



Club of Venice

2nd Seminar on Strategic communication

TRUTH, TECH AND TRENDS

- The issues that European communicators need to address in 2019 - ⁽¹⁾

**December 14th, 2018
London (United Kingdom)**

Provisional Agenda - as of 7th December 2018

Venue: **One Great George Street
Westminster, London, SW1P 3AA**



Thursday 13 December, 18:00

**Venue: One Great George Street
Westminster, London, SW1P 3AA**

- Five Trends of StratCom

Moderated by: Alex Aiken, United Kingdom, Executive Director of Communications

- Erik den Hoedt, The Netherlands, Director of Communication and Public Information, member of the Steering Group of the Club of Venice
- Fiona Bartosch, UK Government Communications Service
- Iain Bundred, UK Executive Director, WPP Government & Public Sector Practice: “developments in communications”
- David Black, Country Director, Google

- reception

Dress code: business suit

(1)

Seminar programme - Friday 14th December, 08:30-16:00

Meeting Venue:
One Great George Street
Westminster, London, SW1P 3AA

08:00-08:30 *Arrival and registration*

08.30-08:45 **Welcome statement:**

- **Alex Aiken**, United Kingdom, Executive Director of Communications,
HM Government

PLENARY SESSION

Moderators:

Vincenzo Le Voci, Secretary-General of the Club of Venice

Rytis Paulauskas, Lithuania, Director, Communications and Cultural Diplomacy
Department, Ministry of Foreign Affairs, Club of Venice Steering Group member

08.45-09:30 **Key-Notes**

Disinformation: democracy and social stability at risk?

- **Rt Hon Mark Field MP**, Minister of State at Foreign & Commonwealth Office,
United Kingdom

- **Dr Ralitsa Kovacheva** - Doctor of Journalism, Faculty of Journalism and Mass
Communication, Sofia University "St. Kliment Ohridski"

Q & A

09:30-10:15 **The CLUB of VENICE and STRATCOM in progress**

- **Silvio Gonzato**, **European External Action Service (EEAS)** Director for
Interinstitutional Relations, Policy Coordination and Public Diplomacy

- **a Member State representative**

- **Olga Diewulska**, **EP DG COMM**, **Spokesperson Unit**

- The London Charter, two years on (UK)

- Vilnius Charters (LT)

10:15-10:30 **Presentation of the BREAK-OUT SESSION (objectives)**

10:30-10:40 *Coffee break*

11:40 - 12:25 **BREAK-OUT SESSION**

Communication challenges, turbulences and resilience building: strategies and cooperation in progress

10:40 - 11:25 **Round One**

A. TRUTH, TRUST AND DISINFORMATION

Speakers:

- **Dan Walpole**, UK National Security Communications Team: presenting the NSCT anti-Disinformation Toolkit
- **Hp Schreinemachers**, Director of Analysis and Strategy, Dutch National Coordinator for Security and Counter-Terrorism (NCTV)
- **Rytis Paulauskas**, Lithuania, Director, Communications and Cultural Diplomacy Department, Ministry of Foreign Affairs, Club of Venice Steering Group member: international cooperation against disinformation
- **Lutz Guellner**, European External Action Service, Head of the Stratcom Division: the East, WB and South Task Forces' activities

B. TECHNOLOGY and NETWORKING

Speakers:

- **Chris Hamilton**, UK Digital Team
- **Katy Minshall**, Head of Public Policy, Twitter
- **Duncan McLauchlan**, Engine Group Marketing Communications Agency on best practices
- **Hugo MacPherson**, European Strategic Communication Network (ESCN): work in progress
- **Natasha Kizzie**, Google LCS UK, Industry Manager Government

C. TRENDS

Speakers:

- **Erik den Hoedt**, The Netherlands, Director of Communication and Public Information, Ministry of General Affairs, Club of Venice Steering Group member: "Communication trends in The Netherlands: focus on growing insecurity and international tensions"
- **Conrad Bird**, UK Communications Service
- **Stephen Dalziel**, Institute of State Craft
- **Chris Riley**, Head of Communication, NATO, on Communication Strategy

11:25 11:40 *Break*

11:40 - 12:25 **Round Two**

D. TRUTH, TRUST AND DISINFORMATION

Speakers:

- **Leonie Haiden**, King's College London - Fake News, a roadmap
- **James Pamment**, Researcher, Lund University, Sweden
- **Marine Guillaume**, France, Centre d'analyse, de prévision et de stratégie, Ministère de l'Europe et des Affaires étrangères (MEAE)
- **Tina Zournatzi**, European Commission DG Communication, Head of the Strategic Communication Unit

E. TECHNOLOGY and NETWORKING

Speakers:

- **Dr Corneliu Bjola**, Head of Digital Diplomacy Group, Oxford University
- **Peter Heneghan**, LadBible
- **Elpida Chlimintza**, General Secretariat of the Council of the EU, Integrated Political Crisis Response/Crisis Comm Network (IPCR/CCN)
- **Viktoras Daukšas**, Director of Demaskuok.lt (Debunk.lt)

F. TRENDS

Speakers:

- **Ben Page**, Chief Executive, Ipsos MORI: societal trends
- **Courtney Austrian**, Minister Counsellor for Public Affairs, U.S. Embassy on American view of 2019
- **Guénaëlle Gault**, Global Head of Digital, Kantar Public
- **Ruslan Deynychenko**, Executive Editor, StopFake

12:30-13:30 Lunch

PLENARY SESSION

13:30-13:45 Address by H.E. Baiba Braže, Latvia Ambassador to the United Kingdom

"Strengthening cooperation, planning and coordination in resilience building: a common task"

13:45-15:00 Break-out groups Debriefing Session

- **Issues emerged**
- **Exchange of views**
 - **identifying solutions**
 - **short- and mid-term follow-up**
- Two rapporteurs from each group to present conclusions
- Discussion

15:15-16:00 CONCLUSIONS and agreed recommendations