




Inform EU

Community of EU Funds Communicators

INFORM EU SOCIAL

25 May 2022, Malta

Slido #SocialEU

9.00	9.05	<p>Welcome Virginia Mercouri and Dietrich Rometsch Communication Unit, DG Employment, Social Policy and Inclusion, European Commission</p>	 Slido
9.05	9:15	<p>Setting the stage New social policy developments and ESF+ priorities Ruth Paserman, Director, DG Employment, Social Policy and Inclusion, European Commission</p>	
9.15	09:50	<p>Telling the Story Examples of project communication</p> <p>Building Bridges Therese Florini, ESF Chief Co-ordinator, Malta</p> <p>People in the Picture Dessislava Traykova Deputy Head of Unit, ESF Managing Authority in Bavaria, Germany</p> <p>European Social Sound 4U Maria Rosaria Faticelli ESF Communication Officer, Umbria, Italy</p> <p>Events and Partnerships Valeria Berrini National Communication Officer, Luxembourg</p> <p>Q&A</p>	Slido
09:50	10:00	<p>Communicating Together Storytelling on the ESF+ website Virginia Mercouri</p> <p>Q&A</p>	Slido
10:00	10:20	<p>Looking ahead Communication Strategies for ESF+</p> <p>An example from Flanders Kim de Paepe Communication Officer</p> <p>Exchange on ESF+ launch communication</p>	Slido

10.20 10.25 **Caring for people fleeing the war in Ukraine
How to communicate?**

10.25 10.30 **Closing remarks by Ruth Paserman**

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