



**Programme of the 3rd workshop
of the Club of Venice
on "WEB 2.0, WEB 3.0, SOCIAL MEDIA and COMMUNICATION"
10 February 2011
Brussels, CoR/EESC premises, van Maerlant building,
rue Belliard/rue van Maerlant 2**

***** (As of 9.02.2011) English / French**

8.45-9.15	<i>Registration</i>
9.15-9.30	<p><i>Introduction</i></p> <ul style="list-style-type: none"> - <i>Introductory statement by NJT: 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><i>WEB 2.0 – Social Media: What strategy to use in communication</i></p> <p>Benoit Thieulin, La Netscouade, Paris and Richard Wilson, London : (TBC)</p> <ul style="list-style-type: none"> • <i>Social media as an important strategic tool</i> • <i>Applications for renewal of citizens' relations with institutions (concrete cases)</i> <p>Laura Dagg, Toute l'Europe, Paris:</p> <ul style="list-style-type: none"> • <i>How our active engagement of citizens with politicians (also MEPs from around Europe) have developed. And lessons learned</i> <p>Colin Hensley, communication director, Toyota-Europe (ex Com)</p> <ul style="list-style-type: none"> • <i>On-line in troubled times: How and lessons learned</i> <p>Elizabeth Linder, director, Facebook, London:</p> <ul style="list-style-type: none"> • <i>Facebook as a tool in governmental communication</i> <p><i>Also participating actively:</i></p> <p>Erik van der Goot and Martin Atkinson, JRC, Ispra:</p> <ul style="list-style-type: none"> • <i>Media Monitoring over the web: New developments</i>

	<p>Henrik Stjernquist, DG EMPL , European Commission</p> <ul style="list-style-type: none"> • <i>EURES</i> <p>György Urkuti, Director, Directorate for EU Presidency Communications, MFA, Hungary</p> <ul style="list-style-type: none"> • <i>Web communication strategy of the Hungarian Presidency</i>
<i>10.45-11.00</i>	<i>Coffee break</i>
<i>11.00-11.30</i>	<p>WEB 3.0 – Semantic Web and the future of communication</p> <p>Stefano Bertolo, DG INFSO, Commission, Luxembourg</p>
<i>11.30-12.45</i>	<p>SOCIAL MEDIA: Where do we go from here</p> <p>Nick Jones, director for interactive services, COI London:</p> <ul style="list-style-type: none"> • <i>Predictions for 2011 and beyond</i> <p>Followed by: Concrete discussion:</p> <ul style="list-style-type: none"> • <i>How can we cooperate ?</i> • <i>Guide on social media in communication ?</i> • <i>On-line training in social media and communication</i>
<i>12.45-13.00</i>	<p>Operational conclusions: NJT</p> <ol style="list-style-type: none"> Perspectives for future communication strategies Networking Training: Concrete proposals Contributions to the Club's 25 Anniversary book project
<i>13.00 – 14.00</i>	<i>Networking lunch</i>