



1st European Public Communication CONFERENCE • BRUSSELS 12-14 OCTOBER 2010

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EuroPCom is organised by



EUROPEAN UNION



Committee of the Regions

PROGRAMME

COMMUNICATING IN EUROPE / COMMUNICATING ON EUROPE

EUROPEAN CONFERENCE ON PUBLIC COMMUNICATION

WHY ATTEND?

The 1st **European Public Communication Conference** aims to bring together public sector communicators from across Europe and from different levels of government to discuss current and future challenges for public sector communications. The goal of EuroPCom is to stimulate

- professionalisation
- knowledge sharing
- networking

400 PUBLIC COMMUNICATION PROFESSIONALS

The EuroPCom conference will gather up to 400 government communication professionals:

- communication directors, information officers and spokespersons in the Member States,
- the officials responsible for communication in the European institutions,
- directors of communication in the regions and major European cities,
- the staff responsible for communication in European associations and local and regional authorities,
- members of the networks and associations of public communicators.

6 THEMES, 2 ANGLES

The conference will be dealing with 6 major themes:

- **Making public communication more efficient and professional**
- **Communicating about Europe at multiple levels of government**
- **Communicating in ways that encourage public participation**
- **Sustainability and communication**
- **Relations with the press and the media**
- **Branding states, regions, cities and municipalities**

Each theme will be addressed from two angles:

- **Communicating in Europe:** professional expertise in Europe with regards to each theme
- **Communication on Europe:** how could it incorporate a European perspective?

In partnership with



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Wednesday 13 October 2010

European Parliament, room PHS 3C50

10.00 - 12:15 **Opening Session**

10:00 - 10:40 **Welcome addresses**

- **Jerzy Buzek**, President of the European Parliament (tbc)
- **Rudy Demotte**, Prime Minister of the Walloon Region
- **Mercedes Bresso**, President of the Committee of the Regions

10:40 - 11:00 **Keynote speech**

Jacques Delors, former President of the European Commission (tbc)

11:00 - 12:15 **Panel Debate**

Communicating on/in Europe: The Challenge of Proximity

Moderator

Pierre Lemoine, Editor-in-Chief, Europolitique, Brussels

Panellists

- **Juana Lahousse-Juarez**, Director General, DG Information, European Parliament
- **Christine Roger**, Director, Media and Communication, Council of the European Union
- **Claus Sørensen**, Director General for Communication, European Commission
- **Agnieszka Kudlinska**, Director, European Information Department, Ministry of Foreign Affairs, Poland
- **Aurora Massip**, Director General for Communication, Government of Catalonia, Spain
- **Almuth Westecker-Hecker**, Director of Communication, Communication Department, City of Frankfurt/Main, Germany

12:15 - 14:30 **Lunch reception at the Committee of the Regions (JDE Building, 5th floor, Atrium 5)**



Committee of the Regions

14:30 - 15:45 Parallel workshops with the participation of **Viviane Reding**, Vice-President, European Commission (tbc)

Workshop 1: Stories from Europe

Knowing how to tell a story is essential for any private business or public sector body today. Europe is no exception. Europeans need to be told a story in order to get them interested. **How does the EU help to improve the lives of Europeans on a day-to-day basis?** If we put all these different stories of Europe together, we can start to communicate a European identity.

Moderator

Laurent Thieule, Director of Communication, Committee of the Regions, Brussels

Speakers

- **Jean Lemaitre**, Director of the Institute for Higher Communication Studies (IHECS), Brussels
- **Sixtine Bouygues**, Acting Director, DG Communication, European Commission
- **Raphaël Goulet**, Head of Unit for Communication, DG Regional Policy, European Commission
- **Ruska Boyadzhieva**, Director of EU Integration Department, Municipality of Burgas, Bulgaria
- **Zvonimir Frka-Petešić**, Head of Press & Public Diplomacy, Mission of Croatia to the EU
- **Joëlle Deglin**, Communication Officer, Ministry of the Walloon Region, Belgium

Experts

- **Christophe Ghewy**, Creative Director of Famous, Brussels (tbc)
- **Eleonora Gavrielides**, Director, Press and Information Government of Cyprus (tbc)
- **Peter Fjerring**, Head of European Affairs, Danish Association of Local Governments (tbc)

Workshop 2: Communications and Web 2.0: the impact of social networking

The arrival of Web 2.0, the forthcoming **Web 3.0**, and the increasing influence of **social networking** on the day-to-day lives of Europeans **are all changing the ways in which we communicate**. How should we present ourselves on social networking sites? There are issues to consider on boundaries, responsibility, taking risks and potentially losing control of the voice of the public sector.

Moderator

Niels Thøgersen, Communication adviser and Honorary Vice-President of the Club of Venice

Speakers

- **Fabrice Fries**, President, Publicis Consultants, Paris, France

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- **John J O’Flaherty**, Manager, CitizenScape, Donegal, Ireland
 - **Stephen Clark**, Head of Web Communications Unit, DG Information, Media Directorate, European Parliament
 - **Radovan Geist**, Editor-in-Chief, EurActiv.sk, Slovakia
 - **Roberto Franchini**, Director of Communication, Regione Emilia-Romagna, Italy

Experts

Bridgette Wessels, Lecturer in Sociology, University of Sheffield, United Kingdom
Geert Lovink, Founding director of the Institute of Network Cultures



Workshop 3: Getting people to vote

At all levels of government, public bodies put significant effort into **encouraging people to vote at election time**. There are increasing numbers of models for participatory democracy, but representative democracy has been going through a long period of crisis which has seen turnout fall to record lows. This crisis calls for a thorough review of how the public sector communicates.

Moderator

Martin Territt, Head of European Commission Representation in Dublin, Ireland

Speakers

- **Susanne Oberhauser**, Director, Relations with Citizens, European Parliament
- **Marc Jorna**, Head of Unit, DG Communication, European Commission
- **Dr Heidi Zikulnig**, Director of the EuropeDirect Network in Styria, Department for European Affairs and External Relations, Government of Styria, Austria
- **Alicja Defratyka**, Project Manager, Forum for Citizen Development, Poland
- **Deirdre Farrell**, Press Officer, Permanent Representation of the Republic of Ireland to the EU, Brussels

Expert

Thierry Vedel, Professor of Political Science, Sciences-po, Paris, France
Mark Franklin, Professor, European University Institute, Florence, Italy (tbc)



Workshop 4: Regional marketing: creating a brand strategy

Promoting Europe's regions is a growing aspect of public sector communication at local level. Branding has a key role to play in promoting regions and cities. **How can we convert the basic identity of a region or a city into a brand?** With an ever increasing territorial competitiveness, how can a brand give a city or a region national or even international status?

Moderator

Mike Granatt, Club of Venice coordinator, Visiting Professor, University of Westminster, Senior Associate Fellow

Speakers

- **Panos Carvounis**, Deputy Director General, DG Communication, European Commission
- **Hans Dominicus**, Director Marketing & Development, Amsterdam Tourism and Convention Board, The Netherlands
- **Jack Dumont**, Director of Communication, Grand Lyon, France
- **Jean Dagré**, Agence Dagré Communication, Strasbourg, France
- **Isabelle Maës**, Information and Communication Officer, Galileo Project, DG Enterprise, European Commission

Expert

Christian Bluemelhuber, Solvay Business School, Brussels, Belgium
Jan Van Mol, Founder, Addictlab.com, Brussels, Belgium (tbc)



Workshop 5: Linking public sector communication professionals across Europe

As public sector communication professionals share **common values** and face **similar challenges** at work, networking makes absolute sense. Using a survey of the profile of public sector communicators in Europe, discussions will focus on **how to get a European network up and running**. Discussions will also feed into the closing session of the conference when the network will be officially launched.

Moderator

Stefano Rolando, University of Milan, Italy, and President of the Club of Venice

Speakers

- **Karl Musschoot**, Director of Communication, Flemish Government, Belgium
- **Jacques Moisse**, Director of Communication, Walloon Government, Belgium
- **Dr Lieve Franssen**, Director, DG Communication, European Commission
- **Angel Losada**, Association of communication directors "Dircom", Spain
- **Pierre Zémor**, President of the European Federation of public communication associations (feacp)

Expert

Dominique Mégard, Manager with Cap'Com, Lyon, France



Workshop 6: Sustainability and communication

In a world where sustainable development is a key issue and an EU priority, **communications should set an example** both in terms of their form and content. The workshop will look at examples of **how public sector communication campaigns have tackled the issue of sustainability**.

Moderator

Roser Domenech, Head of Climate Change Project Team, DG Communication, European Commission (tbc)

Speakers

- **Diana Verde Nieto**, Founder of Clownfish, London, United Kingdom
- **Patrice Joly**, Agency for Environment and Energy Management (ADEME), Paris, France
- **Dr Britta Kastens**, Head of Communications, European Green Capital 2011, City of Hamburg, Germany
- **Pedro Ballesteros Torres**, Principal Administrator, Covenant of Mayors, DG Energy, European Commission

Expert

Christiane Egger, Vice-President for renewables of FEDARENE, the European network of regions for renewable energies, Brussels (tbc)



Workshop 7: Getting people behind a project

Communications play an essential role in participatory democracy across the EU. Far from simply trying to sell a completed project, communications run alongside the whole public sector decision-making process right up to the project implementation stage and allow ordinary people to get involved in a project. Without going into the details of how participatory democracy works in individual countries, the workshop will focus on **how communications can help to get people behind a project**.

Moderator

Anna Vári, Head of Research Cell, Institute of Sociology, Hungarian Academy of Sciences, Budapest, Hungary (tbc)

Speakers

- **Lieve De Brabandere**, Communications Advisor at the Flemish authorities, Belgium
- **Tamás Szalay**, Cultural Director, Pécs 2010 Management Centre, Pécs, Hungary – Pécs, European Capital of Culture 2010 project
- **Peter Linvald-Nielsen**, Head of Communication, European Economic and Social Committee, Brussels
- **Cathérine van Eeckhaute**, Gov2u - The U@Marenostrum project
- **Fernando Monar**, Director General for Services Quality, Government of the Balearic Islands, Spain
- **Bjorn Kjellstrom**, Head of the Stockholm Information Office of the European Parliament, Sweden

Expert

- **Elke Löffler**, Chief Executive, Governance International, Birmingham, United Kingdom
- **Sophie Beernaerts**, Head of Unit, "Citizenship Programme", DG Communication, European Commission

17:30 - 18:30 [Networking](#)

There will be the opportunity for people to give informal presentations of their communications ideas, gathered around computers. Subjects could include:

- communicating to young people;
- cross-border cooperation;
- tools for communicating in a responsible way





Thursday 14 October 2010

Committee of the Regions

09:30 - 10:45 Parallel workshops

Workshop 8: Europe going local

Attempts to win over public opinion are simply not going to work unless we tailor our messages on Europe regionally and locally to suit the reality on the ground. Decentralised communication **looks set to be one of the main challenges for the Belgian EU presidency. This workshop will review** the lessons learnt from cooperation between local authorities, national governments and EU institutions.

Moderator

Hans Brunmayr, Honorary Vice-President of the Club of Venice

Speakers

- **Miguel Ángel Pérez**, Director of Communication of the Region of Murcia, Spain
- **Katrin Ruhrmann**, Director, Directorate for Information Offices, European Parliament
- **Wolfgang Petzold**, Head of Unit, Committee of the Regions, Brussels
- **Mihaela Zupancic**, Head of European Commission Representation in Ljubljana, Slovenia
- **Laurent Riéra**, Director of Communication, Evry Centre Essonne agglomeration, France / **Gérard Lombard**, European Commission Representation in Paris, France
- **Gerardo Mombelli**, President of the Italian Association of public authorities and institutions

Experts

Marc Michils, CEO of Saatchi & Saatchi, Belgium

Linda Jakobson, Communication Expert, former Director of the Latvian Government Information Agency

Workshop 9: Communicating with the media

Establishing a **good working relationship with journalists** and getting across messages from democratically elected bodies are challenges that all public communicators have to deal with. This raises the following issues: the need to ensure that the message is credible, the relationship between public sector communication and political communication, and the responsibility that journalists have to the general public. A panel of public communicators and journalists will face each other in this debate.

Moderator

Olivier Alsteens, Director General, External Communication, Belgian Federal Government

Speakers

- **Christophe Midol-Monnet**, Chief Editor European Affairs, Euronews, Lyon, France
- **Cerstin Gammelín**, Brussels Correspondent, Süddeutsche Zeitung, Munich, Germany (tbc)
- **Jaume Duch Guillot**, Director of Media, European Parliament
- **Erik Hansen**, Director of Communication, City of Oslo, Norway
- **Grigore Virsta**, Europe Affairs Editor, Public TV Romania, Bucharest, Romania
- **Pia Ahrenkilde Hansen**, European Commission Spokesperson Service

Expert

Brian McNair, Professor of journalism, University of Strathclyde, Glasgow, Scotland (tbc)



Workshop 10: Changing behaviour

In the space of just a few years, the task of changing people's behaviour has become a key focus for public sector communications. **How can communications bring about a lasting change in behaviour?** This workshop will take a general approach to the issue by taking examples from different sectors, e.g. eco-citizenship, health and disease-prevention.

Moderator

Ylva Tiveus, Director, DG Communication, European Commission

Speakers

- **Renata Špačková**, International Director of Ligaris, Czech Republic
- **Willy Haslitzer**, Director of ORF network in Carinthia, Austria
- **Angela Corbalan**, Media and communications specialist, Oxfam, UK
- **Hans-Wolf Zirkwitz**, Head of the Office of Environment Protection, Heidelberg, Germany (tbc)

11:15 - 12.45 Closing session: Public sector communications in Europe

Opening remarks

Kris Peeters, Minister-President of the Flemish Government

Keynote

Reijo Kemppinen, Director-General, Press, Communication, Transparency, Council of the EU

Panel debate

Communication in/on Europe: Where do we go from here?

Moderator

Béatrice Delvaux, Executive Editor, Le Soir, Belgium

Speakers

(5 experts who took part in the workshops)

Presentation of the EUROPCOM platform

Tuesday 12 October 2010

	Professional visit 1	Professional visit 2	Professional visit 3
08.00 - 10.30	Welcome reception Organised by the federal government of Belgium		
Wednesday 13 October 2010			
09.00 - 10.00	REGISTRATION – European Parliament		
OPENING SESSION –European Parliament			
10.00 - 10.40	Welcome addresses European Parliament		
10.40 - 11.00	Keynote speech		
11.00 - 12.15	Panel debate Communicating on/in Europe: The Challenge of Proximity		
12.15 - 14.30	Lunch reception Buffet lunch at the European Parliament or the Committee of the Regions		
WORKSHOPS – Committee of the Regions			
14.30 - 15.45	Workshop 1 Stories from Europe	Workshop 2 Communications and Web 2.0: the impact of social networking	Workshop 3 Getting people to vote
15.45 - 16.15	COFFEE BREAK Informal networking opportunity		
16.15 - 17.30	Workshop 5 Linking public sector communications professionals across Europe	Workshop 6 Sustainability and communication	Workshop 7 Getting people behind a project
17.30 -18.30	NETWORKING		
20.00 - 22.30	GALA DINNER Organised by the Brussels-Capital Region		
Thursday 14 October 2010			
09.00 - 09.30	WELCOME SESSION Committee of the Regions		
09.30 - 10.45	Workshop 8 Europe going local	Workshop 9 Communicating with the media	Workshop 10 Changing behaviour
10.45 - 11.15	COFFEE BREAK Informal networking opportunity		
11.15 - 12.45	CLOSING SESSION Public sector communications in Europe		
13.00 - 14.30	LUNCH Buffet at the Committee of the Regions		