



Extraordinary Meeting of the Diversity Europe Group

Bursting Brussels' 'Bubble'

HOW TO COMMUNICATE YOUR EUROPE

 @DiversEESC



European Economic and Social Committee
Diversity Europe Group - Group III

6-7 DECEMBER 2018

VMA3 | EESC | BRUSSELS

6 DECEMBER 2018

4.45 pm – 5.15 pm

Welcome

Arno Metzler

Diversity Europe Group President

Setting the scene

Matthias Lüfkens

Managing Director, BCW (Burson Cohn & Wolfe)/Twiplomacy

Q & A

5.15 pm – 6.30 pm

Klaus Welle

Secretary General of the European Parliament

European Elections 2019

Inga Rosińska

Director of Information & Outreach, Council of the EU

Role of the Council of the European Union

Mina Andreeva

Deputy Spokesperson of the European Commission

EU Commission's Press Relations

Q & A

6.30 pm – 6.45 pm

Alfred Gajdosik

Diversity Europe Group Vice President in charge of Communication

Challenges of the Communication Group

6.45 pm

Networking Dinner

Music by Wolfgang FRANK (known from Feldkirch, Austria)

JDE Atrium

7 DECEMBER 2018

9.30 am – 9.50 am

Sixtine Bouygues

Deputy Director General, DG COMM, European Commission

Citizen's engagement

Q & A

9.50 am – 11.50 am

Effective ambassadorship for Diversity in Europe

Moderator:

Bettina Hausmann

Communication expert

Philippe Félix

Online Communication expert

Digital Storytelling

Laura Shields

Media Trainer

Knock your messages into shape!

Q & A

11.50 am – 12.25 pm

Going Local Best Practice

Moderator:

Jane Morrice

Diversity Europe Group member

Thierry Libaert

Diversity Europe Group member & Communication Contact Point

Q & A

12.25 pm – 12.30 pm

Conclusions

Arno Metzler

Diversity Europe Group President

END OF CONFERENCE