

**MEETING OF COMMUNICATION OFFICERS
FROM LLP AND YIA NATIONAL AGENCIES**

Venue: Management Centre Europe, 118 Rue de l'Aqueduc, 1050 Bruxelles

Draft Programme

Wednesday 13 November 2013

8:00	Registration of participants
9.00 – 9:20	WELCOME AND OBJECTIVE OF THE WORKSHOP: COMMUNICATING THE NEW PROGRAMME <i>Aviva Silver, Head of Unit E4, Communication and Valorisation</i>
9:20 – 10:30	Division into 3 working groups: WG 1: Press work and media events to promote the new programme <ul style="list-style-type: none"> ➤ Presentation of Commission approach ➤ Ideas / examples from National Agencies ➤ Discussion / comments <i>Moderation: Aviva Silver / Sylvie Grajales/ Kari Gardelin</i> WG 2: Online and print material to promote the new programme, visual approach <ul style="list-style-type: none"> ➤ Presentation of Commission approach ➤ Ideas / examples from National Agencies ➤ Discussion / comments <i>Moderation: Dietrich Rometsch / Laurent Evrard/ Salvatore Pecoraro</i> WG3: Websites, Dissemination tool, social media and video in the context of the new programme <ul style="list-style-type: none"> ➤ Presentation of Commission approach: New website & new dissemination tool ➤ Ideas / examples from National Agencies ➤ Discussion / comments <i>Moderation: Nina Ahonen / Jolanta Grigaliunaite / Silvia Calbi</i>
10:30 – 11:00	Coffee break
11:00 – 12.30	Participants will rotate into other working groups The topics for working groups 1 and 2 remain the same, the topic for working group 3 will change: <ul style="list-style-type: none"> ➤ Presentation of Commission approach: Social media & videos ➤ Ideas / examples from National Agencies ➤ Discussion / comments
12:30 –13:45	Seated lunch
13:45 – 15:00	Presentation of results from working groups Conclusion

Language: English