



CLUB OF VENICE
PLENARY MEETING - 18-19 NOVEMBER 2010
VENICE, ITALY

Venue: **BIBLIOTECA MARCIANA, Piazzetta San Marco, 7**
(13A reserved entrance for the Club Members)

DRAFT AGENDA - As of 15 November 2010

WEDNESDAY 17 NOVEMBER

18.00 - 20.00 : Guests' arrival

THURSDAY 18 NOVEMBER

9.15 - 9.45 : REGISTRATION

9.45 – 10.15 : OPENING STATEMENTS

- **Giorgio Orsoni**, Mayor of Venice
- **Stefano Rolando**, Club Honorary President
- **Hosting Italian authorities (tbc):**
 - Head of the Department for EU Policies, PM Office
 - Representatives of regional and local authorities
- **Mike Granatt**: Club composition: new members, etc.

10.15 - 12.30 : PLENARY SESSION

11.00 - 11.15: coffee break

- **DEBATE: "THE ROLE OF GOVERNMENTAL AND INSTITUTIONAL COMMUNICATION IN 2010: STATE OF PLAY AND LESSONS LEARNED"**

with the participation of external experts.

MODERATORS:

- **MIKE GRANATT**, Club Coordinator
- **OLIVIER ALSTEENS**, Director General, External Communication, Belgium PM Chancellery

Key questions:

"Communicating through multi-level partnerships vs. single source communication from governments or institutions"

"The opportunities and limitations of the partnership approach: how can objective impact assessments be carried out?"

" 'Let's love Europe' vs. the Europe of debate, disagreement and realpolitik. How do we keep things in perspective?"

"The personality of Europe: one face, many faces, or no faces at all?"

12.30 – 13.45	Buffet lunch
13.45 - 15.45	BREAK OUT GROUPS <ul style="list-style-type: none"> ▪ Capacity Building <ul style="list-style-type: none"> - DEFINITION OF REQUIREMENTS AND EXCHANGE OF VIEWS ON PROFESSIONAL DEVELOPMENT SCHEMES MODERATOR: - MIKE GRANATT ▪ New developments in the audiovisual and interactive communication (websites, Living Europe, etc.) <ul style="list-style-type: none"> - CONCRETE EXPERIENCES AND PERSPECTIVES Co-MODERATORS: - MIKKO NORROS (FI) AND VILLU KÄND (EE) ▪ Journalism and the new media: challenges, risks and opportunities <ul style="list-style-type: none"> - FOLLOW-UP TO THE DEBATE AT THE PLENARY MEETING IN GOZO IN JUNE 2010 MODERATOR: - OLIVIER ALSTEENS (B)
15.45 -16.00: coffee break	
16.00 – 17.15	PLENARY SESSION <ul style="list-style-type: none"> ▪ Debriefing from the break-out groups ▪ Operational proposals
20.00	Official dinner Venue: Casinó di Venezia, Ca' Vendramin Calergi, Cannaregio 2040, Venice
FRIDAY 19 NOVEMBER	
9.30 – 12.30	PLENARY SESSION <ul style="list-style-type: none"> ▪ "The role of statistics as key resource for institutional communication" Address by Professor Enrico Giovannini, President of the National Institute of Statistics (ISTAT), former OECD Chief Statistician ▪ EU Communication perspectives <ol style="list-style-type: none"> a. Focus on the financial crisis: lessons learned, state of play and challenges ahead b. Partnership agreements: state of play and lessons learned c. Initiatives planned to communicate on the European Year of Volunteering 2011 d. State of play on Club's ongoing projects [communication in schools (in view of the thematic meeting in Hungary in spring 2011), book on communication for the Club's 25th anniversary, enlargement, public diplomacy, etc.)
11.00 - 11.15: coffee break	

12.30 – 13.00	CONCLUSIVE SESSION <ul style="list-style-type: none">▪ Issues emerged▪ VeniceNet: an update▪ Planning 2011: spring plenary and workshops
13.00 - 14.00	Buffet lunch
14.00	OPTIONAL PROGRAMME: GUIDED TOUR OF PALAZZO GRIMANI (RENAISSANCE BUILDING), SANTA MARIA FORMOSA, CASTELLO VENICE (WWW.PALAZZOGRIMANI.ORG)

Interpretation in Italian, English and French