



PES TO PES DIALOGUE PEER REVIEW

**Integrated multi-channelling: combining e-services with personalised services
in a customer oriented and efficient way
Antwerp, Belgium, 30 June – 1 July 2011**

PROGRAMME

Thursday 30 June 2011

- 9:30 – 10:00** **Welcome:** *Luc Hostens, director VDAB*
Introduction to the theme from the perspective of Europe 2020:
Wallis Goelen, DG Employment, Head of Unit
Scene-setting: *Tina Weber, PES to PES Support Unit*
- 10:00 – 11:15** **Presentations by VDAB:**
General strategy, results, market shares: *Erik Depuydt, VDAB*
Case study: vacancy matching and follow up: *Ronny Rycx, VDAB*
**Choice of channels (digital TV, mobile website, social media and
future work with competences):** *Veerle Torrekens, VDAB*
- 11.15 – 11.45** Coffee break
- 11.45 – 12.45** **Integrated Multi-channelling: a comparative overview:** *Willem
Pieterson, University of Twente / SyndioSocial*
- 12.45 – 14.00** Lunch
- 14.00 – 15.00** **Presentation on Peer Country practices:**
- Sweden
 - Estonia
- 15.00 – 17.15** **Working Group discussions**
Two working groups (*facilitated by the PES to PES Dialogue Support Unit*)
examining Questions 1 and 2, based upon the host and peer country
papers. Providing direct opportunities for each PES expert to present their
experience, views and comments. Focusing specifically on identifying core
elements of good practice that can be transferred and/or adapted.
- 17.15 – 17.30** Reflection on the day's outcomes and discussion

Friday 1 July 2011

9.00 – 11.15 Working Group discussions

Two working groups (*facilitated by the PES to PES Dialogue Support Unit*) examining Questions 3 and 4 based upon the peer and host country papers. Providing direct opportunities for each PES expert to present their experience, views and comments. Focusing specifically on identifying core elements of good practice that can be transferred and/or adapted

11.15 – 11.45 Coffee break

11.45 – 13.30 Overall conclusions and messages

Drawing overall conclusions, including future PRs, Dialogue conferences and opportunities and support for transfer. Agreeing on a list of 'key messages' from the meeting.

Questions and input from the participants.

Closing remarks from the European Commission and the host country

13.30 Lunch

14.00 Close