



Country Mixers – Guidance for Participants

Thursday, 17 November 2022 from 14:00-15:30

The **purpose** of the Country Mixer session is to enable **informal** exchanges on communication activities, sharing best practices and lessons learnt. Discussions take place in smaller groups of approximately 10 participants, randomly assigned to ensure a good mix of countries and funds. Outcomes of discussions will feed into the panel session, which will take place the following morning (Friday, 18 November). Input from the groups will be collected by four rapporteurs from the European Commission, supported by group representatives.

Topic: the discussions of the country mixers should be linked to the overall topic of the meeting in Évora – strategic communication – and based on your practical experiences from this field. For this purpose, please be ready to share your thoughts and experience in the group.

What we ask you to prepare for the session:

- Please look into different communication activities of your programme, projects and in your Member State that contribute to **strategic communication about the EU**.
- Reflect on the communication actions you organised, why you chose certain communication channels and not others, what were the challenges, what went well and what didn't work, who did you involve, as well as anything useful to share when it comes to **bringing together a purposeful set of communication activities aimed at highlighting the EU support in your programme environment**.
- If you don't have such an activity to share, you can participate by speaking about your views over the topics discussed on the first day of the plenary.
- **IMPORTANT: Only oral presentations** are foreseen (i.e. no computer will be available), however if you have and wish to share some material with your group, you are free to bring it.

What we ask from you during the country mixer session:

- Contribute your thinking and experience - all input/feedback is good for the group discussion
- Try to connect ideas/experiences
- Actively listen to understand and ask questions to clarify if necessary
- Keep focused and include all members of the group into the discussion

Time allocated: 90 minutes, from 14.00 to 15.30