



9th European Public  
Communication Conference

# Campaigning for Europe

Programme

8 & 9/11/2018

Brussels



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## EuroPCom 2018

With the 2019 European Parliament elections ahead and distrust in the EU still dominating national discourse and elections in the Member States, fostering democratic engagement and advocating the European project seem to be decisive in 2018 for ensuring the future of the EU. Under the headline **"Campaigning for Europe"**, the 9th edition of EuroPCom will thus provide communicators with a unique connecting platform in preparation for the election year ahead.

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 #europcom

 EuroPCom2018

 EuroPCom

### 3 main clusters



#### ELECTIONS

Gearing up for  
the European elections



#### CITIZENS

Fostering local and regional  
communication and engagement



#### DIGITAL

Mastering  
digital tools and trends

### Formats

#### Workshops

Bringing communicators together on a specific topic and presenting practical case studies.

#### Ideas Labs

Open, fully participatory sessions, providing space for active interaction, co-creation and cooperation. The Ideas Labs are set up by participants on the basis of a call for interest.

#### Market Place

Interactive opportunity for participants to bring in their projects and ideas, exchange experience and best practices with other participants and learn from each other.

#### Mini Trainings

"Hands-on" sessions on selected practical skills led by an experienced trainer.















#### Open Space

Discussions spontaneously set up around participants' inputs and thoughts.

















#### EuroPComTalks

Short inspiring keynote speeches.

## 8 November 2018

10.30-12.00	<b>1 Opening session</b>						HEMICYCLE, PAUL-HENRI SPAAK BUILDING, EUROPEAN PARLIAMENT
12.15-14.30	<i>Lunch</i> <b>Market Place:</b> Election Camp  , Citizens' Camp  , Digital Camp  <b>EuroPComTalks</b>						<i>Foyer 5 and 6</i> ATRIUM 5 and 6 JDE 53
14.30-16.00	<b>2 Delivering great campaigns: inspire and engage</b>   JDE 62	<b>3 AI and GDPR: salvation or damnation?</b>   JDE 53	<b>4 Mobilising Generation Z</b>   JDE 51	<b>5 How women can save Europe</b>   JDE 52	<b>6 New ways to tell stories</b>	<b>7 How to engage young people in the electoral process?</b>   LEDRA STREET	
16.30-18.00	<b>8 The European elections: media, quo vadis?</b>   JDE 52	<b>9 Citizens' consultations: image campaign or effective democracy tool?</b>   JDE 51	<b>10 Public institutions' visual communication: How to unleash creativity?</b>   JDE 62	<b>11 Twitter as a campaign tool</b>   JDE 53		 JDE 63	<b>12 Bringing the EU closer to its citizens: working with the EU's decentralised agencies</b>   LEDRA STREET
18.00-19.00	Reception with #EUandMe short films screening						ATRIUM 5 and 6

## 9 November 2018

09.15-10.45	<b>13 Voices from the ground (game)</b>   JDE 53	<b>14 Selling heavy topics: from budget to space policies</b>   JDE 62	<b>15 Disinformation and elections: lessons learned</b>   JDE 52	<b>16 Open Space</b>     VIP ROOM 5	<b>17 Video on social media: applying a publisher's mind set</b>   JDE 51	<b>18 Why should I care about the EU?</b>   LEDRA STREET	
11.15-12.45	<b>19 How opinions become a vote</b>   JDE 52	<b>20 Celebrating the local in pan-European campaigns</b>   JDE 51	<b>21 Political campaign strategies for 2019</b>   JDE 62		<b>22 Moderating citizens' dialogues</b>   JDE 53	<b>23 Local heroes as EU ambassadors</b>   LEDRA STREET	
13.15-14.00	<b>24 Closing session</b>						JDE 62
14.00-15.00	<i>Lunch</i> <b>Market Place:</b> Election Camp  , Citizens' Camp  , Digital Camp 						<i>Foyer 5 and 6</i> ATRIUM 5 and 6

## Venues

### Opening session:

#### European Parliament

Paul-Henri Spaak Building, Hemicycle

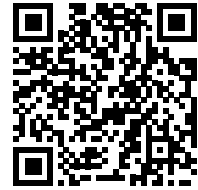
- 1 Hemicycle
- 2 Registration  
European Parliament Atrium,  
Rue d'Ardenne
- 3 Access for participants,  
Simone Veil entrance

### All other sessions:

#### European Committee of the Regions

Rue Belliard 101, Jacques Delors Building, JDE

- 4 Atrium 5, Atrium 6  
Room JDE51  
Room JDE52  
Room JDE53  
Room JDE62



## Registration

### 8 November

- European Parliament: 8:30-12:00 (Atrium - Rue d'Ardenne)
- European Committee of the Regions: 11:30-18:30

### 9 November

- European Committee of the Regions: 8:15-13:00

Distribution of conference badges to those participants who have registered via the online registration tool and received their confirmation. Please note that on-site registration is not accepted.

## Filming and photography

All of the conference's sessions and events will be filmed and photographed. Pictures and videos will be posted on the EuroPCom website. If you do not wish to be filmed or photographed, please inform us by writing to [europpcom@cor.europa.eu](mailto:europpcom@cor.europa.eu).

## Catering

Catering is provided for the two days of the conference.

# 1 Opening session

**8 November, 10.30-12.00**

*European Parliament, Paul-Henri Spaak building, Hemicycle;*

*Interpretation from/into English, French, German, Spanish, Italian and Polish; Web stream provided in all above languages*

The opening session of EuroPCom will take place in the European Parliament, kicking off the conference with inspiring stories and personal experiences on the topic of campaigning for Europe. The theme will be approached from the perspective of both the broad and strict senses of the term “campaigning”, and discussed from different angles, giving external views of how to ensure creativity and get people engaged in European projects. The debate will be enriched with contributions from experts from academia and input from the audience. Get inspired for the two days to come and share your view!



## Welcome

- **Sylvie Guillaume**, Vice-President for Information Policy, Press and Citizens Relations, European Parliament

## Speakers

- **Stephan Petermann**, architect and co-organiser of Eurolab at Forum On European Culture, The Netherlands
- **Soundous Boualam**, Founder of @HumansoftheEU, Belgium
- **Danijela Svircic**, “This time I’m voting” ground game volunteer, Croatia
- **Dr Susana del Rio**, Doctor in Political Sciences, member of the Committee of Independent Experts of the European Commission on ‘Citizens and Governance’, Spain
- **Prof Dr Claes de Vreese**, Professor at University of Amsterdam, The Netherlands

## First results of the Flash Eurobarometer “Public opinion in the EU regions”

- **Emmanuel Rivière**, Chairman of the Centre Kantar sur le Future de l’Europe, France

## Moderation

- **Florence Ranson**



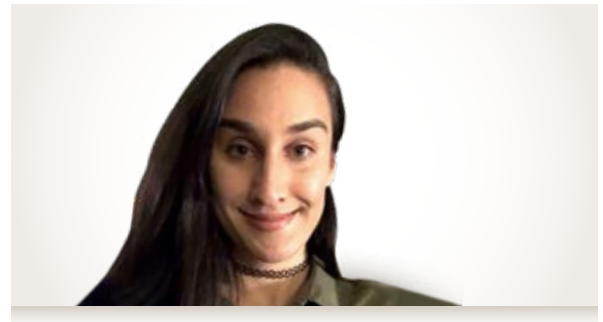
**Sylvie Guillaume** was first elected a Member of the European Parliament in 2009, for the South-East constituency of France (Rhône Alpes, Provence-Alpes-Côte d'Azur and Corsica). She was re-elected in 2014 and became vice-president of the European Parliament, in charge of communication and information policy, the transparency register and the European Citizens' Prize. She is also an active member of the Committee on Civil Liberties, dealing in particular with the harmonisation of the European asylum system and human rights. *@sylvieguillaume*



**Soundous Boualam** is the founder and curator of Humans of the EU, a visual story-telling project that presents the human faces of the European Union. She also works at the European Parliament in Brussels. Soundous studied International Relations and Politics at the University of Cambridge (MA) and Edinburgh University (BA). Aside from these projects, she is interested in literature, art, philosophy and history. Soundous grew up in Morocco and is fluent in English, French, Spanish, and Arabic. *@HumansoftheEU*



**Stephan Petermann** holds a master's degree in the History of Architecture and the Theory of Building Preservation from the University of Utrecht (2001-2007) and studied architecture at the Technical University of Eindhoven (2001-2005). He joined the Office for Metropolitan Architecture (OMA) in 2006, assisting its founder Rem Koolhaas with lectures, texts and research. He was one of the associates in charge of Koolhaas' Fundamentals' Architecture Biennale in Venice in 2014, where he coordinated the 65 national pavilions and was one of the main people working on the 'Elements of Architecture' exhibition and publication. He assisted Koolhaas in his engagements with the European Union from 2009, including Koolhaas' membership of the EU Reflection Group 2020 and the New Narratives exhibition by Bozar in 2016. During the Forum on European Culture in Amsterdam, he co-organized "Eurolab: New ideas to communicate the EU" with Koolhaas and Wolfgang Tillmans.



**Danijela Sviric** recently completed a traineeship at the European Parliament and is currently working as an officer at ENGSO Youth. As a student athlete, she completed an MSc in International Relations at the University of Essex (UK) and a BA in Business Administration and Political Science at the University of the Cumberland (USA). Her previous experience includes working at Whitley County Fiscal Court in the USA and the Ministry of Environment and Public Space in Argentina. Danijela is determined to make a positive impact in society, which is why she became an ambassador for the "This time I'm voting" campaign.



**Dr Susana del Río Villar** has a BA in History and a PhD (cum laude) in Political Science; she received an Extraordinary Doctorate Award in Social Sciences and Law. Dr del Río is a member of the European Commission's Committee of Independent Experts, where she deals with a variety of issues such as democracy in a supranational context, EU communication, and citizens/governance. She is also the author of: *Europa: el estado de la Unión* ("Europe: the state of the union"), *Ciudadanía activa en Europa: participación y comunicación* ("Active citizenship in Europe: participation and communication"), and *Europe: Project and Process: Citizens, Democracy, Participation*. She is a professor at the EU master's programme at the Centre for Political and Constitutional Studies in Madrid. Dr del Río is also the director of the *Upgrading Europe* project and an academic at the European Academy of Sciences and Arts in Salzburg. @Su\_delRio



**Claes de Vreese** is professor of Political Communication at the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam. He is the founding director of the Center for Politics and Communication and chair of the Social Science Council (SWR) of the Royal Netherlands Academy of Sciences (KNAW). Prof de Vreese currently holds a European Research Council grant for the project EUROPINIONS (2015-2020). @claesdevreese



**Florence Ranson** founded REDComms in 2018 and works as a communications advisor. She is also a trainer and moderator. She chairs the Jury of the European Excellence Awards and is a founding member of the European Association of Communication Directors. Florence received a 2018 ProPR Award for her contribution to communication. She regularly speaks at events and mentors young professionals. Florence started her career in Brussels as Project Manager for the European Commission, then as Secretary-General of the European Advertising Tripartite. She was also Head of Communications for 12 years at the European Banking Federation, before becoming Director of Communications for FoodDrinkEurope. @RansonF



**Emmanuel Rivière** is Chairman of the Centre Kantar sur le Futur de l'Europe at Kantar Public, France. As such, he is in daily contact with political and economic decision-makers to meet their needs in the fields of public opinion. His experience as head of the Opinion unit at SIG gave him the opportunity to see from the inside how studies could be designed, put into perspective and analysed to serve communication and decision-making objectives. This use of studies by the communication services constitutes the core of the teaching he gives at Paris I and at Sciences-Po. @emmanuelriviere

## Market Place

8 November, 12:15-14:30  
9 November, 14:00-15:00  
Atrium 5 and 6

Meet creative and innovative communication projects, exchange experiences and best practices and enjoy the networking and co-learning possibilities of the EuroPCom Market Place.



### Election camp

Projects related to the European elections

- 1 The European Parliament elections 2019** with the “This time I’m voting” campaign; European Parliament
- 2 YouVoteEU 2019**, a unique platform that allows you to vote on EU legislation and see which EU parliamentarians voted in the same way as you did; VoteWatch Europe
- 3 Euandi2019**, the European voting advice application (VAA) aiming to help citizens make an informed choice in the EP elections; European University Institute and University of Lucerne
- 4 Think European, vote local:** Awareness campaign for EU-citizens to register for the local elections in the Brussels-Capital Region; Brussels Commissioner for Europe and International Organisations
- 5 Gen-Elect**, a platform that aims to educate young voters, especially first-time voters, about the EU; student initiative



### Digital camp

Ideas and projects in the field of digital communication, in particular apps and online tools

- 6 European election results web app**, detailed results of past European elections in one web application; European Parliament
- 7 Reaching out to citizens online – The Interreg approach**, developing integrated web platforms, including web hubs for the programmes as well as websites for co-financed projects and common communication management features

- 8 Debating Europe**, a platform where YOU can debate the issues you care about with European politicians and experts; Debating Europe
- 9 EUssentials app**, enabling people to stay up to date on EU affairs and news, and also to know who the key EU officials are; Cambre Associates
- 10 Data visualisation catalogue**, a catalogue of data visualisation tools, open to all, to facilitate efficient analysis and to improve communication; EU Publications Office
- 11 ERCcOMICS**, an innovative project to communicate about science and research using visual storytelling; European Research Council





**12 Anniversary videos and podcasts**, new approaches to citizen-targeted campaigns; European Investment Bank

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**13 European Circular Economy Stakeholder Platform**, bringing together stakeholders active in the broad field of the circular economy in Europe; European Economic and Social Committee

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**14 EU Beam me up!**, an interactive 360° film familiarising viewers with the EU and the institutions; EDIC Hannover



#### Citizens' camp

Projects fostering local and regional communication and engagement at citizens' level

**15 euro|topics**, a European press roundup with strong opinions from leading media in 32 European countries in German, English, French, Russian and Turkish; provided by the German Federal Agency for Civic Education, produced by n-ost

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**16 We are Europe!**, a bottom-up conversation on Europe's common future; Stiftung Zukunft Berlin

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**17 'What Europe does for me'**, an internet tool to present the EU's achievements from the citizens' perspective; European Parliament

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**18 Organisational listening**, "The Holiday Participation Centre of Visit Flanders listens and learns on a large scale"; Visit Flanders

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**19 European Commission corporate campaigns** telling citizens about a Europe that delivers (InvestEU), empowers (EUandME) and protects (EU Protects); European Commission, DG Communication

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**20 Future of Europe**, an initiative to provide a platform for citizen engagement in the ongoing debate on the future of Europe; European Committee of the Regions

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**21 Cohesion Alliance**, a coalition of those who believe that EU cohesion policy must continue to be a pillar of the EU's future; European Committee of the Regions

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**22 EU regions, cities and local authorities as change agents**, a campaign focusing on enhancing EU policy-making based on local evidence; European Committee of the Regions

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**23 PERCEIVE project**, investigating, in different European regions, the extent to which citizens feel European and how far this is related to the implementation of European cohesion policy; coordinated by the University of Bologna

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**24 The Road Trip Project** is above all a human adventure: a duo of young Europeans embark on a journey across the continent and explore a variety of EU-supported projects and activities; European Commission, DG Regional and Urban Policy

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**25 Interreg Volunteer Youth**, an initiative to involve young people in communicating cooperation across European borders; Association of European Border Regions (AEBR)

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**26 Millennial Dialogue on Europe**, analysing, interpreting and showcasing the key issues, action areas, and visions for the future of Europe according to European young people; Foundation for European Progressive Studies (FEPS)

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**27 OpenEUDebate**, creating a platform that connects the debate on Europe in the institutions and transnational civil society platforms with national publics, to match EU policies with politics; Jean Monnet Network

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**28 112 – One Europe, one number**: How can the highly respected fire and rescue services be used as ambassadors to promote the European project at local level? EDIC Stuttgart

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**29 European HomeParliaments**, to enable and stimulate civic engagement there where opinions are first formed: in the private sphere; Pulse of Europe

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Come listen to our experts and ask them your questions!



### Approaching Europe emotionally: European identity, or the tale of two Wiener schnitzel

12:30

*Katharina Moser will argue that feeling European is no longer just something “nice to have”, but crucial for solving our continent’s problems. She will argue that we have to acknowledge the importance of emotions and will present two projects that encapsulate just what it feels to be European.*



**Katharina Moser** is a sociopolitical entrepreneur based in Vienna. In 2015 she founded MOSAIK, an agency that communicates in creative ways about Europe. MOSAIK runs large-scale projects such as the

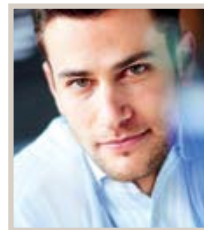
COME ON OVER! card game and communication tool, which presents fun facts about Europe, and the one-day-event Route28: the European journey in your city, which enables participants to experience European countries in their own city. Route28 won the Austrian Europe State Award in 2017. Katharina has 15 years of experience in developing projects that promote a European way of thinking. After her studies, she worked for the Austrian Foreign Ministry, the British Council in London, and the European Forum Alpbach. @katharina\_moser



### Free futuristic technologies to make the EU sexy again

13:00

*Dan Sobovitz will share his experience, ranging from live streaming from a solar plane and virtual reality of EU satellites to crowdsourcing policies across social media and more. The future is here and it is much, much cheaper than you thought!*



**Dan Sobovitz** is responsible for digital presence and publications in the team of European Commission Vice-President Maroš Šefčovič. Previously he worked on large-scale digital campaigns with various international

bodies, such as the European Commission’s Directorate-General for Humanitarian Aid (DG ECHO) and Unicef. He has been an adviser in other organisations, such as Unesco, and for the Slovak EU Presidency. When not at his day job, Dan blogs and lectures about the interplay between technology, society, and politics.

In 2013, he co-founded “Ceci n’est pas une crise”. This civil society organisation analyses the current wave of populist parties and advocates for an inclusive and tolerant alternative.

He is a citizen of Israel, Switzerland, and Hungary (and potentially a few other countries), but he currently calls Brussels home. @sobd



**Election camp**



**Citizens' camp**



**Digital camp**



**Technology-driven campaigning, social media and the 2019 European Parliament elections**

13:30

*Anamaria Dutceac Segesten will present her findings on how the EU institutions could use the potential of social media and utilize it to their advantage in order to increase their visibility and voter turnout, ultimately solving the democratic deficit problem.*



**Anamaria Dutceac Segesten** is senior lecturer in European Studies and vice-chair of the Centre for European Studies at Lund University in Sweden. Her research interests are European politics and social

media's impact on democracy and nationalism. Anamaria is working on two projects: the first on the transnational potential of social media for the European public sphere, and the second on the impact of social media on political polarisation. @anamariadutceac



**Bad News: concrete solutions against disinformation**

14:00

*Ruurd will show how creating a game and setting up troll factories helps inoculate society against manipulation techniques. A presentation of DROG's best practices.*



**Ruurd Oosterwoud** is the founder of DROG, an organisation that researches how to best combat fake news and disinformation. DROG developed the game "Bad News", in which players have to develop and spread fake news. Together with the University of Cambridge, DROG researches the effectiveness of this unconventional approach, based on inoculation theory. Ruurd has an MA in Russian and Eurasian Studies and was the first student to specialise in Russian disinformation at Leiden University (2015). @wijzijnDROG

## 2 Delivering great campaigns: Inspire and engage

8 Nov, 14:30-16:00; JDE 62

Interpretation from/into English and French;  
Web stream provided in English



ELECTIONS

### Speakers:

- **Stephen Clark**, Director for Liaison Offices of the European Parliament, DG Communication, European Parliament
- **Daina Rudusa**, Advocacy and Programmes Officer, ILGA Europe
- **Michael Bossetta**, Political Scientist, University of Copenhagen, Denmark

### Moderation:

- **Laure Van Hauwaert**, Managing Director EU Institutions, WPP, Belgium



**Stephen Clark** has been the head of web communications in the European Parliament since 2007, heading the team which brings daily news of Parliament's activities to the general public via all the Parliament's online platforms. He has been deeply involved in the introduction and development of

social media in the communications mix and the ongoing renewal of Parliament's wider digital strategy. Since 1 September 2012, he has been in charge of the Directorate for Relations with Citizens.



**Daina Rudusa** coordinates ILGA-Europe's advocacy work in Eastern Europe, in particular in EU enlargement and Eastern Partnership countries. She works on developing and implementing advocacy strategies and policy positions with relevant European

Voter turnout is one of the greatest challenges of the European elections. Currently, the views of half of the European Union's citizens are not represented in the European Parliament, as they abstain from voting. So when traditional political discourse and institutional arguments fail to inspire citizens to get out and vote, maybe it is time to look at things from a new angle. Our panelists will explore what motivations and triggers can be tapped into to encourage more people to take their right to vote more seriously.

organisations, and delivering capacity-building activities for local, national and regional LGBTI organisations to enable them to contribute effectively to policy-making at national and European levels.

Daina has a BA in History and English from Simon Fraser University in Canada, and an LLM in Public International Law and Human Rights from the Riga Graduate School of Law in Latvia; LGBT rights were at the heart of both of her degrees.



**Michael Bossetta** is a political scientist at the University of Copenhagen. He researches how political campaigns and citizens use social media platforms during elections, particularly in the European Union and the United States. He hosts the Social Media and Politics Podcast [@SMandPPodcast](#), an interview-driven podcast that explores how social media changes the way

citizens engage with politics and democracy. [@MichaelBossetta](#)



**Laure Van Hauwaert** is the managing director of the EU Institutions team of the Government and Public Sector Practice (WPP). She works with WPP's specialist communications team, to bring WPP's best thinking, talent, and experience to the EU public sector. Her areas of expertise include citizen

engagement, policy communications, and behaviour change. Laure regularly organises inspiration sessions and discussions about best practice in public communications. She is part of WPP's executive education faculty at the Lee Kuan Yew School of Public Policy in Singapore and the Blavatnik School of Government in Oxford. [@laurevh](#)

### 3 AI and GDPR: salvation or damnation?

8 Nov, 14:30-16:00; JDE 53

Workshop in English



Artificial intelligence is at the core of today's digital targeted communication, not only in the private advertisement sector but also in political campaigning and in the preparation of elections. What are the recent developments, what conclusions can be drawn after the Cambridge Analytica affair, and does the introduction of the GDPR (General Data Protection Regulation) have consequences for targeted communication? AI and data experts, together with GDPR specialists, will discuss with the audience how artificial intelligence in communication has developed, what role data protection plays and how people's privacy can be safeguarded in this context.

#### Speakers:

- **Paul Nemitz**, Principal Advisor, Directorate General for Justice and Consumers, European Commission
- **Brendan Tobin**, Head of Growth, Ecanvasser, Ireland
- **Natalija Bitiukova**, Human Rights Monitoring Institute, Vilnius, Lithuania

#### Moderation:

- **Giuseppe Porcaro**, Head of Communications and Events, Bruegel, Belgium

Ecanvasser redeveloped its systems and processes to ensure compliance with GDPR legislation and facilitate the same for its clients. He is particularly interested in the potential for software systems to positively affect the democratic process and increase citizen representation. @BGTobin



**Paul F. Nemitz** has been working at the Directorate-General for Justice and Consumers of the European Commission since 2011, first as Director for Fundamental Rights and Citizens' Rights, then, since 2017, as Principal Advisor. As Director, he led the reform of EU data protection legislation, the negotiations

relating to the EU – US privacy shield and the negotiations with major US internet companies on the EU code of conduct against incitement to violence and hate speech on the internet. Before joining the DG for Justice and Consumers, Mr Nemitz held posts in the Legal Service of the European Commission, the Cabinet of the Commissioner for Development Cooperation and the DG for Trade, Transport and Maritime Affairs. @PaulNemitz



**Natalija Bitiukova** is a data protection consultant from Lithuania. She serves on the boards of the Lithuania-based NGO Human Rights Monitoring Institute (HRMI) and Berlin-based non-profit Civil Liberties Union for Europe. Before that, she worked for the European Data Protection Supervisor, where she

contributed to the opinion on online manipulation. She also held the position of deputy director of the Human Rights Monitoring Institute, where she led digital rights and criminal justice programmes. Natalija continues to research the implications of online manipulation and data misuse for democratic processes. @nbitiukova



**Brendan Tobin** is Head of Growth at Ecanvasser, a political technology company based in Cork, Ireland. Brendan has worked with political parties and candidates in over 70 countries, helping them to identify direct voter contact systems. In 2018



**Giuseppe Porcaro** is a political geographer, writer and a communications, public affairs and EU politics expert. He was twice Secretary-General of the European Youth Forum. He currently works as Head of Communications at Bruegel, the European economic think tank. He

recently published a series of articles about how technology will change policymaking, and "Disco Sour", his first political science fiction novel. @Porcarorama

## 4 Mobilising Generation Z

8 Nov, 14:30-16:00; JDE51

*Interpretation from/into English and French;  
Web stream provided in English*



### Speakers:

- **Sara Carrer**, Senior Advisor, ThinkYoung; Senior Director Europe&Africa, Burson Cohn & Wolfe (BCW), Belgium
- **Thomas da Luz Duque**, Head of Digital, 20something, Belgium
- **Lucia Laterza**, Community manager, Manythink, Belgium
- **Louis Durand**, Road Trip project participant, Belgium

### Moderation:

- **Maria Freitas**, Policy Advisor, Foundation for European Progressive Studies (FEPS), Belgium



**Sara Carrer** is a senior advisor and a member of the board of ThinkYoung, the first international think-tank that focuses on young people, with offices in Brussels, Geneva and Hong Kong. She is a senior director for Europe and Africa at BCW, one of the world's largest full-service global communications

agencies, founded by the merger of Burson-Marsteller and Cohn & Wolfe. Sara is also a member of the founding board of RENA, an Italian association of young professionals which aims to promote transparency, competition, meritocracy and innovation at all levels in Italy. She has a solid international background, having worked and studied in London, Geneva, Bruges, Rome and Brussels.



**Thomas da Luz Duque** is Head of Digital at 20Something, a Brussels based communication agency who's mission is to reconnect brands with Gen Y and Z. After he graduated from IHECS in Communication and PR in 2011, he started working for a British

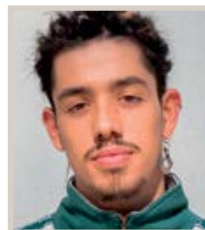
**The future responsibility for safeguarding a strong Europe rests on the shoulders of the younger generations. But how can "Generation Z" be encouraged to stand up for a project that many of them may take for granted? In this workshop, speakers involved in several youth engagement projects will discuss with participants what can be done to mobilise young people and create a sense of belonging to and support for the EU. Enrich the debate with your ideas!**

clothing brand called 'Superdry'. 3 years later, he joined Ogilvy and Social Lab where he grew his passion for digital communications and paid media amplification. He worked there for more than 3 years as a social media strategist on key accounts such as Deutsche Bank, Sony Pictures Entertainment and Ferrero group. In 2017 he joined 20Something to lead the digital department developing digital strategies for clients such as Jack Daniels, Continental food. He worked with the EU institutions managing the Road Trip Project for DG Regio.



**Lucia Laterza** is community manager at Manythink, a creative communication agency based in Brussels. As an intercultural and linguistic mediation graduate, she has had the opportunity to connect with people from very different backgrounds and get inspiration for developing effective

communication strategies. She has worked on several international projects for organisations ranging from cultural industries to public institutions and private companies. Her primary aim is to bring people together.



**Louis Durand** from Antwerp (Belgium) is a 21-year-old participant in the Road Trip project. He works as an educator for people with mental and physical disabilities. In his free time, he is a rapper and he is currently trying to start his music career. He loves spending time in nature or with people, doing creative

things with a positive and forward-thinking mindset in order to improve our way of life and ultimately save the planet.



**Maria Freitas** is a policy advisor at the European Foundation of Progressive Studies (FEPS). She joined FEPS in 2015 and is responsible for research projects relating to democratic participation, populism and new political movements. She is also leading the Millennial Dialogue, a global youth engagement

initiative that aims to create a better understanding of the priorities and values of the millennial generation and how they interact with politics, political systems and institutions. On behalf of FEPS, Maria launched the Millennial Dialogue on Europe. It aims to map – ahead of the 2019 EU elections – the millennial generation’s take on European integration and Europe as a political project. Next year FEPS will run a project focusing on a different section of the young population – the Generation Z. [@M\\_TellesFreitas](#)

## 5 How women can save Europe

8 Nov, 14:30-16:00; JDE52

Interpretation from/into English and French;  
Web stream provided in English



ELECTIONS

**Woman power has proved itself to be a forceful theme for igniting social media debate and conversation across the globe. But can communication strategies targeted at women also be employed for politics? Findings from the last presidential elections in Austria, for example, show that it was thanks to 62% of female electorate that the far-right candidate was not elected. Given that women generally respond better to positive campaigning, how can communication strategies be developed to better reach and engage with this crucial target audience? Discuss with the session's panelists how women can save Europe!**

### Speakers:

- **Indrė Vareikytė**, Member of the European Economic and Social Committee and Delegate of the Lithuanian Youth Council (LIJOT), Lithuania
- **Joanna Maycock Secretary General**, European Women’s Lobby (EWL), Belgium

every opportunity to tackle gender inequality and empower women both in her professional and personal capacity. [@indre-vareikyte](#)

### Moderation:

- **Shirin Wheeler**, Head of Unit, European Investment Bank



**Indre Vareikyte** is a member of the European Economic and Social Committee, working in the fields of gender equality, education and training, communication, disinformation, media freedom and digital agenda. Prior to this position she has led one of the largest non-governmental organisations in

Lithuania. For her achievements Indre was awarded with the Lithuanian Youth Leader and Lithuanian Youth Ambassador awards, and received an Award by the Decree of the President of the Republic of Lithuania for the personal contribution to the Lithuanian Presidency of the Council of European Union. She holds degrees in Journalism and Educational Sciences, and uses



**Joanna Maycock** has been Secretary General of the European Women’s Lobby (EWL) since 2014. A lifelong feminist, Joanna has 20 years’ experience in leadership positions in Civil Society. Before joining EWL, Joanna led Action-Aid International’s work in Europe and was the first (and only) woman President

of CONCORD, the European Confederation of Development NGOs. Prior to that she worked for the International Organisation for Migration focusing on rights of migrant women and women victims of trafficking. [@JoannaMaycock](#)



**Shirin Wheeler** is a former Europe correspondent for BBC TV and radio during which time she presented the award-winning "Record Europe" – a weekly look at EU politics and the work of its institutions. She currently heads the social media and video team at the

European Investment Bank where she is also principal advisor for international press. She says: "After more than 20 happy years reporting with the BBC, I moved into the world of European public policy – first as the spokesperson for EU regional and urban policy at the EC and more recently working at the European Investment Bank. Encouraging debate and discussion, as well explaining the relevance of EU policy, remain my personal mission." [@shirinwheelerEU](#)

## MINI TRAINING

### 6 New ways to tell stories

8 Nov, 14:30-18:00; JDE 63

Mini Training in English



CITIZENS

**How can we get local media to report on European issues? How do we raise the topic of cohesion policy? How can we reach new audiences, especially with regard to the upcoming European elections? Join this session to get answers to these questions, talk with regional TV journalists and learn about new storytelling techniques, especially engaging stakeholders on the ground.**

#### Trainer:

- **Guillaume Kuster**, Networking Manager, CIRCOM Regional



**Guillaume Kuster** is an expert trainer in the fields of video storytelling and digital content production. He was a journalist for 20 years for the French broadcasters Radio France and France Télévisions. He gained experience while working as a reporter, director, news anchor, documentarist and talk-show

host. Since 2014, he has trained more than 500 journalists and content producers to create professional videos with just a smartphone. He also designs and executes international training sessions for CIRCOM Regional's European journalists wishing to change their mindset towards adapting their storytelling skills to the world of online video. [@\\_gkuster](#)



## 7 How to engage young people in the electoral process?

8 Nov, 14:30-16:00; Ledra Street  
Open space session in English



This Ideas Lab aims to gather ideas for how to motivate young people to engage both with EU institutions and in political life in general, especially in view of the upcoming European elections. How can institutional and civil society resources be pooled and used to create synergies and allow for wider outreach? How can we understand the practical needs in the field and bring together different insights on the need to cure apathy?

### Lab Leaders:

- **Christina Altides** and **Laura Popa**, Youth Outreach Unit, European Parliament

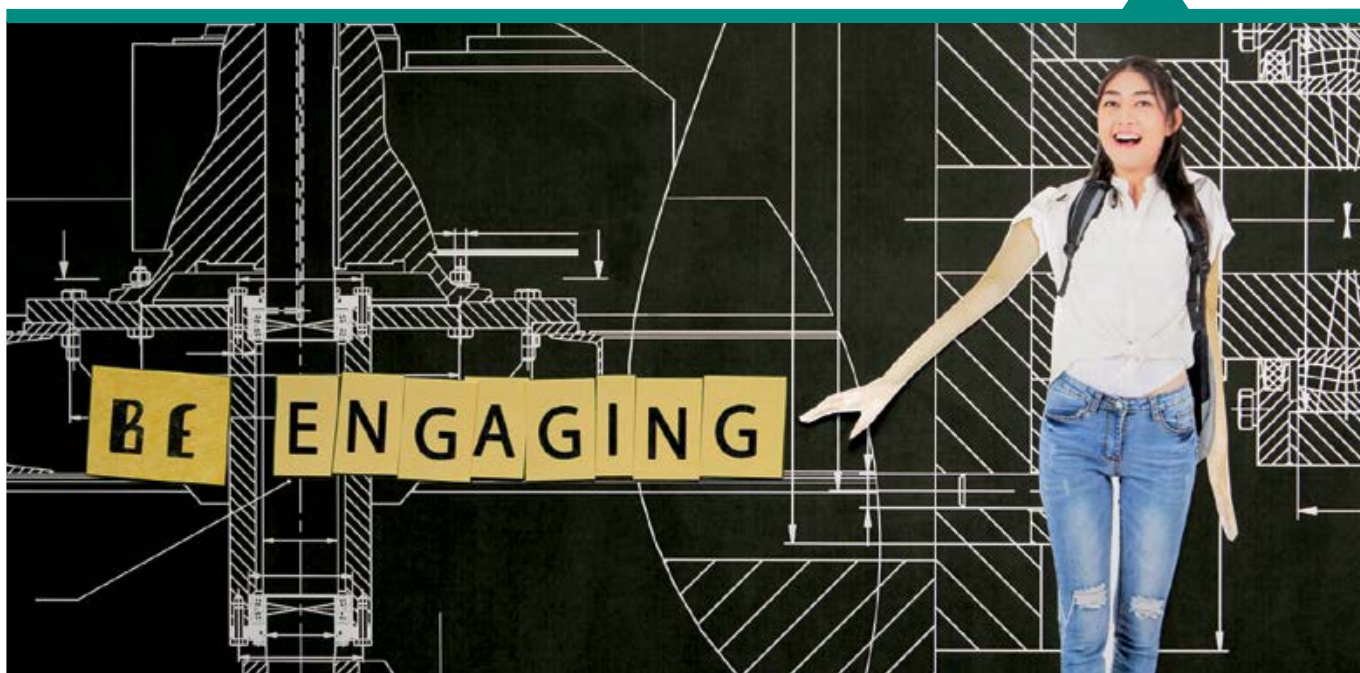


Within the newly established Youth Outreach Unit at the European Parliament, **Christina Altides** is responsible for managing the European Youth Event and its follow-up and for developing a strategy to reach out to young target audiences with a view to engaging them in the European



elections campaign 2019 and streamlining and further developing the EP's engagement with young citizens. She studied communications, history and EU studies, holds a PhD in political science, and has now worked for the European Parliament's communication services for 10 years.

After working for an Erasmus+ national agency, **Laura Popa** moved to Brussels to join the European Parliament team, which organised three successful European Youth Events. She is now in the same team but working with youth organisations, building partnerships for the European elections.



## 8 The European elections: media, quo vadis?

8 Nov, 16:30-18:00; JDE 52

Interpretation from/into English and French;  
Web stream provided in English



ELECTIONS

### Speakers:

- **Nicola Frank**, Head of European Affairs, European Broadcasting Union, Belgium
- **Andrej Matisák**, Deputy Head of Foreign Desk, PRAVDA, Slovakia
- **Dr Katjana Gattermann**, University of Amsterdam, The Netherlands

### Moderation:

- **Raffaella de Marte**, Head of Unit, Media Services, European Parliament



**Nicola Frank** joined the European Broadcasting Union in 1998. In January 2009, she became head of European Affairs, in charge of the EBU Brussels office. She started her career in the European Commission in 1990 where she was responsible for an information and communication programme on

the Mediterranean and the near and Middle East. In 1996, she joined Media and Entertainment International, the international federation of media and entertainment trade unions, as Deputy General Secretary. Nicola Frank was born in 1963. She has an MA in Islamic Studies, Modern History and French Literature. @BXLNicola



**Andrej Matisák** is deputy head of the foreign desk at the Slovak daily newspaper, Pravda. From 2015 to 2017 he edited 'Defence Matters', an online discussion platform on defence, run jointly by four media outlets from four countries). Before that he was Head of the foreign desk at 24 Hodin, a Slovak

Next year's European elections will represent a moment of truth for Europe. Brexit, populism and several national election results within and outside the EU have challenged the European idea, yet trust in the EU has cautiously reached its highest levels in recent months. As traditional media are still a key channel for reaching out to a broad audience, part of the campaign strategy is involving journalists and determining how to make these elections attractive and, ultimately, perceived as European instead of 27 national rounds. Are the lead candidates the faces and voices we need? Or should the focus be on people's daily lives? Is this enough, or should more be done to get the media involved in this crucial moment for the EU?

daily newspaper, and foreign desk editor at Narodna obroda, another Slovak daily. Andrej Matisák has interviewed many prominent individuals such as Aung Sun Suu Kyi, Zbigniew Brzezinski, Kim Campbell, Václav Havel, Jens Stoltenberg and Hashim Thaci. He has also reported from Afghanistan, Kosovo, Ethiopia, Ukraine, China, Myanmar and Lebanon. He also covered the Slovak presidency of the UN Security Council in 2007 from the United States, and the Slovak presidency of the EU Council. @matisaksk



**Dr Katjana Gattermann** is assistant professor at the Amsterdam School of Communication Research, Department of Communication Science, University of Amsterdam. She has previously held positions at the VU University Amsterdam and the University of Cologne. She received her PhD from

the London School of Economics and Political Science. She is currently leading the research project "Facing Europe: The personalization of European Union politics in news coverage and its consequences for democracy" (funded by the Netherlands Organisation for Scientific Research). Her work focusses on political communication, journalism, public opinion and political behaviour in the EU. @KGattermann



**Raffaella De Marte** coordinates the press officers of the European Parliament in the 28 EU Member States and in this role she currently deals with the media element of the institutional campaign for the 2019 European elections. Previously, she was responsible for the press and social

media relations of the then-President of the European Parliament, Martin Schulz. @raffa\_brux

## 9 Citizens' consultations: image campaign or effective democracy tool?

8 Nov, 16:30-18:00; JDE51

Interpretation from/into English and French;  
Web stream provided in English



CITIZENS

### Speakers:

- **Joachim Ott**, Head of Unit 'Citizens Dialogues', European Commission
- **Gaëtane Ricard-Nihoul**, Ministry for European Affairs, Citizens' Consultations, France
- **Dr Anja Trebes**, Head of Unit for Communicating Europe, Press and Information Office of the Federal Government, Germany
- **Regina Kothmayr**, Head of Task Force of the 2018 Austrian Presidency in the Federal Chancellery
- **Claudia Chwalisz**, Policy Analyst, Public Governance Directorate, Organisation for Economic Co-operation and Development (OECD)
- **Federico Guerrieri**, #Cities4Europe campaign manager, Eurocities, Belgium

### Moderation:

- **Jirí Buriánek**, Secretary-General, European Committee of the Regions



**Joachim Ott** is heading the Citizens' Dialogue Unit in the European Commission's Directorate-General for communication. He works with the Commission since 1998 and has been responsible for the development of the Roma strategy and for ethnic minorities' questions. He was liaison officer of the

Employment and Social affairs Directorate-General to the European Parliament and secretary of a number of social dialogue committees. Before that he worked as chief of staff for two Members of the

Citizens' consultations seem to be the new trend in EU and national politics. But what role do they actually play and how can the results of these debates efficiently be translated into policies? Are they a useful tool to increase the democratic nature of a political system or just an attempt to improve the image of the organisers? The aim of this workshop is to bring together experts in the field of citizens' consultations to openly discuss this new policy trend from different perspectives.

German Bundestag. Mr Ott holds a PhD and a Masters' degree in Classics from the University of Frankfurt/Main. @Joachim\_Ott



**Gaëtane Ricard-Nihoul** is currently Deputy Secretary General for the Citizens' Consultations on Europe at the French Ministry for Foreign Affairs. Former Deputy Head of the European Commission's Representation in France, she has held various positions as a European official. She also worked as

Secretary-General of the Jacques Delors Institute in Paris and for the Belgian government, as advisor on European affairs, including during the 2001 Belgian Presidency of the EU Council. In 2011, she published a book at Larcier entitled "Pour une Fédération européenne d'Etats-nations: la vision de Jacques Delors revisitée". @RNihoul



**Dr Anja Trebes** heads the Unit for Communicating Europe at the Press and Information Office of the Federal Government in Berlin. Before, she was a senior press officer in the government spokesperson's team. She was also project manager for several webpages in the internet editorial staff. From 2009

to 2014 she lived in Brussels, working as a team leader at the Directorate-General for Regional and Urban Development of the European Commission. She studied law in Hannover, Madrid and Cambridge.



**Regina Kothmayr** is currently leading the Task Force of the 2018 Austrian presidency in the Federal Chancellery. Previously, she was posted to Brussels to the Permanent Representation of Austria to the EU, as coordinator for Coreper I (Mertens) and later as head of the Federal Chancellery's team. During

this time, she was responsible for the "Back to school" project, which was launched in 2009 in order to promote discussions and exchanges of views on the European Union in schools.



**Claudia Chwalisz** works in the OECD's Open Government Unit, leading work on democratic innovations. She is an expert on deliberative democracy, citizen engagement in policy-making, populism, and comparative political economy. Claudia is the author of "The People's Verdict: Adding Informed

Citizen Voices to Public Decision-making" (2017) and "The Populist Signal: Why Politics and Democracy Need to Change" (2015). She also contributes to Carnegie Europe's 'Reshaping European Democracy' programme. Before joining OECD, she worked in London at Populus and at Policy Network. @ClaudiaChwalisz



**Federico Guerrieri** works at EUROCITIES, where he coordinates the Cities4Europe – Europe for Citizens campaign. Before joining EUROCITIES, Federico worked in London for the New Economics Foundation, where he was the coordinator of Source, a European network bringing together academics

and policy-makers committed to tackling today's biggest economic, environmental, and social challenges. After completing an MA in International Relations in London, he worked at European Alternatives for three years before being appointed secretary-general of the Young European Federalists. In 2015 Federico also co-created Otherwhere, a Brussels-based social innovation agency that supports organisations in pursuing their strategic goals. @f\_guerrieri



**Jiří Buriánek** has been the Secretary General of the Committee of the Regions since June 2014. He served previously as Director at the Secretariat-General of the Council, responsible for network industries (energy, transport, telecommunications/information society) and European infrastructures

(Connecting Europe Facility and Trans European Networks). Prior to this, he has also served as Enlargement Manager at the European Commission's DG Joint Research Centre and as Secretary General of PostEurop, the European Restricted Union of the UN Special Agency of the Universal Postal Union uniting 42 European Universal Service Providers.

## WORKSHOPS

### 10 Public institutions' visual communication: How to unleash creativity?

8 Nov, 16:30-18:00; JDE62

Interpretation from/into English and French;  
Web stream provided in English



DIGITAL

The private sector consistently demonstrates more creativity and willingness to take risks in their visual communication than the public sector seems to dare. What can be done to improve the graphical strategies of public institutions? Where are the bottlenecks preventing them from taking the same creative approach that private companies do? Panelists from the institutions and private agencies will talk with the participants to find solutions for improving public institutions' visual communications. Share your best practices and creative ideas to enhance the session!

## Speakers:

- **Anca Scortariu**, Head of Sector of Visual Communication, DG Communication, European Commission
- **Yoeri Albrecht**, Curator of the Forum on European Culture and Director, De Balie, The Netherlands
- **Arlin Bagdat**, Director-General for External Communication at the Federal Public Service Chancellery of the Prime Minister, Belgium
- **Susanne Weber**, Head of Digital Communications for the Austrian Presidency of the Council of the European Union

## Moderation:

- **Daniela Vincenti**, Spokesperson and Strategic Communication Adviser to the President, European Economic and Social Committee



**Anca Scortariu** works as the Head of the Visual Communication Sector in the Directorate-General for Communication of the European Commission, where she leads the graphic design team. Her team produces graphic material for major political events, such as the President's State of the Union address,

the Commission's communication material at EU summits, and major communication campaigns such as the launch of the European Solidarity Corps and the 60-year anniversary of the European Union. Anca's team is responsible for the Commission's visual identity rules. Anca also coordinates the Graphic Design Network, a community of over 50 graphic designers working in the various departments of the European Commission. @AScortariu



**Yoeri Albrecht** is director of De Balie, a theatre and national centre for the arts and live journalism in Amsterdam. He is also non-executive director of the board of the Vereniging Veronica media firm (owner of ANP and NRC Handelsblad), a member of the European Council on Foreign Relations,

and founding board member of the European Press Prize. Yoeri chairs the editorial board of the human rights magazine "Wortd Vervolg" and of OSIFE, the Open Society Foundation Initiative for Europe. He is founder and curator of FoEC (Forum on European Culture), held in Amsterdam in 2016 and in 2018. Yoeri is also a commentator at the Dutch national public broadcaster Radio NPO 1. He is the author of Re:Thinking Europe. Thoughts on Europe: Past, Present and Future. @YoeriAlbrecht



**Arlin Bagdat** has been Director-General for External Communication at the Chancellery of the Prime Minister Federal Public Service (FPS) since June 2014. She teaches at UC Louvain as guest lecturer.

From November 2008, Arlin Bagdat worked as an advisor for the Personnel & Organisation FPS, in the Directorate-General for Internal Communication and Knowledge Management. In 2001 she was responsible for communication at the Office of the Commissioner General for Refugees and Stateless Persons. @arlinbagdat



**Susanne Weber** is Head of Digital Communications for the Austrian Presidency of the Council of the European Union 2018. Before joining the Federal Chancellery of Austria several years ago, she worked as a senior PR consultant in the private sector and as a PR advisor to the

Austrian Ministry of Foreign Affairs. Susanne studied political science, public management and languages in Vienna and Brussels. @sanneweber



**Daniela Vincenti** is Spokesperson and Strategic Communication Adviser to the president of the European Economic and Social Committee. She led the pan-European media network EURACTIV as editor-in-chief for ten years, having joined EURACTIV in 2008 as

parliamentary editor leading the coverage of the European elections and managing 33 professionals across Europe. Daniela had worked for over 25 years as a journalist in Italy, the United States, and Germany, where she was the financial correspondent for Italian daily Il Messaggero. She came to Brussels in 2002, where she developed the communication activities of the Social Platform, a platform of European social NGOs. In 2007 Daniela joined the Paris-based think-tank Notre Europe to promote the first pan-European deliberative poll (Tomorrow's Europe). She was educated at the Sorbonne in Paris and Columbia University's Graduate School of Journalism in New York. @VincentiDaniela

## 11 Twitter as a campaign tool

8 Nov, 16:30-18:00; JDE53

Mini Training in English



### Trainer:

- **Jon Worth**, ClearEurope, EU politics specialist and blogger



**Jon Worth** is one of the best-known bloggers on the EU. His blog, [www.jonworth.eu](http://www.jonworth.eu), has been running for more than twelve years. He is also one of the most active commentators on the EU on Twitter. He works as a freelance communications consultant, helping governments, politicians, and

Twitter currently boasts around 330 million monthly active users. As a communicator, you are probably one of them. But how do you use Twitter to campaign? And how do you break down complex politics into bite-sized tweets, making what you write simple to understand? With the European elections on the horizon, how is Twitter going to be used during the election campaigns? Join this mini training to get answers to all of these questions and more and improve your Twitter skills with practical exercises. Make sure you bring along your laptop, tablet or smartphone - you will need it!

campaign organisations with their online engagement. His current and previous clients have included the European Commission, the European Parliament, Harriet Harman, the German Green Party, and Friends of the Earth. Prior to his freelance career Jon worked for the National School of Government in the UK, teaching UK civil servants how the EU works. Jon is currently based in Berlin. [@jonworth](https://twitter.com/jonworth)

## IDEAS LAB

## 12 Bringing the EU closer to its citizens: working with the EU's decentralised agencies

8 Nov, 16:30-18:00; Ledra Street

Open space session in English



### Lab Leaders:

- **Katja Rosenbohm**, Head of Communication, European Environment Agency (EEA), Denmark
- **Alastair Macphail**, Head of Communication, European Training Foundation (ETF), Italy

There are over 40 decentralised EU agencies located across the Member States, working on topics that matter to Europe and the wider world. Their expertise spans many areas of life, including security, health, education, the environment and innovation. Some EU agencies feel that they could play a bigger role than they currently do in promoting the European project at large and bringing the EU closer to its citizens by leveraging their local networks as multipliers. They are keen to explore this idea and build concrete partnerships and joint projects with the participants.

- **Kathryn Robertson**, Head of sector, Media relations and marketing, Communication unit, European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), Portugal
- **Marie-Christine Ashby**, MCIPR, CIPR Accredited PR Practitioner, Principal Communications Manager, Communication unit, European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), Portugal



**Katja Rosenbohm** is Head of Communications at the EEA and is responsible for developing and implementing the EEA's communication strategy. She coordinates the EEA's strategic messages in order to contribute to political and public agendas. Katja ensures that the EEA's

communication initiatives are fully integrated into the agendas of the European Commission, the European Parliament and the Council of Ministers, as well as being in keeping with the public interest. She was appointed as head of the programme in 2009. Before joining the EEA, she worked at the German Emissions Trading Authority – part of the German Environment Agency – where she built up and headed the communications and customer services section. Prior to this, she worked for many years as a PR consultant on environment and energy issues, focusing on Eastern European markets.



**Kathryn Robertson** is a senior communication professional, with over 25 years' experience working at European and international organisations. For two decades, she has worked for the European Monitoring Centre for Drugs and Drug Addiction, where she now heads its Media relations

and marketing sector. Her areas of expertise are: international media relations, crisis communication, stakeholder engagement and reputation and brand management. In 2016, she gained an Executive Master of Science in Communications Management (USI, Lugano), winning the Swiss Public Relations Institute Award and Burson-Marsteller Award for Consulting Excellence. She holds 'Chartered PR Practitioner' status from the Chartered Institute of Public Relations.

[www.linkedin.com/in/kathymaryrobertson/](http://www.linkedin.com/in/kathymaryrobertson/)



**Alastair Macphail** is head of the Communication Department at the European Training Foundation (ETF), the EU agency helping countries develop through learning. A language graduate, Alastair joined the EU family in 1991 as a linguist in the Commission's Translation Service. He has had a varied

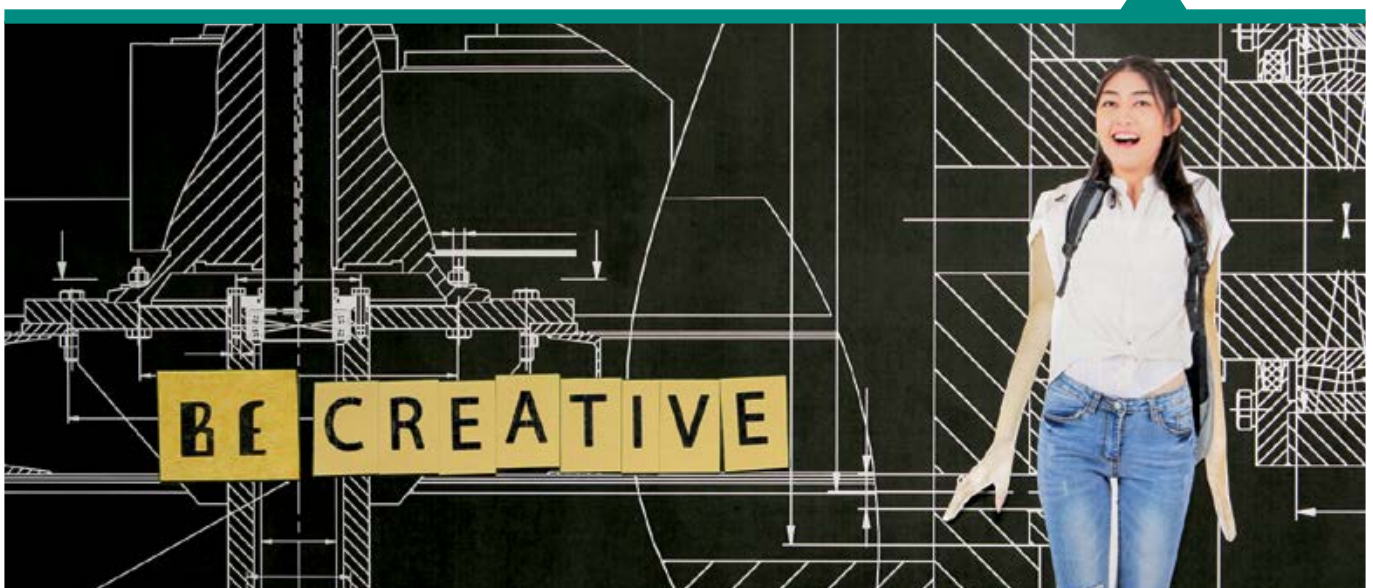
career in the EU institutions, including implementing language technology at the Translation Centre, developing minority language policy, managing vocational training programmes and developing vocational education and training policy at the Commission DG for Education and Culture and helping set up the European Chemicals Agency in Helsinki, before joining the ETF in Turin as Head of Administration in 2009.



**Marie-Christine Ashby** has been active in EU affairs since 1987, based in Brussels and then Lisbon. She has worked for the EU institutions as an independent consultant and as a facilitator for private firms and NGOs wishing to develop targeted communication campaigns. Her

company, Pathfinders, provided support to a range of multi-country projects both in Europe and beyond and developed tailored advocacy strategies for nearly a decade. In 2007, she joined the EMCDDA, where she works on a broad range of communication activities, drawing on her knowledge and expertise. Marie-Christine is an Accredited PR Practitioner with the Chartered Institute of Public Relations in London.

[www.linkedin.com/in/marie-christine-ashby/](http://www.linkedin.com/in/marie-christine-ashby/)



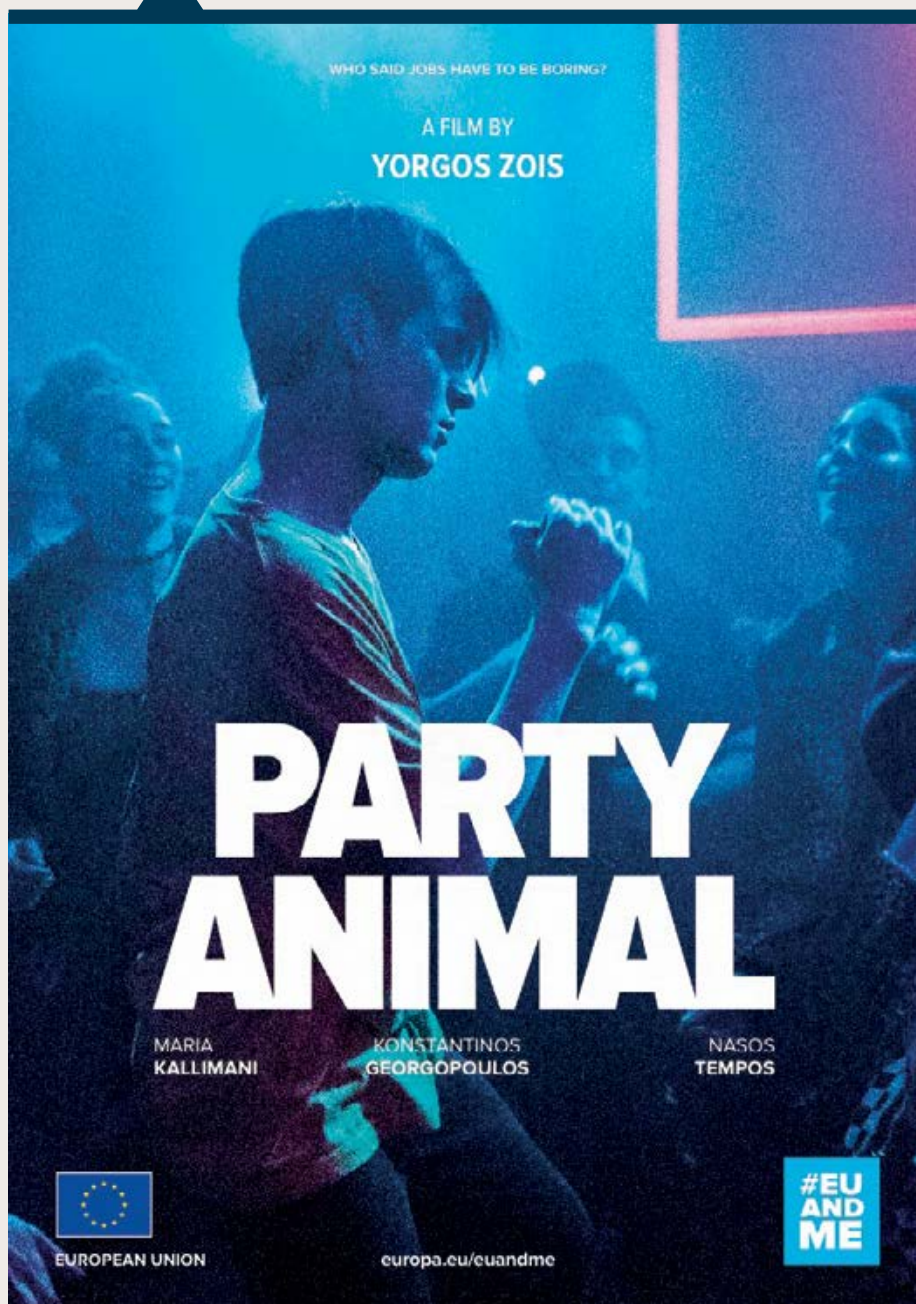
## Evening Reception

8 November, 18:00-19:00

Atrium 5 and 6

### Film screening of #EUandMe short film "Party Animal" and Q&A with

- **Mikel Landabaso**, Director, Strategy and Corporate Communication, DG Communication, European Commission
- **Tina Zournatzi**, Head of Strategic Communication, DG Communication, European Commission
- **Babak Hoseiny**, Executive Creative Director at Mostra, Belgium





## 13 Voices from the ground (game)

9 Nov, 09:15-10:45; JDE 53

Interpretation from/into English and French;  
Web stream provided in English



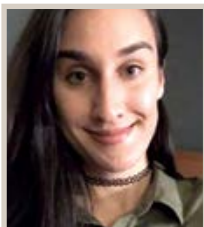
ELECTIONS

### Speakers:

- **Danijela Sviricic**, ground game volunteer, Croatia
- **Sara Martos Algarra**, ground game volunteer, Spain
- **Karim Hallal Peche**, ground game volunteer, Spain
- **Adam Sebesta**, ground game volunteer, Slovakia

### Moderation:

- **Nicolas Le Polain**, Concept and Design, DG Communication, European Parliament



**Danijela Sviricic** recently completed a traineeship at the European Parliament and is currently working as an officer at ENGSO Youth. As a student athlete, she completed an MSc in International Relations at the University of Essex (UK) and a BA in Business Administration and Political Science at the University of the

Cumberlands (USA). Her previous experience includes working at Whitley County Fiscal Court in the USA and the Ministry of Environment and Public Space in Argentina. Danijela is determined to make a positive impact in society, which is why she became an ambassador for the "This time I'm voting" campaign.

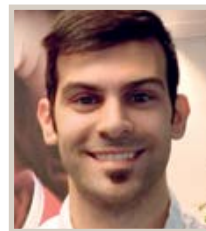


**Sara Martos Algarra** is a journalist with experience in written and broadcast journalism. She studied law and journalism in Madrid. For three years, she worked as a news reporter for Onda Cero Radio and the Spanish news agency EFE in Madrid and Argentina. Over the last year, she has continued

developing her skills in the communications sector, firstly in the business development and communications department of international law firm Ashurst, and most recently as a trainee in

The ground game approach has become increasingly integral to political campaigning. Citizens' engagement in helping get out the vote can go a long way in terms of boosting voter participation, and is therefore considered a decisive factor in the success of the campaign. The ground game also represents one of the key communication pillars in the 2019 election strategy. But what does it actually mean? How do you reach online and offline volunteers and campaign ambassadors to create a community of supporters? And what motivates them? If you want to know more about the ground game in general and the mechanisms and messages set up for the campaign, join this workshop. Ground game practitioners and young online volunteers will be available to answer all these questions and more.

the Directorate-General for Communication at the European Parliament. @saramartosalg



**Karim Hallal Peche** is currently an intern in the UNICEF office for relations with the EU institutions. Earlier this year he was a trainee in the European Parliament. His passion for politics led him to create a YouTube channel to communicate on this issue.



**Adam Sebesta** came to Brussels in 2015 to work on reforming European Parliament elections law during the Slovak Presidency of the Council of the EU. Adam advises global companies on public food and environment strategies. Previously, he served as secretary-general of the Paneuropean Union and worked as a

project manager at GLOBSEC think tank, where he led an information campaign in the run-up to the 2014 EP elections in Slovakia. Adam is dedicated to improving communication about the European elections and their importance for the public. He is one of the leading volunteers of the Slovak thistimeimvoting.eu campaign to increase the lowest ever voter turnout in the EU. @SebestaAdam



**Nicolas Le Polain** has a background in political science, economics and Chinese. After having worked with various communication agencies, he joined the European Parliament's Directorate-General for Communication in 2013. He is now working on the institution's awareness and mobilisation

campaign for the 2019 European Parliament elections. @NlePolain

## 14 Selling heavy topics: from budget to space policies

9 Nov, 09:15-10:45; JDE62

Interpretation from/into English and French;  
Web stream provided in English



CITIZENS

### Speakers:

- **Dr Alexander Winterstein**, Deputy Chief Spokesperson, European Commission
- **Matteo Maggiore**, Director for Communication, European Investment Bank
- **Ilaria D'Auria**, Communication and Project Manager, Network of European Regions Using Space Technologies (NEREUS), Belgium
- **Melanie Faithfull Kent**, CEO, Hill+Knowlton Strategies, Belgium

### Moderation:

- **Tony Lockett**, Head of Unit Communications, European Research Council Executive Agency



After obtaining his law degree from Vienna University and a master's degree from the College of Europe in Bruges, **Dr Alexander Winterstein** practised law in Vienna. He joined the European Commission's Directorate-General for Competition in 1998. In 2002 he joined the Commission Task Force on the Future

of the Union, set up following the European Convention and the subsequent Intergovernmental Conference. From there, he moved to the Commission's Secretariat-General, where he coordinated State aid cases across the Commission and advised the President's cabinet on State aid matters. In 2007 he returned to DG Competition as a Deputy Head of Unit in charge of State aid policy, before becoming policy assistant to two successive Director-Generals. After a year as visiting fellow at Yale University in 2011/2012, he returned to DG Competition as head of communications and relations with the Council and the Parliament, reporting directly to the Director-General. Since April 2015, he has been the Commission's Deputy Chief Spokesperson.

The European Union is often accused of being too technical and too remote from the people. So, how difficult is it to effectively communicate technical policies to the citizens? Communication experts dealing with difficult topics share their communication dos and don'ts with participants in this workshop and present how to effectively communicate technical policies at the citizens' level. Discover how to go from heavy topics to light communication!



**Matteo Maggiore** studied international relations and history at the Sapienza University of Rome. He has been Director of Communication at the European Investment Bank since October 2014. Before that, he was Deputy Director of Communication at the Organisation for Economic

Cooperation and Development (OECD). He spent a big part of his career at the BBC, where he started as a European Affairs Officer in 1992 and rose to the position of Controller of International Policy and Strategy. He served as Deputy Director for Television at the European Broadcasting Union from 1998 to 2000. Before joining the BBC he worked as a journalist and documentary producer in Germany and the European Parliament in Brussels. @matteomaggiore



**Ilaria d'Auria** is responsible for communications and project management at the Network of European Regions Using Space Technologies (NEREUS). Her role consists in raising awareness about space technologies and understanding how they contribute to our daily lives and work. Ilaria collaborates

closely with politicians, civil servants, entrepreneurs, students, and researchers. She has adopted a hands-on approach to the use of digital communication tools in online communities for social innovation. Ilaria is involved in the successful bid of Edgeryders and the city of Matera to make Matera a European Capital of Culture in 2019. She is currently focused on finding alternative metaphors to communicate EU space policy. @iaichka



**Melanie Faithfull Kent** is CEO of H+K Brussels, with 26 years' experience with governmental and semi-governmental organisations in the areas of change, issues management, information and advocacy campaigns. Her clients have included the European Commission

(DG Justice and DG Energy), and the UK's Welsh Development Agency, National Lottery, and National Grid. She spent 10 years working for various Gulf state-owned enterprises including the UAE's Federal National Council, Government Communications Office, VAT authority, transport authority, and Masdar Future Energy project; the Bahraini ministry of highways and transportation and Central Bank; and the Qatari transportation authority. Melanie leads government communications work at H+K EMEA and sits on the AmCham EU board. She speaks English and Dutch and has lived in Belgium for the past 8 years.



**Tony Lockett** works as the Head of Unit for Communication at the European Research Council Executive Agency. From artificial intelligence to exoplanets, he and his team aim to explain the relevance of complex EU-funded science in an accessible way to the media and to the public. Tony is a great believer in Einstein's view that "If you can't explain it

simply, you don't understand it well enough". Before joining the ERCEA, Tony held communication roles in the European Commission's DGs for Regional and Urban Policy, Human Resources, Employment, and Social Affairs and Inclusion. @TonyLbxl

## 15 Disinformation and elections: lessons learned

9 Nov, 09:15-10:45; JDE 52

Interpretation from/into English and French;  
Web stream provided in English



DIGITAL

### Speakers:

- **Alexandre Alaphilippe**, Director of Studies, EU DisinfoLab, Belgium
- **Marije Arentze**, Education Coordinator, DROG, The Netherlands
- **Sam Jeffers**, Founder, WhoTargetsMe, United Kingdom
- **Liz Carolan**, Founder, Transparent Referendum Initiative, Ireland

### Moderation:

- **Ian Vollbracht**, Joint Research Centre, European Commission



**Alexandre Alaphilippe** co-founded EU DisinfoLab in 2017. This is an NGO which focuses on countering disinformation by pooling different resources in the field. Alexandre has attended more than 30 events on the issue over the past year and is considered one of the main European experts in this field. He moved to Brussels in

2012 to work as an independent consultant in digital communications. Prior to that, he was involved in the Clermont-Ferrand 2008 local elections working for the incumbent mayor's team, just after

Disinformation is one of the main challenges that both campaigners and electorates currently face during election campaigns. During the Brexit campaign, and especially during the preparations for elections in the United States, France and Italy, the influence of international networks spreading false information to steer the voters became apparent. At the same time, more and more organisations are forming to debunk fake news and ensure the transparency of the information used in political communication. This panel will give insights on what has been developed in this context and what lessons can be learned from recent election campaigns. Join this workshop and see how to face disinformation!

graduating with a degree in communications. Alexandre joined the mayor's team as chief of digital communications, where he was in charge of designing and implementing digital communications tools for both the local authority and the mayor. @aalaphilippe



**Marije Arentze** works at DROG, the Dutch collective of experts on fake news and disinformation. She recently graduated in East European studies on the impact of ICTY trials on reconciliation processes in Serbia and Bosnia and the role the media played in polarising public opinion. For DROG she works on

education and media literacy programmes and manages projects to counter disinformation and make news consumers aware of deception and manipulation. @marijee



**Sam Jeffers** is the co-founder of Who Targets Me?, an initiative to help voters understand how political campaigns are chasing their vote using Facebook advertising. The project ran during the 2017 UK general election campaign, garnering coverage by the BBC, all

major national newspapers and international media including the New York Times and Vice. It has run in 11 more countries to date and will run in all EU Member States for the European Parliament elections in 2019. @wrklsshr



**Liz Carolan** is a founder of the Transparent Referendum Initiative (TRI), a civil society project to bring about reform of Ireland's electoral infrastructure. In 2018, during Ireland's referendum on abortion, TRI built the first real-time open database of online political advertising. This enabled

extensive scrutiny of both the campaign and of Ireland's outdated election financing and campaign governance rules. Liz also works as a consultant, advising governments and organisations on data governance and transparency. She has previously worked for the Institute for Government, the Africa Governance Initiative, and the Open Data Institute. @LizCarolan



**Ian Vollbracht** is a researcher at the European Commission's Joint Research Centre. He is an economist with interests ranging across the social sciences. Since early 2017 he has led the multidisciplinary Community of Knowledge research project on "Social Media Targeting and the Future of

Democracy". The research was condensed into a TEDx talk and provided input into the European Commission's communication on disinformation. Ian has worked as an EU official since 2000, in DG ECFIN, DG TRADE and the JRC. He was a member of Commissioner Cecilia Malmström's cabinet from 2010 to 2014. He has also worked in the European Parliament (Committee on Budgets) and chaired the Trade Policy Committee in the Council of Ministers @iww1

## OPEN SPACE

### 16 Open Space

9 Nov, 09:15-12:45; VIP Room 5

Open space session in English



#### Moderation:

- **Dimitri Lemaire**, Director and Co-Founder, Inventio Group, Belgium



**Dimitri Lemaire** founded Particitiz in 2015, an association which designs, develops, and tests new and innovative processes of citizen participation and debate. In 2014 Dimitri also set up Inventio Group, a communications and events agency specialising in institutional events. Dimitri worked for

the European institutions from 2009 as the personal parliamentary assistant of the vice-president of the European Parliament, where one of his roles was to organise large participatory events. Dimitri studied Environmental Management

What comes to your mind when thinking about "Campaigning for Europe"? Are there more topics you would like to discuss? Themes that are not covered by the other sessions? For the first time this year, EuroPCom provides an Open Space where the participants set the agenda.

in Buenos Aires from 1996 to 2001. In 2002, he returned to Europe and started to specialise in personal coaching for high-ranking civil servants, business people and politicians.

The intention of this interactive workshop session is to mobilize the experience and energy of our EuroPCom community around the question: How to campaign for Europe? How to foster democratic engagement and advocate for the European project?

After a short input aiming to inspire our imagination, you set the agenda by proposing the topics you want to work on and exchange with others. You will lead the discussion on the topic you suggested or you can join a discussion of your interest.

In order to have a variety of subjects, there will be two agenda settings moments: the first at 9h00 and the second at 11h00. So, see you at the Open Space in the VIP room at one of these two times.

At the end of each session, we will re-unite again into the big group and review the outcome.

## 17 Video on social media: applying a publisher's mindset

9 Nov, 09:15-10:45; JDE 51

Mini Training in English



DIGITAL

If well done, videos are the eye-catching element on social media. Millions of users are reached and engaged every day with short and entertaining videos. But what needs to be taken into account when producing these short films? And how are they best used on the different platforms? This mini training session will offer a practical guide for the development and distribution of video content on social media and cover key content optimisation principles and best practices.

### Trainer:

- **Christophe Chantraine**, Head of Media, Ogilvy & Social Lab, Belgium



**Christophe Chantraine** is an experienced social and digital media specialist, currently leading the paid social team at Ogilvy & Social.Lab Belgium. He is specialised in communication strategy for public institutions, collaborating with partner agencies to deliver digital campaigns

across all EU markets. He has experience dealing with a wide variety of stakeholders to integrate social into the core of the marketing mix, combining great creative ideas and smart media amplification to deliver on business objectives. Christophe is also a lecturer in digital communication and social media marketing at the IHECS journalism and communication school in Brussels.

## 18 Why should I care about the EU?

9 Nov, 9:15-10:45, Ledra Street  
Open space session in English



### Lab Leaders:

- **Davide Baruzzi, Lucia Baruzzi** and **Barbara Wieliczko**, PERCEIVE Project, Italy



**Davide Baruzzi** creates projects, studies interfaces, designs branding processes and deliberates over the identity of cultural organisations and geographical areas. He is head of dissemination and communication for the Horizon 2020 PERCEIVE project with the consultancy company BAM! Cultural

Strategies. Thanks to his quirky obsession with anything complicated, he often travels around Europe giving talks on BAM! projects and teaching techniques in workshops and master classes.

This Ideas Lab will reflect on the evolution of targeting in contemporary communication, in an era of communities, big data and extreme market segmentation. The PERCEIVE team will present fresh data from an ongoing research study that investigates the extent to which citizens feel European and the variables that influence it. These results will be used by participants to work on “digital personas” to bring a relevance-based approach to EU communication strategies.



**Lucia Baruzzi** specialised in communication for the non-profit sector after studying international relations in Bologna, Copenhagen and Berkeley. She has worked with non-governmental organisations in the Netherlands and Italy, and now designs communication strategies for cultural

organisations and European projects for the consultancy company BAM! Cultural Strategies. She is the Dissemination and Communication Coordinator for the Horizon 2020 PERCEIVE Project.



**Barbara Wieliczko** is a specialist in evaluating agricultural policies and rural development measures as part of the CAP and national policies. She has participated in many evaluation and research projects, including surveys and case studies. She is also an analyst for the Polish Senate.



## 19 How opinions become a vote

9 Nov, 11:15-12:45, JDE 52

Interpretation from/into English and French;  
Web stream provided in English



### Speakers:

- **Sara Hobolt**, Professor of Political Sciences, London School of Economics (LSE), United Kingdom
- **Stuart Hand**, Director of Field Campaigns, Open Britain, United Kingdom

### Moderation:

- **Philipp Schulmeister**, Head of Public Opinion Monitoring Unit, European Parliament



**Professor Sara Hobolt** is the Sutherland Chair of European Institutions at the London School of Economics and Political Science. She has published extensively on public opinion and on European Parliament elections and referendums, including the award-winning book *Europe in Question: Referendums on European Integration in 2009*. A frequent media commentator, she was the BBC television election expert in the 2009 and 2014 European elections. She chairs *European Election Studies*, an EU-wide project that studies voters, parties, candidates and the media in European Parliamentary elections.

*@sarahobolt*



**Stuart Hand**, former Deputy Director of Campaigning for the UK Conservative Party, is a grassroots campaign expert with over 20 years of experience. He is the Director of Field Campaigns at Open Britain, a campaign organisation calling for a second referendum ('people's vote') on the final Brexit deal.

*@stuardhand*

The incredible richness of the Eurobarometer database gives a wide spectrum of possibilities. Obviously, among other things, these data can be used to increase the effectiveness of campaign projects. What are the most recent public opinion trends? And how can they materialise into a vote? This workshop brings together experts with different professional backgrounds to understand how opinions become votes and to discuss the topic from an interdisciplinary perspective.



**Philipp Schulmeister** is Head of the Public Opinion Monitoring Unit of the Directorate-General for Communication of the European Parliament. The unit gauges the European public's perceptions and expectations of the EU, specifically the European Parliament. Austrian by nationality and a lawyer by

education, Philipp's passion is communication. He has been working in different roles in the European Parliament for 20 years. As Parliament's pollster he is trying to predict the 2019 election results. Philip was responsible for devising the targeting strategy for the Parliament's election information campaign. His aim is to make sense of the sea of data and make the numbers speak. *@pschulmeister*

## 20 Celebrating the local in pan-European campaigns

9 Nov, 11:15-12:45; JDE 51

Interpretation from/into English and French;  
Web stream provided in English



CITIZENS

### Speakers:

- **Tina Zournatzi**, Head of Strategic Communication, DG Communication, European Commission
- **Julien Clerckx**, Strategic Director, Wide - The Strategic Societal Institute, Belgium
- **Simone Rudigier**, Public Relations Officer, European Parliament, Austria

### Moderation:

- **Brett Kobie**, SVP and Director, EMEA Digital Public Affairs Lead, FleishmanHillard, Belgium



**Tina Zournatzi** is Head of Unit for Strategic Communication at the European Commission's Directorate-General for Communication. She is in charge of overseeing corporate communication campaigns at pan-European level as well as outreach to citizens using social media. Before that, she headed the

communication team in the DG for fisheries and maritime affairs. She has also worked in small business policy and entrepreneurship, promoting entrepreneurship as a career and supporting opportunities for new entrepreneurs. In the past, Tina worked as a consultant on corporate social responsibility (CSR) for the European network CSR Europe. She started her career in the United Nations, working in central Africa and then in New York on development, conflict resolution, reconstruction and governance. A native of Greece, Tina received a master's degree in international relations from the John Hopkins University School of Advanced International Studies and a Bachelor of Science from Georgetown University.



**Julien Clerckx** is Strategic Director at Wide, the strategic societal institute, and is specialised in qualitative research, societal trends, strategic marketing, customer segmentation, personas, framing and communication. Holding a

**Audiences are traditionally more interested in what happens in their regions and cities rather than in far-away places. They also find familiar faces more credible than people they never came across. What are the challenges of celebrating "the local" in a pan-European campaign? How can local stories resonate across Europe? How to run a coherent and consistent campaign based on local stories? Participate in this workshop to discuss how proximity drives interest in campaigns!**

master's degree in European and comparative politics, he combines his knowledge of public institutions and citizen behaviour and attitudes to provide tailor-made recommendations on institutional communication and image. He has worked on projects in the private and public sector, including for the European Commission. @JClerckx



**Simone Rudigier** has a background in journalism and marketing. After obtaining degrees in communication studies and European Union Studies from the University of Salzburg, she worked for a start-up before joining the European Parliament Liaison Office in Vienna as a trainee. She has since added

ample project and community management experience to her CV, working for an Austrian NGO that promotes political participation and active citizenship. Now back at the European Parliament Liaison Office in Vienna, she is in charge of locally, regionally and nationally implementing the ground game strategy.



**Brett Kobie** leads FleishmanHillard's Digital Public Affairs offering across the EMEA region, which works across sectors to combine deep political and policy expertise with innovative, creative communications. A seasoned transatlantic public affairs professional and strategic digital communicator,

Brett has split the last 15 years across private sector, government and non-profit roles in Brussels and New York. He also sits on FleishmanHillard's global social & innovation leadership team. @kobiebrett



## 21 Political campaign strategies for 2019

9 Nov, 11:15-12:45; JDE 62

Interpretation from/into English and French;  
Web stream provided in English



ELECTIONS

The European elections are just around the corner and the European political parties are energetically preparing their campaigns. At EuroPCom, they will share insights, discuss their strategies and guide us through their approaches to coordinating communication efforts with the national and regional levels. Attend this workshop to find out what to expect from the EU parties' campaigns for May 2019 and – with a bit of luck – you'll also get the latest information about this term's lead candidates.

### Speakers:

- **Representative of the Group of the European People's Party (EPP)**
- **Representative of the Party of European Socialists (PES)**
- **Thomas Hermans**, Board member Campaigns & Communication at D66, The Netherlands – liaising with the Alliance of Liberals and Democrats for Europe group (ALDE) in the European Parliament
- **Richard Milsom**, Chief Executive, Alliance of Conservatives and Reformists in Europe (ACRE)
- **Günther Dauwen**, Director, European Free Alliance (EFA)

### Moderation:

- **Jennifer Baker**, EU Policy Correspondent, Belgium



**Thomas Hermans** is a strategic advisor in political communication with a background in digital marketing. Last year he was elected to the board of D66, the largest liberal and progressive political party in the Netherlands, where he is in charge of campaigns & communication.

Thomas has a passion for equal rights, sustainability and campaigning. In 2016 he volunteered for the Hillary campaign in Philadelphia and last September he joined together with ALDE the Katie Porter campaign in California's 45th district. Thomas holds a MSc in European Political Economy from the LSE.



**Richard Milsom** leads the growth and engagement of the Alliance of Conservatives and Reformists in Europe (ACRE). He heads ACRE's work in reinforcing its presence across Europe and beyond. He is a seasoned political consultant and expert with extensive experience in government, public policy and strategic communications. Prior to his political work, he was a successful businessman in the UK Wine and Spirit Industry. *@MilsomRichard*



**Günther Dauwen** was born in Europasquare, Antwerp on 10 May 1969, one day after Europe day. He studied social and political sciences and gained a Masters in international relations from the University of Leuven in 1992. In 2000, he began working as an assistant to the MEP Nelly Maes, who at that time was president of the European Free Alliance (EFA). In 2004, he became director of the EFA as a European political party and built up the party structures based on the EFA alliance founded in 1981. Günther has been working for the EFA for 18 years, mainly driven by the wish to live in a world with less injustice and more tolerance and understanding. *@GDauwen*

## 22 Moderating citizens' dialogues

9 Nov, 11:15-12:45; JDE 53

Mini Training in English



CITIZENS

Citizens' debates and consultations seem to be the new trend in politics as well as an attempt to ensure more bottom-up policy-making. But with their open format and variety of possible questions raised by the audience, ensuring a coherent structure can be especially challenging for the moderator. What are some tips and tricks for moderating these types of debates and for keeping a cool head? You will get answers in this mini training session so that you can support your organisation in organising their citizens' dialogue right afterwards.

### Trainer:

- **Dan Cărbunaru**, Founder and Director Calea Europeană, Romania



**Dan Cărbunaru** founded Calea Europeană, the largest EU and transatlantic affairs media community in Romania, in 2006. With 20 years of media experience, Dan is team-leading Calea Europeană's endeavours as the main media partner for the EU's communication efforts in Romania, delivering concepts,

and moderating and ensuring media coverage. In the last two years, he has moderated the citizens' dialogues organised in Romania, in collaboration with the Presidents of the European Commission and the European Committee of the Regions, as well as various EU Commissioners. Dan is dedicated to developing, supporting and building networks of people who believe in EU and transatlantic values. [@caleaeuropeana](#)

## 23 Local heroes as EU ambassadors

9 Nov, 11:15-12:45; Ledra Street  
Open space session in English



This Ideas Lab aims to discuss how to use local “heroes” as EU ambassadors at local and regional level. How can their reputation be leveraged to enhance the visibility of successful EU projects that work and that benefit the public in their daily life? As an example, firemen and rescue workers, highly respected and trusted in their communities, could improve the EU’s image by enhancing the visibility of the single emergency number 112 which saves lives. Which other projects could be used to demonstrate the added value of the EU to citizens? How could these local heroes be incentivised to become ambassadors for the European project?

### Lab Leader:

- **Nils Bunjes**, Director of Studies, EDIC Stuttgart, Germany



**Nils Bunjes** is Study director at the Centre for Europe Baden-Wuerttemberg and the Europe Direct Information Centre Stuttgart. An economist by background, he specialised in interdisciplinary European studies. After more than 20 years' experience in teaching European integration to the

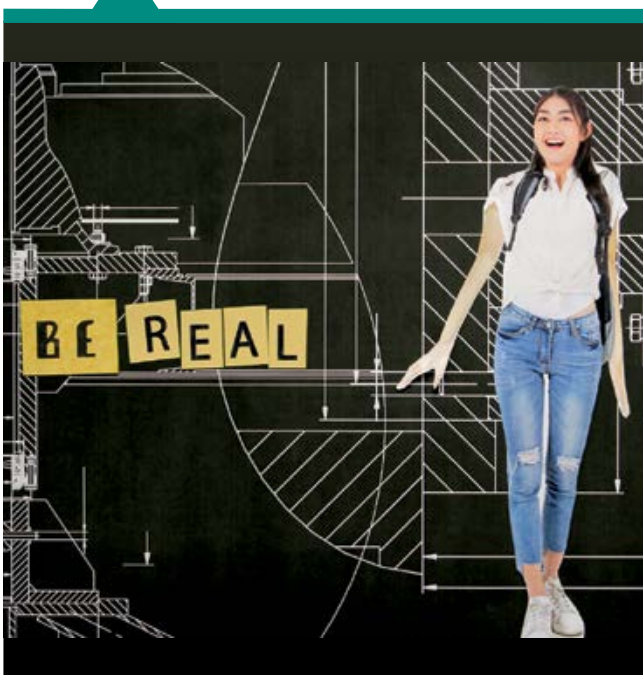
general public, he thinks that teaching about the EU should start with the role of the EU in everybody's life.

### Ideas Labs' host



**Ian Andersen**, participatory leadership adviser, DG Interpretation, European Commission

**Ian Andersen** is Participatory Leadership Adviser to the European Commission. Prior to 2017, Ian has been head of Communications at the Directorate-General for Interpretation for 18 years, working with a broad range of press and media and devising prize-winning social media actions to resolve strategic business issues. He has worked as a conference interpreter, as an interpreter trainer and course manager and, before joining the European Commission in 1986, as a business consultant and as an editor. He holds degrees in Chinese and political science and in conference interpretation.



## 24 Closing session

**9 November, 13:15-14:00**

*JDE 62*

*Interpretation from/into English and French; Web stream provided in English*

The closing session will conclude the conference and sum up the insights from the different sessions. What will you take home from EuroPCom 2018? How will you be campaigning for Europe? Take part in this last session and share your experience of the conference!

**Closing remarks by Christophe Rouillon**, Member of the European Committee of the Regions and Mayor of Coullaines, France

**Moderation by Stephen Boucher**, Managing Director Fondation Euractiv and founder of think tank DREAMOCRACY



**Christophe Rouillon** has been mayor of Coullaines, a city in the French region of the Pays de la Loire, since 2001. He is also vice-president of the Association of French Mayors (AMF). As a member of the Committee of the Regions, he was the rapporteur for the CoR's own-initiative opinion on the future EU communication strategy: "Reconnecting Europe with its citizens: more and better communication at local level". Christophe Rouillon began his career as a legal officer at the French Ministry for Economic and Financial Affairs. @ch\_rouillon



**Stephen Boucher** is managing director of Fondation EURACTIV. Until recently, he was CEO of Consoglobe.com, France's largest online media platform for sustainable lifestyles. With an abundance of experience in policy-making, notably at EU level, Stephen is particularly concerned about the threat that the lack of trust in quality media poses to the foundations of democracy, and how our lack of genuine creativity in policy-making undermines democracy and fosters populist movements. He currently teaches on matters related to policy innovation, civic technology, and political influence at Sciences Po in Paris, at the Solvay Brussels School, and at the Institute of European Studies (ULB). He also advises a number of public and private organisations on these matters through the Dreamocracy programme. Stephen has previously worked as director for European policy at the European Climate Foundation, as co-director of the Jacques Delors Institute, and as an adviser on EU matters in Guy Verhofstadt's government.



## EuroPCom online

### Podcast



Throughout the conference, we will be conducting interviews with our speakers. You want to know how they are campaigning for Europe? Listen to our brand new EuroPCom Podcast!

The episodes will be published over the weeks to come. Don't miss it!

Follow #EuroPCom or have a look at our website.

### Web streaming



Most of the conference sessions will be web-streamed live via the conference site.

### Videos of sessions



VoDs of these sessions will also be made available after the conference.

### Wi-Fi



You can make use of the "EESCoR" open Wi-Fi network in the Jacques Delors Building. At the European Parliament the Wi-Fi access code will be communicated at the start of the opening session.

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EuroPCom2018



EuroPCom



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The annual EuroPCom conference is an initiative of the European Committee of the Regions, organised in joint partnership with the European Parliament, the Council of the EU, the European Commission, the European Economic and Social Committee, the European Investment Bank and the Organisation for Economic Co-operation and Development. The conference is prepared by an Advisory Board, with representatives of the EU institutions, regional authorities and professional communication associations.

## EuroPCom 2018 evaluation

Your feedback on the 2018 edition of the conference is welcome!

Please fill in the online survey on the EuroPCom website. Thank you in advance for helping us plan and develop future editions of EuroPCom.

## Conference material, information, and updates for the 2018 edition

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**European Committee  
of the Regions**



Created in 1994 following the signing of the Maastricht Treaty, the European Committee of the Regions is the EU's assembly of 350 regional and local representatives from all 28 Member States, representing over 507 million Europeans. Its mission is to involve regional and local authorities and the communities they represent in the EU's decision-making process and to inform them about EU policies. The European Commission, the European Parliament and the Council are obliged to consult the Committee in policy areas affecting regions and cities. It can appeal to the Court of Justice of the European Union if its rights are infringed or it believes that EU law infringes the subsidiarity principle or fails to respect regional or local powers.

Edited by the Directorate for Communication of the European Committee of the Regions

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