



We start at

13:30



INFORM EU

The Network of EU Funds Communicators

16-18 November 2022

Welcome!

Maja Schussler European Commission

Alexander Ferstl European Commission



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https://ec.europa.eu/regional_policy/sources/privacy/inform-202211.pdf



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 Q&A

 Polls

Important!

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Welcome

Cláudia Costa

National Communication Coordinator in Portugal

Cláudia Henriques

Communication Officer for Alentejo 2020

To be or not to be strategic

Key note speech

Ib Tunby GULBRANDSEN

Associate Professor, PhD,
Roskilde University, Denmark

Panel discussion on strategic communication

Ib Tunby GULBRANDSEN

Associate Professor, PhD, Roskilde University, Denmark

Jurgis VILČINSKAS

Deputy Head of Unit, Strategic Communication, Task Forces and Information Analysis, EEAS

Dragan BARBUTOVSKI

Member of the Cabinet of the Slovene Prime Minister

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Today's agenda – What's next?

15:30 – 17:00

Workshop 1: Crisis Communication

by **Tom MOYLAN**, Communication Specialist and Lecturer on Crisis Communication and New Media in the Brussels School of Governance

Room: Frei Carlos

Workshop 2: Countering foreign information manipulation and disinformation

by **Jurgis VILČINSKAS**, **Raimonda MIGLINAITE**, Unit for Strategic Communication, Task Forces and Information Analysis, EEAS

Room: Libary

Today's agenda – What's next?

15:30 – 17:00 **Workshop 3: Reaching your audience with correct messages**
by **Dragan BARBUTOVSKI**, Member of the Cabinet of the Slovene Prime Minister
Room: Dom Vasco

Workshop 4: Crafting proximity communications in partnership
by **Olivia BRUYAS, Miriam BEULTING, Juliette FERRIERE, Shiva HAKIM**, DG REGIO, European Commission
Room: Lagar C

Today's agenda – What's next?

15:30 – 17:00 **Workshop 5: Make a leap! Communicate S.M.A.R.T.**
by **Ib Tunby GULBRANDSEN**, Associate Professor, PhD; Roskilde University, Denmark
Room: S. Jeronimo

Workshop 6: How to nurture your relationship with the media

by **Daniel ROSARIO**, Team Leader - Media, Communication and Outreach, European Commission Representation in Portugal
Room: Cistern Hall

Today's agenda – What's next?

17:30 – 19:00 **City tour through Évora**

Bus transfer from the Convent per group with the guides
(check you badge for the number)

Meeting point: in front of the entrance

19:30 – 21:30 **Reception and dinner hosted by Portugal**

Venue: Convento do Espinheiro

Bus transfers from the Convent to hotels (Ibis, D. Fernando, Vila Galé, Évora hotel)

Last bus leaving at 22.15

Tomorrow's agenda

09:30 – 12:30	Visit of of EU-funded projects in Évora
12.30 – 13:45	Lunch at the Convent
13.45 – 15:15	Country mixers – Exchange on communication activities
15.15 – 15:45	Coffee Break
15:45 – 16:45	High-level discussion on strategic communication Family Photo
18:30	REGIOSTARS Ceremony
20:00	REGIOSTARS dinner hosted by European Commission



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