



Program peer review

Peer review media campaign MV united

28 and 29 February 2008 - Leuven

Program

28 February 2008

The event will start at noon with a small lunch in the hotel "Novotel", Vuurkruisenlaan 4, 3000 Leuven (www.novotel.com) .

1.15 pm: A shuttle bus will bring us to the venue where the peer review will take place.

Venue of the peer review: Faculty Club, Groot Begijnhof 14, 3000 Leuven
(www.facultyclub.be)

2.00 pm: Welcome by the ESF managing authority of Flanders (Louis Vervloet, managing authority ESF Flanders)

2.10 pm: Introduction by the Flemish minister of equal opportunities (cabinet of the Flemish minister Van Brempt)

2.25 pm: Framework of the sensitizing campaign MV united (Caroline Meyers, team leader ESF-Agency Flanders)

Presentation of the campaign by the different partners:

Television programmes

2.45 pm: Presentation of the different television programmes:

"Emma" and "De grote oversteek" (Stef Wouters PHManager Fiction VRT and one of the actresses)

"Dochters van Venus" (Yvette Mignolet, CEO Vitaya)

"180" (Frank Uytendhouwen, CEO DuboismeetsFugger)

3.45 pm: Coffee break

Other media

4.15 pm: Presentation of Teamtime: a magazine on reconciling work and family life (Sanoma Magazines)

4.35 pm: Presenting the work of the different focus groups (Mieke Van Nuland, director Amazone)

5.00 pm: Piece of theaterplay (De Overmolen)

5.20 pm: Presentation of the impact of the campaign (Jos Huypens, director Comunicado)

At 6.00 pm people can take a shuttle bus back to the hotel or can follow a guided tour from the Faculty club to the City Hall of Leuven.

8.00 pm: Dinner at Zarza, Bondgenotenlaan 92, 3000 Leuven (www.zarza.be)

29 February 2008

8.30 am: A shuttle bus will bring us to the venue where the peer review will take place.

Venue: Faculty club

9.00 am: Debate with the other peers (coffee break in between)

Moderator: Inge von Bönninghausen (former senior producer at WDR television)

1.00 pm: Lunch at Faculty club

2.30 pm: a shuttle bus will bring everybody back to the hotel (or will make a stop at the railway station)

More information:

For more information on the peer review, please contact Caroline Meyers +32 2 546 22 34 or +32 497 45 99 34, caroline.meyers@esf-agentschap.be

To book the hotel, please fax the reservation form directly to the Novotel in Leuven. Two nights will be paid by the ESF managing authority of Flanders.

People already arriving on Wednesday 27 February 2008, dinner will be foreseen in the hotel (Novotel Leuven). We kindly ask you, if you want to join us that evening, to let us know before 25 February 2008.