



CLUB OF VENICE

PLENARY MEETING, 14-15 November 2013

Venezia, Italia

**Presidio militare dell'Esercito italiano – Caserma "Aristide Cornoldi"
Castello 4142 (Riva degli Schiavoni)**



DRAFT AGENDA (as of 12.9.2013)

MEETING LANGUAGES: IT, EN, FR

THURSDAY 14 NOVEMBER

9.00 - 9.30	GUESTS' ARRIVALS AND REGISTRATION
9.30 - 10.00	OPENING STATEMENTS <ul style="list-style-type: none">▪ Welcome by the Italian hosting authorities (representatives from the Government PM Office and regional or local authorities)▪ Stefano Rolando, President of the Club of Venice
10.00 - 12.45	PLENARY SESSION
11.00 - 11.15: <i>coffee break</i>	PUBLIC COMMUNICATION TRENDS AND BEHAVIOURAL CHANGES: OPTIMIZING IMPACT WITH LIMITED FINANCIAL AND HUMAN RESOURCES <ul style="list-style-type: none">• KEY-NOTE SPEAKER: ERIK DEN HOEDT (Director of the Public Information and Communication Office, Dutch Ministry for General Affairs) - Focus on "A State of Sharing: Relevant Trends for Government Communication" (NL Government new publication)<ul style="list-style-type: none">▪ MS' reactions▪ best practices and prospects for future intergovernmental cooperation (poss. interventions by Belgium, Greece and other MS)▪ communication campaigns on selected priority policies : Italy (Telecom project on Children's protection on the Internet), other MS▪ External guests: Verena RINGLER (Stiftung Mercator), Mike HEPBURN (Guardian)
12.45-14.15	<i>Buffet lunch</i>

<p>14.15 - 17.00</p> <p>15.30 -15.45 : coffee break</p>	<p>SPECIAL PLENARY SESSION</p> <p>CHALLENGES FOR GOVERNMENT COMMUNICATION: ORGANISATIONAL STRUCTURES, RESOURCES, STRATEGIES, PERSONNEL, TRAINING</p> <ul style="list-style-type: none"> • KEY-NOTE SPEAKER: ALEX AIKEN, Executive Director of Government Communications, UK PM's Office and Cabinet Office): Focus on "The UK Government Communication Plan 2013/14" <ul style="list-style-type: none"> ▪ Debate (poss. interventions by D, FR, LT, LV, PL, AT and others on progress made in government communication strategies, with special attention to planning, branding and evaluation)
<p>20.00</p>	<p>Official dinner</p> <p>Venue: Presidio militare dell'Esercito – Caserma "Cornoldi" – Castello 4142 - Venezia - 041/5212676</p> <p>Dress code: business suit (<i>giacca e cravatta</i>)</p>
<p><u>FRIDAY 15 NOVEMBER</u></p>	
<p>9.15 – 12.45</p>	<p>PLENARY SESSION</p> <p>COMMUNICATING EUROPE: ANY CHANCE OF [RE]BUILDING A FUTURE FOR THE EUROPEAN PROJECT ?</p> <ul style="list-style-type: none"> ○ JUANA LAHOUSSE-JUÁREZ (EP DG COMM Director-General): European elections 2014: cooperation in the implementation of the EP communication strategy ○ YLVA TIVÉUS, Director, Commission DG COMM (Citizens): results of Citizen's Dialogues, "New Narrative for Europe" ○ JANE MORRICE, Vicepresident of the EESC: "Engaging with Civil Society in the Debate" ○ Discussion on cooperation with Member States: discussion on the communication budget 2014 and relations between MS and EU-Institutions: contributions from Belgium (partnership legacy) and Sweden (MPA effectiveness) ○ Other external guests: Roberto D'ALESSANDRO (Council of Europe), Adam NYMAN ("Debating Europe")
<p>12.45 – 13.00</p>	<p>CONCLUSIVE SESSION</p> <ul style="list-style-type: none"> ▪ Issues emerged and three topics on the horizon: evaluation of public communication, capacity building, public diplomacy&branding ▪ Club planning 2014-2015 (plenaries, joint seminars, thematic meetings and workshops)
<p>13.00 - 14.00</p>	<p><i>Buffet lunch</i></p>
<p>14.00</p>	<p>OPTIONAL PROGRAMME:</p> <p>*PM**</p>