology and innovation. He is currently head of internet affairs at the City of Helsingborg, and also advises the CEOs of some of the largest Swedish corporations. He has served as an

expert for the Swedish Prime Minister and worked with him at the Northern Future Forum. His investments in start-ups like Videoplaza and Planeto have brought him to the 14th place in the Telegraph's "100 most influential technology investors in Europe". Through his international consulting, lecturing and blogging activities he is an active promoter of freedom of expression and of the powers of online communication in the democratisation of the world. @jocke



Aurélie Valtat has been managing the digital communication strategy of the Council of the European Union since 2011. Before joining the European institutions, she was online communications manager at EUROCONTROL, where she demonstrated that social media

can transform an institution's engagement with citizens, in particular in times of crisis. She is also the President of IABC Belgium, the Belgian chapter of the International Association of Business Communicators, and one of the leading voices in the EU blogosphere. @avaltat



From the street to the cloud

Wednesday 15 October, 16:00-17:30
(Room JDE 63)

What are inspiring strategies, tools and trends, and the necessary conditions for involving citizens in public dialogue and allowing them to contribute to all stages of policy making, both online and offline? Take the opportunity to participate in this interactive dialogue. Actively contribute your ideas and perspectives, meet new people and together discover new insights, next steps and future opportunities.

Session facilitators:

- **Stien Michiels, Anita Paalvast** and **Ian Andersen**

Experts:

- **Anthony Zacharzewski** and **Mathew Lowry**



After graduating with a degree in linguistics and cultural studies in 1998, **Stien Michiels** worked for several years in the fields of language, training, culture, communication and PR. In 2006 she started

facilitating brainstorming sessions, gradually specialising in hosting participatory multi-stakeholder processes and co-creative dialogue, with a focus on local, national and European governmental institutions, non-profit organisations and corporate environments. [@stien_michiels](#)



Anita Paalvast's area of specialisation is individual, team and organisational development, using participatory approaches and physical awareness. She regularly works for the European Institutions,

facilitating and hosting co-creative dialogue and collective group decision-making. Before establishing herself as a freelancer and consultant she worked for the international bank ABN AMRO where she was involved in the development of operational risk management. [@aikidoatwork](#)



Ian Andersen joined the European Commission in 1986 and is currently an External Communications Adviser to the Directorate-General for Interpretation. He holds degrees in Interpreting, Chinese

language, history and politics and is one of the steering members of the Commission's participatory leadership network. He is also the Vice-President for Professional Development at the Belgian Chapter of the International Association of Business Communicators. [@antusheng](#)



Anthony Zacharzewski runs the Democratic Society (Demsoc), a non-profit organisation promoting citizenship, participation and new ways of governing. His early career was spent in UK central and local

government, including spells at the Cabinet Office, Treasury, Department of Health and on the management board of a City Council. Demsoc is a national partner with the UK Cabinet Office on Open Policymaking, and one of the four partners in the ambitious and innovative NHS Citizen programme in the English state health system. He is a regular contributor to newspapers and policy journals. [@demsoc](#)



Ex-science journalist turned EU communication strategist in the early 1990s, **Mathew Lowry** has been exploring the EU online public sphere since 1995. Along the way he conceived and managed the first database-driven website published by any European organisation

(1995); the Commission's first Web2.0 Community of Practice (2002); and their first cross-silo content management system (2003), in the process publishing the first EC RSS feeds and cross-EC thematic portal. He is also an editor of the EU-focused blog creation engine

Bloggingportal.eu (see "speed-geeking session", page XXX), he launched the EU policy blog platform Blogactiv.eu, and helped the IABC create Web2EU, a social media network for EU Bubble insiders. [@mathewlowry](#)



The soft power of public diplomacy

Wednesday 15 October, 14:30-15:45

(Room JDE 52)

Interpretation will be provided from/into English and French

As a part of their international strategy, more and more countries, regions and cities are investing in public diplomacy. Through communication and branding activities, cultural and educational cooperation and civil society initiatives, they are seeking to strengthen their international reputation and defend their trade, tourism and other national interests. What are the recent developments and latest trends in this field? What is the potential for regions and cities, and for the EU as a whole? What is the role of government communicators in this domain?



Robert Govers is a researcher, speaker and author on the reputation of cities, regions and countries and an independent advisor for national, regional and city government administrations.

He is the managing research partner at goodcountry.org and is co-editor of the quarterly journal, *Place Branding and Public Diplomacy*.
[@rgovers](https://twitter.com/rgovers)



Jean-Christophe Gallien is an expert in public diplomacy and has developed an in-depth knowledge of soft power strategy and operations through practical international experience. He is also

a *La Tribune* newspaper columnist, and a regular commentator on France Culture Radio and France 3 television. He leads *jcgga*, an influence and communication atelier operating from Paris, Brussels, and now Washington DC.



David Tunney has been working at the EEAS since April 2011 and is responsible for New and Social Media outreach of the EU's Foreign Policy and Security Service. He has written the Social

Media Strategy for the EEAS and the Social Media guidelines for staff working at headquarters in Brussels and the 139 EU offices and delegations around the world. Prior to the EEAS he worked for the secretariat of the European Parliament as an editor of the EP's website, and for the European Commission's delegation to the Czech Republic prior to EU enlargement.
[@davidjtunney](https://twitter.com/davidjtunney)



Moderator:

- **David Tunney**, Team Leader New and Social Media, European External Action Service

Speakers:

- **Robert Govers**, Co-editor of "Place branding and public diplomacy", Managing Research Partner Good Country Index, Belgium
- **Jean-Christophe Gallien**, Associate Professor, Paris 1 La Sorbonne University, CEO JCGA, France



Global reputation building

Wednesday 15 October, 16:00-17:30

(Room JDE 52)

Interpretation will be provided from/into English and French

Several countries, regions and cities across Europe have a long tradition of public diplomacy. What are the ingredients of a successful and integrated soft power strategy? How can synergies be created between foreign affairs and communication experts, between governments and international cultural networks and between traditional activities and e-diplomacy?

Moderator:

- **Peter Lindvald Nielsen**, Head of Communications, European Economic and Social Committee

Speakers:

- **Beata Ociepka**, Professor, Institute of International Studies University of Wrocław, Poland
- **Nicola Lindertz**, Director for Public Diplomacy, Ministry of Foreign Affairs, Finland
- **Stefano Rolando**, Honorary President Club of Venice, Chairman of the Brand Milan Committee, Italy
- **Vuk Vujnovic**, Secretary General, South East Europe Public Sector Communication Association, Montenegro



Beata Ociepka is a political scientist, specialising in international relations and international communication. She is the Head of the Section of

International Communication at Wrocław University. In her last research projects she focused on public diplomacy of the new Member States of the EU and in particular on the Polish model of public diplomacy and some recent evolutions: the cancellation of the Polish-Russian Year 2015, the Years of Culture, etc.



Nicola Lindertz works for the Communications department of the Finnish Foreign Affairs Ministry, where she is Director in the unit for

Public Diplomacy since 2014. Prior to that, between 2011 and 2014, she was head of Finland Promotion in the ministry. She is a board member of the Finnish National Tourism Agency and Secretary-General of the Finland promotion board. Nicola holds a Master's degree in Communications from the University of Helsinki.



Stefano Rolando worked as a journalist from 1970 onwards and has been director-general of several institutions and companies since 1982. He was director-general of the information and publication service of the presidency of the

Italian Council of Ministers under ten successive governments between 1985 and 1995. He teaches government communication at the IULM University in Milan. In 1986, he founded the Club of Venice, an informal umbrella organisation for the communication managers of European authorities and institutions. As chairman of the Brand Milan Committee he is reorganising the metropolitan branding strategy in view of Expo 2015. @stefanorolando2



Over the past ten years, **Vuk Vujnovic** has occupied a number of senior positions in government communications, including as Head of the Montenegrin Government's Public Relations Office and as Head of International Public Relations.

He is one of the founders and the Secretary-General of SEECOM, a professional association of public sector communicators from 13 countries in South-East Europe. He developed a number of initiatives promoting citizen engagement in policy making, including the campaign "Be Responsible", winning the 2014 Open Government Partnership's Gold Award. @vukvujn



Peter Lindvald Nielsen is head of communication at the European Economic and Social Committee. He began his career as a customs and tax officer in the Danish civil service in the late 1970s and moved

on to work as a civil servant at the European Commission in the late 1980s. During his EU career he has worked on tax issues and environmental issues as a member of the private office of the Danish

Commissioner, and in the field of communications at the Commission Representation in Denmark. Peter Lindvald Nielsen holds a degree as a business economist from Denmark. @lindvaldnielsen



Communicating Europe worldwide

Wednesday 15 October, 16:00-17:30

(Room JDE 62)

Interpretation will be provided from/into English and French



Whilst the EU is suffering from a lack of trust and enthusiasm among its own citizens, it is still proving to be an appealing “brand” outside Europe. How can this reputation be enhanced, in line with the EU’s global political priorities, through media initiatives, social media or stakeholder communications? What communication role can the EU, its Member States and other partners play? And can a positive external image influence the self-esteem of European citizens?

Moderator:

- **Jan Melissen**, Senior Research Fellow, Clingendael, The Netherlands

Speakers:

- **Eva Horelova**, former Deputy Head of Press and Public Diplomacy, EU Delegation in the USA
- **Stacey Vickers**, Team Leader Press and Social Media, Development and Cooperation DG - EuropeAid, European Commission
- **Annie Mutamba**, Managing Director, Meridia Partners, Belgium



Eva Horelova is an EU official with the European External Action Service assigned to the Middle East Division. Until August 2014, she served as a Deputy Head of Press and Communication at the EU Delegation to the U.S. Prior to her posting, Eva spent five years working on the EU’s public diplomacy from the HQ in Brussels. In 2009, she was seconded

to the presidency of the European Council to take part in negotiations of the Eastern Partnership. She began her career contributing to the European integration process in 2002, working part-time at the Info Centre of the European Commission Delegation to the Czech Republic while finishing her studies. @evahorelova



Stacey Vickers has managed the press and social media team at EuropeAid for four years, which is responsible for producing all press products for DG EuropeAid (the directorate of the European Commission which delivers aid and designs development policy); in close coordination with Commissioner Piebalgs’ and Fule’s Spokesperson

teams. Stacey previously held press roles at the UK’s Department for International Development and the House of Commons (working for a Member of Parliament). Before that she worked at BBC Broadcast and BBC Parliament.



Annie Mutamba is the co-founder of Meridia Partners, a public affairs firm specialising in EU-Africa relations. Her 15 years’ experience includes managing communication

within the European Chemical Industry Council and the Africa Policy Information Centre (now Africa Action) in Washington, DC - the oldest organisation in the US to work on African affairs. She is also a lecturer in EU communication and public affairs at IHECS in Brussels. Annie holds two master’s degrees in communication and international relations. @a_mutamba



Jan Melissen is a Senior Research Fellow at the Netherlands Institute of International Relations ‘Clingendael’ and a Professor at the University of Antwerp. He is a

founding co-editor of The Hague Journal of Diplomacy. His most recent co-edited book with Mai’a Cross is European Public Diplomacy (2013). He is doing commissioned research on public diplomacy for various European governments. @janmdiplo



Speed geeking

Wednesday 15 October, 16:00-17:30

(Foyer 5th floor)

No interpretation facilities (presentations and discussions in English)

This session will give participants an opportunity to discover a selection of inspiring public communication projects. The projects will be presented in parallel to a number of small groups over 20 minutes (a 10 minute presentation followed by a 10 minute debate).

After 20 minutes, participants will move on to another project (enabling them to find out about 3 projects during the session).

Projects and speakers

MOOC Understanding Europe: successful Massive Open Online Course with approx. 100,000 participants, launched by the HEC Paris and www.eLabEurope.eu. Project presentation by Maud Clerc, Digital communication manager HEC Paris, France.



Since 2011 **Maud Clerc** has been in charge of social media and digital communications strategy at HEC Paris School of Management. She previously worked in European Affairs as Director of a French-based think tank. She is a graduate from Sciences Po Strasbourg (Master Europe) and has conducted research on EU communication policy and European integration process

A permanent digital helpdesk service for the EU: concept of one single helpdesk website, winner of the 2014 #talkdigital blogging competition of the European Commission. Concept presented by Andreas Müllerleile.



Andreas Müllerleile is a political analyst and a communications specialist. He blogs at kosmopolito.org about EU politics and European journalism. Before moving to Brussels he worked as a communications manager at the European Council on Foreign Relations in London. [@kosmopolit](https://twitter.com/kosmopolit)

Faktabaari: non-partisan open source Finnish fact-check service bringing accuracy to the public debate about the European elections 2014. Project presented by Mikko Salo and Tuomas Muraja



Mikko Salo has versatile experience in EU affairs at both national and EU-level and currently works as a Senior Advisor in EU Affairs for Lappeenranta University of Technology.

Tuomas Muraja is a former Brussels-based correspondent and an experienced journalist writing e.g. for *Le Figaro* and running a brand journalism company. [@faktabaari](https://twitter.com/faktabaari)

Share Europe Online: An innovative joint initiative of the European Parliament and the Commission stimulating the use of social media for institutional communication. The project aims to build the capacity of local EU offices to



engage with citizens online in a new style of communication: personal, fast, open, addressing local interests and concerns. The project will be presented by the project team, with colleagues of the Commission, the Parliament and ESN.





Project U18: Large-scale election simulation, inviting 35,000 children and youngsters to vote in regional, national and EU elections. Project presented by Tobias Köck.



Tobias Köck is Vice-President of the German Federal Youth Council.

Heart and Minds for Europe: launched by EU Officials and the Bertelsmann-Stiftung in the run up to the European elections, this initiative wants to give Europe a face and build bridges between the Brussels “village” and the citizens in Europe’s regions. Project presentation by Christian Gsodam, Adviser to the Secretary General of the Committee of the Regions (CoR)



Christian Gsodam started to work at the European Parliament in 1992. Since 2011 he has served as Adviser to the CoR SG. He was previously Head of Unit for subsidiarity, inter-institutional relations and relations with national parliaments and later Head of Press at the CoR. He graduated in Political Science and holds a PhD in Law and a Master in International Politics.

Hashtag Europe: building the EU online public sphere with machine-assisted curation and translation technologies. Project presented by Ronny Patz.



Ronny Patz is a political scientist, blogger and transparency activist and currently works as a researcher at the Chair in Political Systems and European Integration at Ludwig-Maximilians-University (LMU) in Munich. Ronny has been a Euroblogger since 2008 and part of the Bloggingportal.eu team since 2009. Until May 2014, he worked at the Transparency International EU Office in Brussels. @ronpatz

Web accessibility: recent developments in making online communication tools more accessible for disabled users. Theme introduced by Bart Simons, expert at AnySurfer.



Bart Simons has been working for AnySurfer, a Belgian long-term project for web accessibility, since 2005. He is also a member of the “access to information” commission of the European Blind Union and of the ICT expert group of the European Disability Forum.



↳ Programme brochure

↳ Key note lecture E

The pyramid of total connectivity

Wednesday 15 October, 17:45-18:15
(Room JDE 62, listening room JDE 52)
Interpretation will be provided from/into English and French

In this key note lecture Dietmar Dahmen, advertising expert and enricher of people, brands and user experiences, will talk about how total connectivity is changing the way we work, shop, decide and live.



Dietmar Dahmen started out as a strategic planner, and later moved on to become a highly-decorated creative person. He was Creative Director with DDB, Executive Creative Director with Ogilvy, Chief Creative Officer with BBDO and now works as a creative consultant, with emphasis on up-to-date marketing and digital trends and solutions. Since 2011 he has also held the position of Chief Innovation Officer with the

multinational online agency *ecx.io*. In 2013 he also co-founded the eco-plattform *Earthback* in Berlin, where he operates as a consultant and partner.

In addition Dietmar Dahmen is the specialist for modern branding and future-oriented brand communication of the European Association of Communication Agencies, teaches contemporary communication at the Filmakademie Baden-Württemberg in Ludwigsburg and is a member of both the Creative Club Austria and the Art Directors Club Germany. *@mrdahmen*



The lecture will be introduced by **Laurent Thieule**, director for Communication, Press and Events at the Committee of the Regions. Prior to his current

position, he enjoyed a long career in communications, management and sports marketing, having worked for a variety of organisations: the Languedoc-Roussillon Region, the 12th Mediterranean Games and Havas Sport.

Networking reception

Following the keynote lecture, the Italian presidency of the Council of the EU will invite all speakers and participants to an Italian-style networking reception. The reception will be held in the members' restaurant of the European Parliament (entrance by the rue Wiertz/ Wiertzstraat). If you registered for the networking reception, please follow the EuroPCom hosting team to the venue.

www.italia2014.eu



Pull, push or nudge?

Thursday 16 October, 9:30-12:00

(Room JDE 62)

Interpretation will be provided from/into English and French



The “classic” communication strategy design, where a set of actions is matched to a well-defined target audience, does not produce (or is no longer producing) the desired results. New, innovative and sustainable approaches to setting up long-term communication strategies, placing greater focus on interaction with the broader policy process and social change and on the use of new methodologies, are currently being developed and tested. What are the latest trends and developments? What is the potential of concepts such as design thinking, choice architecture and nudging?

Moderator:

- **Bert Pol**, consultant and researcher on government communication, Tabula Rasa, The Netherlands

Speakers:

- **Sean Larkins**, Deputy Director and Head of Government Communication Policy, Prime Minister's Office and Cabinet Office Communications, UK
- **Runa Sabroe**, Project Manager, Mind-Lab, Denmark
- **Katja Rosenbohm**, Head of Communications, European Environment Agency
- **Fran Bambust**, Choice Architect, CIBE Communications, Belgium



Sean Larkins leads the reform of UK Government communications and is responsible for ensuring that communications are efficient, effective and evaluated. He also leads the professional development programme for more than 3,500 government

communicators. Sean has more than 20 years experience of journalism, marketing, communication, public relations, stakeholder engagement and media management across the public, private and voluntary sectors. He has worked on high-profile and emotive issues as diverse as HIV and AIDS, child abuse, asylum and immigration, policing and public service reform. @seanlarkins1



Runa Sabroe is a programme manager with MindLab - a Danish cross-governmental innovation unit which involves citizens and businesses in developing new solutions for the public sector. She holds an MA in Media Studies and is an expert in involving

users in development processes. In MindLab she has had a long experience in implementing and designing public development processes. She is a popular keynote speaker, facilitator and teacher in Denmark as well as internationally. Among other things she has worked with and presented for the UNDP, the European Commission, the Institute of Public Management and Politics at the University of Reykjavik and the Canadian Design School.



Katja Rosenbohm started as Head of Communications at the European Environment Agency in March 2009 and is responsible for the EEA communication

strategy and its implementation. She holds a university degree in geophysics. Her current work includes a report - “Communication as a policy tool”, focusing on how public authorities can use environment communication as a tool to support a better implementation of policies.



Fran Bambust is a communication advisor, “imager” and author. She works as a campaign and information strategist for the Belgian agency CIBE. In 2009 she

developed the 7E Change Design model based on behavioural insights because she needed the tools to build effective campaigns. The model has since been successfully implemented to address several social issues, introducing the concept of choice architecture in the Flemish communication sector. @fatatookay



Bert Pol is an emeritus university professor and a researcher and consultant on organisational communication. Until 2011 he was the head of the Research Group on Public Communication

at the Hogeschool Utrecht, and he still holds an academic post at the Behavioural Change and Society Unit of the Radboud University Nijmegen. With his Tabula Rasa agency he advises

on how knowledge, attitudes and behaviour can be influenced. He is the author of numerous handbooks and articles on government communication and social marketing.



↘ Workshop G1

(Not) all art is propaganda

Thursday 16 October, 9:30-10:45

(Room JDE 53)

Interpretation will be provided from/into English and French

Public sector communicators often involve artists in designing campaigns. However, cooperation between politicians and their administrations and these creative minds is not always straightforward. How can the expectations and ambitions of the communicator be reconciled with the creative views of the artist? Are there any limits to artistic freedom and independence and what about intellectual rights and ownership? How can reputation risks be reduced for both parties, while guaranteeing an open and creative context?

Moderator:

- **Mirko Derrmann**, Creative Director, Scholz and Friends Agenda, Germany

Speakers:

- **Kirsten Willunat**, Coordinator City Marketing, 's Hertogenbosch, The Netherlands
- **Anna Muhka**, Head of International Communications and Marketing, Rīga 2014 Foundation, Latvia
- **Francesco Alleva**, Spokesman of the Mayor of Bergamo, Italy
- **Christel Dusoleil**, Art and culture marketer, Belgium



Anna Muhka was born and grew up in Sweden, before moving to Germany. She is a graduate of the Faculty of Economics at the University of Munster in Germany, with a master's degree

specialising in marketing. She has worked in marketing and sales in both Germany and Latvia, including spending thirteen years at the daily newspaper "Diena" in Rīga, where she was Head of Marketing and PR and responsible for all social responsibility activities of the newspaper. Thereafter Anna joined the Rīga 2014 Foundation team as Head of International Communications and Marketing.



Kirsten Willunat has been the city marketing and tourism coordinator of 's Hertogenbosch since 2010. Prior to this she held different jobs in consultancy, marketing and civil service. She

holds degrees in communications and leisure sciences. One of the projects she recently coordinated is the start-up of a network of "AmbOSCHadeurs": artists, entrepreneurs and other citizens who are involved as goodwill ambassadors for their city and promoting its culture and hospitality.



Francesco Alleva is the spokesman of the Mayor of Bergamo, a city in Lombardy with an active culture and heritage strategy. He holds a degree in Communications from

the Bergamo University and has worked as a journalist for "Il Giorno" and other regional media. He also held communication functions at the Bergamo Science Festival and the Italian football clubs of AlbinoLeffe and Genoa CFC.



Christel Dusoleil has a long experience in the Flemish cultural sector. She is currently in charge of the external relations of the Braakland/ZheBilding theatre company, and she is coordinating

the "Brussels heritage and silence" project. Her main ambitions are to raise public support, to enhance the voice of the artists and to find the right connections between artists and their work and different social groups. She is also an independent consultant in cultural fundraising and stakeholder management for art organisations. She holds a university degree in archeology and history of arts.



Mirko Derrmann has been a Creative Director at the PR and advertising agency Scholz & Friends since 2004. He is an expert in creative campaigning for governments and public institutions and has designed

several campaigns for the European Parliament and the European Commission. He holds a Masters in History of Arts, Philosophy and Economic Policy. His background in the arts has influenced many of his

campaigns such as the Trashcam Project and the Anniversary Campaign for Raphael's Sistine Madonna. His work has been awarded in many national and international communications competitions.

Europe in images

Thursday 16 October, 10:45-12:00

(Room JDE 53)

Interpretation will be provided from/into English and French



Despite all the efforts of political and government communicators, the perception of Europe is mainly formed and influenced by (popular) culture. How do film and photography, the visual arts and design, literature and music contribute to a European public sphere? Are they constructing a common image of Europe, inside and outside the EU? And if so, what are the elements of this image and how does it correspond to the political reality and future ambitions of the EU?

Moderator:

- **Wolfgang Petzold**, Head of Unit, Directorate for Communication, Press and Events, Committee of the Regions

Speakers:

- **Taja Vovk van Gaal**, Academic Project Leader, House of European History, European Parliament
- **Michael Mullane**, Head of Media Strategy, EBU – Eurovision
- **Marjolein Cremer**, Advocacy Project Officer, European Cultural Foundation, The Netherlands
- **Vincent Marcilhacy**, The EYES Photography, France



Taja Vovk van Gaal leads the Academic Project Team of the House of European History, the new museum currently being built by the European Parliament, and is a member of the Board of

Trustees of Europeana. From 1979 until 1997 she worked as curator, and later as director, of the City Museum of Ljubljana. She has also held leading positions in the Slovenian Museum Council, the European Cultural Foundation and the European Museum Forum. Taja holds degrees in history and sociology.



Michael Mullane leads the Eurovision Media Online team. He was responsible for the first-ever Eurovision Debate, a live multi-platform debate between the candidates for the presidency of the EU Commission. An experienced broadcaster and

journalist, he has spent most of his career in public service media, including spells at the BBC and Swiss Radio International. As Head of News, Sport and New Media in the EBU's Radio Department, he negotiated radio sports rights deals, provided news services, produced successful conferences and developed tools and services for Europe's leading broadcasters. Mike leads the EBU's Vision2020 Best Practices & Recommendations Project. @mikemullane



Marjolein Cremer is in charge of EU policy monitoring, coordinating and developing advocacy strategies in the fields of culture, citizenship and external relations at the ECF. She was responsible for the coordination of the ECF's

contribution to the 'We Are More' campaign that aimed to ensure culture a recognised and valued place in the EU budget 2014-2020. Currently she contributes, with others, to the advocacy agenda in the ECF's Network Programme 'Connecting Culture, Communities and Democracy'. Previously she was Project Manager EU at the Netherlands Institute for Heritage and Coordinator of the Heritage Programme at SICA. @marjoleinremer



In 1996 **Vincent Marcilhacy** joined the Paris-based photography agency 'VU', working on several posts and being in charge of the start-up of the Special Projects department. He launched the VU MAG photography review and led of

the Galerie VU'. In 2012 he started to develop "The Eyes, Europe & Photography." This photography magazine specifically focuses on today's image of Europe, stimulating the European identity and gathering together professionals and people with a passion for photography from all over Europe.



Wolfgang Petzold has been head of unit in the Communication Directorate of the Committee of the Regions since 2008. Prior to his current position, he worked for the European Commission's

Directorates-General for Regional Policy and Employment and Social Affairs for ten years. A sociologist, he began his career in the German public administration and was an official at the Regional

Ministry for Economic Affairs. He has published several books and articles on EU affairs and has lectured at universities in Bremen, Bruges, Glasgow, Osnabrück and Tübingen. @wolfgangpetzold



Make it arty

Thursday 16 October, 10:45-12:00
(Room JDE 63)

How do public sector communicators cooperate with artists? How can communicators and artists develop an interesting and valuable collaboration and for what purpose? How to come to a better mutual understanding? How can use be made of crowdsourcing and artistic competitions? Take the opportunity to participate in this interactive dialogue. Actively contribute your ideas and perspectives, meet new people and together discover new insights, next steps and future opportunities.

Session facilitators:

Stien Michiels, Anita Paalvast and **Ian Andersen** (info on page 8). The session will be supported by **Christel Dusoleil** (info on page 16) and by **Adriaan Van Aken** (theatre maker at Braakland/ZheBilding).



Purchasing creativity

Thursday 16 October, 9:30-10:45

(Room JDE 52)

Interpretation will be provided from/into English and French



Advertising campaigns, media strategies and event management: governments contract private companies for a whole set of communication activities. However, diverging expectations, budget limits, political guidelines and different business cultures often lead to difficulties in cooperating. What are the basic rules for correct tendering? How can the balance between continuity and creativity be maintained? What do administrations and agencies expect from each other?

Moderator:

- **Dominic Lyle**, Managing Director, European Association of Communication Agencies

Speakers:

- **Yves Van Landeghem**, Managing Partner, Saatchi & Saatchi, Belgium
- **Charl lie Jourdan**, Creative Director, Old Continent, Belgium
- **R my Vernier**, Deputy Director of the President's Cabinet, Region of Languedoc-Roussillon, France



Yves Van Landeghem holds degrees in labour psychology and in business administration and began his career as a researcher on interactive marketing and communication. In 2002 he

joined Saatchi & Saatchi Brussels, working on a wide variety of markets and categories from the automotive sector to electronics, banks to fast movers, corporate to governmental and B2B to B2C. He joined the agency's management in 2006 as strategic director and was appointed as the agency's CEO in 2013. @ief



Charl lie Jourdan is the Co-founder and Creative Director of Old Continent – a young agency specialising in visual communication. He has worked with a wide range of clients, from

European institutions to private product-oriented companies. He was one of the creative minds behind the popular web series "Eurobubble". Charl lie holds university degrees in Philosophy, Public Affairs and Politics. @oldco_eu



R my Vernier is the Deputy Director of the President's Cabinet of the Region of Languedoc-Roussillon. Prior to this he worked as a communication director for several regional authorities in the South of France.

He regularly lectures about public procurement for communication projects and about optimising communication budgets.



Dominic Lyle is Director-General of the European Association of Communication Agencies, which represents the interests of commercial communications agencies in Europe. Since joining EACA, he has co-ordinated major

initiatives for the European agencies in areas such as sustainable development, corporate social responsibility, obesity, alcoholic beverages, advertising to children, self-regulation and effective advertising awards.



Media partnerships

Thursday 16 October, 10:45-12:00

(Room JDE 52)

Interpretation will be provided from/into English, French, Spanish and German

Public authorities often work in structured partnerships with the media at local, regional, national or EU level to support government communication. The degree to which they cooperate depends on the political and media model of each country, and can take different forms, including editorial cooperation between journalists and government services and sponsored thematic programmes. What is the impact of these media partnerships? What elements make a partnership successful? How can journalistic independence be reconciled with the authorities' own communication ambitions?

Moderator:

- **Stefano Menichini**, Editor-in-chief "Europa", Italy

Speakers:

- **Manfred Matticka**, Project leader, ORF Carinthia, Austria
- **Alain Dumort**, Head of Unit for Media Networks and Contracts, European Commission
- **Miguel Ángel Pérez Heredia**, Director-General of Communication, Regional Government of Murcia, Spain
- **Geert Baetens**, Head of Communication, Flanders Department of Foreign Affairs, Belgium
- **Christophe Leclercq**, Founder, Euractiv



Since 2002 **Manfred Matticka** has been the editor-in-chief and producer of Servus-Srečno-Ciao, a large-scale cross-border programme on European affairs,

broadcast by the regional public television ORF Carinthia. With his weekly TV reports, which are produced in cooperation with the Carinthian regional administration, his ambition is to reduce prejudices about the neighbouring regions and to highlight the outcomes of EU-funded cross-border cooperation.



Alain Dumort is in charge of media networks and contracts within the European Commission's Directorate-General for Communication.

His mission is to promote the coverage of EU affairs through co-operation with media such as Euronews and Euranet, the European radio network. The management of the media projects relies on analysis provided by the European Audio-visual Observatory. His other major task is developing expertise in the communication and advertising market.



Miguel Ángel Pérez Heredia is Director-General for Communication with the regional government of Murcia. Holding a degree in information science he started his career as a journalist,

serving as parliamentary correspondent in Madrid. He also worked as a press officer at the Ministry of the Environment of the Spanish government.



Geert Baetens has been the Head of Communication & PR at the Flanders Department of Foreign Affairs since 2008. He started his career in the early 1990s at the Belgian Association

for the Advancement of Science and Technology as promoter and communicator of science and research in Belgian universities. After this he worked on the development of the online newspapers of the Concentra media group and he was head of electronic communication with telecom operator Mobistar. Geert holds a Master's degree in linguistics and literature.



Christophe Leclercq launched EurActiv in 1999 and managed it for 10 years. Christophe now focuses predominantly on its

overall strategy, deepening its Europe-wide network, as well as its external relations. Previously, he worked at the European Commission and as a management consultant with McKinsey. @leclercqeu



Stefano Menichini has been the director of the Italian newspaper Europa since July 2005. He joined the paper, which is linked to the

Italian Partito Democratico, two years after a career in government communication, having worked for the city administration of Rome and for the private office of Italian President Amato. He is the author of some TV scenarios and books on politics, and has advised several Italian politicians during their electoral campaigns.

Reconnecting Europe with its citizens

Thursday 16 October, 9:30-12:00

(Room JDE 51)

Interpretation will be provided from/into English and French



Christophe Rouillon (see information on page 5). Mr. Rouillon's draft opinion is available on the EuroPCom website: www.cor.europa.eu/europcom



Kathrin Ruhmann has been Director of the European Parliament Information Offices since July 2009. Previously she

held posts as Head of Cabinet and Spokesperson of the President of the European Parliament Hans-Gert Pöttering. Between 1991 and 2006 she was an official in a political group in the EP where she started as a press officer and later became the spokesperson of the Group Chairman.



Ludolf van Hasselt has been responsible for the 37 representations and regional offices of the European

Commission in the Member States since 2010, having worked before as a head of the representation in the Netherlands. He studied International Law and was subsequently employed by the UN High Commissioner for Refugees and by the Dutch government. In 1992 he joined the European Commission as an expert in air transport policy.



Paul Reiderman is Director for Media and Communication in the Council of the European Union. He was Director with responsibility for the Common

Agriculture Policy from 2009 to 2013, having worked as a Head of Unit in the same directorate from 2006-2009. He worked for four years as an adviser in the private office of the High Representative Javier Solana. Prior to that, he was spokesman on external relations in the Council's press office. Before he was a lobbyist in London and Brussels for food and farming interests. @reipaull



Jacques Moisse is Inspector-General at the Walloon government administration, leading the communications department. He is also chairman

of the professional associations Europcom asbl and WBcom and guest lecturer in government communications at the University of Louvain. Through multichannel and multilayer communications he fosters the dialogue between citizens and the institutions, thus reinforcing democracy and a lively society. @jacquesmoisse



Luciano Morganti is professor at the Vrije Universiteit Brussel and at Vesalius College where

he teaches courses related to EU Integration, the EU Public Sphere, EU Information and Communication Policies, Communication Theories and New Media. He is a senior researcher for iMinds/Digital Society/SMIT. @morgantil



Romain Bail is the Mayor of Ouistreham and represents the CEMR at the conference. He

holds a degree in history and has worked for 10 years in EU affairs in France, Belgium and the UK. He is also the president of the European Movement of Lower Normandy.

Moderator:

- **Luciano Morganti**, Professor, Vrije Universiteit Brussel

Speakers:

- **Christophe Rouillon**, Mayor of Coulaines, France, rapporteur for the opinion
- **Kathrin Ruhmann**, Director of the EP Information Offices, European Parliament
- **Ludolf van Hasselt**, Acting Director of the EC Representations, European Commission
- **Paul Reiderman**, Director, DG Communication and Transparency, Council of the EU
- **Jacques Moisse**, Director of Communication, Regional Government of Wallonia, Belgium
- **Romain Bail**, Mayor of Ouistreham, France, on behalf of the Council of European Municipalities and Regions



Plenary closing session The promise of a new narrative

Thursday 16 October, 12:15-13:00
(Room JDE 62, listening room JDE 52)
Interpretation will be provided from/into English and French

The plenary closing session will summarise the main strands of the conference, with a specific focus on the future narrative for the European Union. What values, stories, media and participatory approaches can form the basis of the EU communication strategy for the next years? How can communicators at national, regional and local levels contribute to reach the ambitions?

Moderator:

- **Karen Coleman**, journalist, Ireland

Speakers:

- **Per Nyholm**, journalist and analyst, Jyllands-Posten, Denmark
- **Marco Zatterin**, EU editor, La Stampa, Italy



Per Nyholm has been a journalist since 1960, writing mostly about war, culture and politics in Europe. He maintains a weekly

column in the leading Danish newspaper Jyllands-Posten and has published three books, among them "Europæerne" (The Europeans), which was nominated for the European Book Prize 2009. He lives in Vienna and was also involved in the cultural committee of the "A new narrative for Europe" project.



Marco Zatterin has worked as a journalist for Il Globo, ItaliaOggi and L'Indipendente. In 1995 he joined La Stampa, where he was

editing the business pages before becoming director of its EU desk in Brussels in 2006. He has written more than ten books on history, economy and EU affairs.



Karen Coleman (info on page 5)

"Unconference" on Open Policy-Making

On Thursday afternoon, following on from the EuroPCom conference, the Democratic Society (www.demsoc.org) is holding an *unconference* about Open Policy-Making in Europe.

Making policy in an open way is a very different way of making policy. It is about including the wisdom of those outside government. The democratic sector and progressive governments and institutions are working together to break new ground in how this can, could and will be done now and in future decades. At the *unconference* participants can talk about their own projects or potential new ones, simply sit and listen, or connect with people working at the forefront of opening up the policy and decision-making process.

More information, and link to a specific registration form for this *unconference* is available on the EuroPCom conference website (www.cor.europa.eu/europcom).

Networking lunch

After the closing session, a networking lunch will be held in the Atrium on the 5th floor of the Jacques Delors building, courtesy of the European Economic and Social Committee.



Organisation of the EuroPCom conference

The 2014 conference is an initiative of the Committee of the Regions, in partnership with the European Parliament, the European Commission, the Council of the EU, the Italian presidency of the Council of the EU, the European Economic and Social Committee and the Club of Venice.

The conference was prepared by an inter-institutional advisory board, made up of the above partners listed along with representatives of regional authorities and several professional European networks representing communications directors (EACD), communications agencies (EACA) and researchers in the field of public communications, media and journalism (ECREA).

Members of the 2014 advisory board:

- Laurent Thieule, Wolfgang Petzold, Santiago Mondragón, Fanny Broussan, Boris Essender, Katie Owens and Tom De Smedt, Committee of the Regions
- Aleyda Hernandez, European Parliament
- Paul Reiderman, Cristina Gallach and Vincenzo Le Voci, Council of the EU
- Sixtine Bouygues, Béla Dajka and Peter Fischer, European Commission
- Tiziana Antonelli, Italian presidency of the Council of the EU 2014
- Peter Lindvald-Nielsen and Chloé Lahousse, European Economic and Social Committee
- Niels Thøgersen and Philippe Caroyez, Club of Venice
- Dominic Lyle, European Association of Communication Agencies (EACA)
- Florence Ranson, European Association of Communication Directors (EACD)
- Luciano Morganti, European Communication Research and Education Association (ECREA)
- Karl Musschoot, Flemish Government, Jacques Moisse, Walloon Government, and Dominique Megard, Cap'Com, on behalf of the EuroPCom Association
- Monika Kapturska, Wielkopolska Region

For any further information or feedback, please contact the EuroPCom conference team: europcom@cor.europa.eu



EUROPEAN UNION



Committee of the Regions



EuroPCom 2014 evaluation

We hope to see you again at the 6th EuroPCom conference, which will be held on 21 and 22 October 2015. Please check our website for updates and news, or follow us on Twitter and LinkedIn. In the meantime, we would welcome your feedback about this conference. Please fill in the online survey at www.cor.europa.eu/europcom. Your input is most appreciated and will help us plan and develop our future events.

European Public Communication Award

This year's EuroPCom opening session will also see the second presentation of the **European Public Communication Award**, which will be presented to a public administration from an EU Member State (or candidate country), honouring outstanding EU-related communication campaigns and strategies. A selection board made up of EU communication experts selected the most appealing and convincing campaign from a total of 28 nominations.

Overview of the 2014 candidates

[Candidates in bold: shortlisted by the jury]

1. AbruZZeles (Abruzzo)
2. Povertà ed esclusione sociale (Ascoli Piceno)
3. European elections going local (Bratislava Self-Governing Region)
4. Mission Knut (Bretagne)
5. Kärntner EuropaCafé (Carinthia)
6. **Servus-Srečno-Ciao** (Carinthia)
7. **ERDF Convergence** (Cornwall and the Isles of Scilly)
8. **Faktabaari** (Finland)
9. #ETpress (Finland)
10. **Joli mois de l'Europe** (France)
11. Szóval?! (Hungary)
12. Young Roma Journalists (Hungary)
13. European Funds in the shot (Kuyavian-Pomeranian Voivodship)
14. Tourist Passport (Kuyavian-Pomeranian Voivodship)
15. Ciudadano Riojano Europeo (La Rioja)
16. **Europa und wir** (Lower Austria)
17. Enquete Youth & Europe (Lower Austria)
18. **Me, European Citizen** (Murcia)
19. YCAN! (Province of Pisa)
20. 10 years of Polish EU membership (Pomorskie Voivodship)
21. **EU information for prisoners** (Portugal)
22. No Waste (Reggio Emilia)
23. European, for example (Reggio Emilia)
24. Be smart, ask for a receipt (Slovenia)
25. Umbria WiFi (Umbria)
26. **Ma chi sei? Cosa vuoi?** (Umbria)
27. Liaison Agency Flanders-Europe (Flanders)
28. Welsh EU Communication Strategy 2013 (Wales)

Award proposals 2015

EuroPCom continues its efforts to showcase best practices and to promote professional EU communication at all levels of governance. Accordingly, the third European Public Communication Award will be presented in 2015 to those public administrations at national, regional or local level which have developed an outstanding communications campaign or strategy about the EU. The campaigns will be judged on their creativity, impact and on how they tie in with the EU's communication priorities.

The closing date for nominations is 1 May 2015. For more information about rules and conditions, please go to www.cor.europa.eu/europcom



Programme overview

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11:00 – 13:00	Plenary opening session Rethinking EU communications <i>European Parliament, room PHS 3C050, listening room PHS P1A002</i>					Page 4
13:00 – 14:15	Networking lunch <i>European Parliament, Yehudi Menuhin Hall</i>					
14:30-15:45	[A] In between EU elections <i>Room JDE 51</i> Page 6	[B1] Followers or trendsetters? <i>Room JDE 62</i> Page 7	[C1] The soft power of public diplomacy <i>Room JDE 52</i> Page 9			
16:00-17:30		[B2] From the street to the cloud <i>Room JDE 63</i> Page 8	[C2] Global reputation building <i>Room JDE 52</i> Page 10	[C3] Communicating Europe worldwide <i>Room JDE 62</i> Page 11	[D] Speed geeking <i>Foyer 5th floor</i> Page 12	
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18:15-20:00	Networking reception <i>European Parliament, Members' Restaurant</i>					
Thursday 16 October 2014						
9:30-10:45	[F] Pull, push or nudge? <i>Room JDE 62</i> Page 15	[G1] (Not) all art is propaganda <i>Room JDE 53</i> Page 16		[H1] Purchasing creativity <i>Room JDE 52</i> Page 19	[I] Reconnecting Europe with its citizens <i>Room JDE 51</i> Page 21	
10:45-12:00		[G2] Europe in images <i>Room JDE 53</i> Page 17	[G3] Make it arty <i>Room JDE 63</i> Page 18	[H2] Media partnerships <i>Room JDE 52</i> Page 20		
12:15-13:00	Plenary closing session The promise of a new narrative <i>Room JDE 62 (listening room JDE 52)</i>					Page 22
13:00-14:00	Networking lunch <i>Atrium 5th floor</i>					
13:45-18:00	Unconference Open Policy Making <i>Room JDE 51 and Foyer 5th floor</i>					Page 22



More information and online registration:

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Edited by Committee of the Regions – Directorate for Communication, Press and Events

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