



*Committee of the
Regions*



CLUB of VENICE



*European Economic and
Social Committee*

**DRAFT preliminary programme of the 2nd workshop
of the Club of Venice
on “WEB 2.0, WEB 3.0, SOCIAL MEDIA and COMMUNICATION”
10 February 2011
Brussels, CoR/EESC premises, room VM1,
van Maerlant building, rue Belliard/rue van Maerlant 2**

***<i>(As of 17.1.2011)</i> English / French	
8.45-9.15	<i>Registration</i>
9.15-9.30	<p>Introduction</p> <ul style="list-style-type: none"> - <i>Introductory statement by Niels Jørgen Thøgersen, CoV Vice President: "Why we must upgrade our use of social media in our communication"</i> - <i>Opening statement by the hosts from CoR and EESC</i>
9.30-10.45	<p>WEB 2.0 – Social Media: What strategy to use in communication</p> <p>Benoit Thieulin, La Netscouade, Paris:</p> <ul style="list-style-type: none"> • Social media as an important strategic tool • Applications for renewal of citizens’ relations with institutions (concrete cases) <p>Laura Dagg, Toute l’Europe, Paris:</p> <ul style="list-style-type: none"> • How our active engagement of citizens with politicians (also MEPs from around Europe) have developed. And lessons learned <p>Colin Hensley, Communication Director, Toyota-Europe (ex Comm)</p> <ul style="list-style-type: none"> • On-line in troubled times: How and lessons learned <p>Facebook, London:</p> <ul style="list-style-type: none"> • Key speaker on Facebook as a tool in governmental communication <p>Also participating actively:</p> <p>Erik van der Goot and Martin Atkinson, JRC, Ispra:</p> <ul style="list-style-type: none"> • Media Monitoring over the web: New developments <p>Mark Carrier, Research and Development Director, Precise (media monitoring), London</p> <ul style="list-style-type: none"> • Electronic media monitoring and analysis <p>Henrik Stjernquist, DG EMPL, European Commission: EURES</p>

10.45-11.00	Coffee break
11.00-11.30	WEB 3.0 – Semantic Web and the future of communication Stefano Bertolo, DG INFSO, Lux. (tbc.)
11.30-12.45	SOCIAL MEDIA: Where do we go from here Concrete discussion: <i>How can we cooperate ?</i> <i>Guide on social media in communication ?</i> <i>On-line training in social media and communication</i> Nick Jones, Director of Interactive Services, COI London <ul style="list-style-type: none"> • The coming developments in interactive services
12.45-13.00	Operational conclusions: NJT <ol style="list-style-type: none"> a. Perspectives for future communication strategies b. Networking c. Training: Concrete proposals d. Contributions to the Club's 25 Anniversary book project