

## SPEAKING POINTS FOR COMMUNICATION SEMINAR

### HOW TO COMMUNICATE YOUR EUROPE?

6 & 7 December

Dear esteemed guests, dear Members

I am very pleased to welcome you all to this event on how to burst the Brussels bubble, how to communicate your Europe!

It will be a very exciting two days, when we will learn how to pitch the EU story – in other words, how to promote and defend the EU vis-à-vis our fellow citizens, national organisations, etc.

Secondly, we will learn about digital storytelling, or telling a story online. This training will focus on how to use social media easily and effectively.

Thirdly, we will be learn how to speak to a journalist.

So it promises to be a very interactive event, where we will focus on *lifelong* communication skills.

There are already a few messages that I think we can agree on and which I would like to share with our guests:

- *'Europe is everybody's business and responsibility'*

- *'Go Vote at the next European elections'*

- *'Let's tell everyone we are pro-European and why'*

And we should remember that there is no bigger multiplier than Group III – we are the largest diverse body of European civil society organisations.

I believe that now is the time for action, now is when our voice should be heard.

We have to be realistic and take action individually, as Group and as a Committee. Or perhaps in the future, our seats here at the EESC will no longer exist!

I very much look forward to hearing our high level colleagues from the European Institutions. Thank you very much for participating in our event, during your own busy schedule communicating Europe!

What advice could you give the House of European Civil Society and how could we assist *you*?

I now pass the floor to Mr Matthias Lüfkens, Managing Director of Burson Cohn & Wolfe, who will set the scene for our seminar and explain the trend of diplomacy via twitter.