



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 “Communication pre- and post-enlargement”
10 February 2011
Brussels, CoR/EESC premises, van Maerlant building,
rue Belliard/rue van Maerlant 2 - meeting room VM 1**

******(As of 17.1.2011) ENGLISH/FRENCH***

14.00-14.15	<i>Registration</i>
14.15-14.30	<p>Introduction</p> <ul style="list-style-type: none"> - <i>Introductory statement by Hans Brunmayr, CoV Vice President</i> - <i>Opening statement by hosting EESC/CoR reps</i> Introductory speech by Anna Maria Darmanin, EESC Vice President: "The Maltese experience with enlargement: How was EU Communication then in Malta, and how does it look now?"
14.30-17.30	<p>Public perception and current communication strategies: what's at stake</p> <ol style="list-style-type: none"> 1. <i>Today's trends</i> <ol style="list-style-type: none"> a. <i>public opinion</i> <ul style="list-style-type: none"> - Eurobarometer (Ian Barber, DG COMM) - national sources <ul style="list-style-type: none"> =Olivier Alsteens, B, Director- General, External Communication, PM Chancellery =Bruno Denoyelle, F, General Secretariat for Information (SIG) =Agnieszka Kudlinska, PL, Director of the MFA European Information Dept b. <i>media coverage</i> <ul style="list-style-type: none"> - Tomas Miglierina, Swiss Broadc. Corp, Vice President of the International Press Association (API) - Pierre Lemoine, Europolitique - Alen Legović, Brussels-based correspondent, Vjesnik (Croatian daily) - one Turkish press rep.

<p>16.00-16.15</p>	<p><i>Coffee break</i></p> <p>2. Governments' feedback</p> <p>a. <i>Strategies and impact evaluations</i></p> <ul style="list-style-type: none"> - Finland's communication approach : Ms Kanerva Kuisma, Ministry of Foreign Affairs, Europe information in Central Finland - Sweden's strategy : one representative from the MFA Press, Information and Communication Dept (TBC) - Lithuania's experience with the referendum for accession (TBC) - Croatia: H.E. Branko Baričević, Ambassador, Head of the Mission of Croatia to the EU - Turkey - DG ELARG communication strategy - Others <p>b. <i>the added value of civil society components (interest groups, NGOs, the academic world, etc.)</i></p> <ul style="list-style-type: none"> - contribution by Rosa Balfour, Senior Policy Analyst, European Policy Centre (EPC) - contribution by a specialist of the Centre for European Policy Studies (CEPS) - contribution by Nazar Erten, Head of Department "Civil Society, Communication and Culture", General Secretariat for EU Affairs (TR) - contributions from the Centre for European Reform (CER) and the Institute de Relations Internationales et Stratégiques (IRIS) (**TBC)
<p>17.30-17.45</p>	<p>Conclusions</p> <p>a. Lessons learned for future communication strategies</p> <p>b. Concrete proposals for follow-up and reinforcement of the informal cooperation among governmental and institutional communicators</p> <p>c. Development of networking</p> <p>d. Contributions to the Club's 25 Anniversary book project</p>