



GENERAL TRAINING SEMINAR FOR EUROPE *DIRECT* RELAYS

COMMUNICATING EUROPE TO THE PUBLIC

15th – 17th March 2006

BRUSSELS

**BERLAYMONT BUILDING
- Auditorium SCHUMAN -**

Wednesday, 15 March 2006

09h00 – 09h30	Registration of the participants
09h30 – 10h00	Opening Session <i>(speaker to be confirmed)</i>
10h00 – 11h00	Challenges Facing the EU Ms Jacki Davis, Head of Communications, European Policy Centre, Brussels
11h00 – 11h15	<i>coffee break</i>
11h15 – 12h30	Working with and within the EU Ms Helen Jackson, Local Government International Bureau, Brussels Office
12h30 – 14h00	<i>lunch break</i>
14h00 – 15h00	Political and Institutional Dynamics in the EU 25+ Manuel Szapiro, Desk Officer for institutional matters and better regulation, General Secretariat, European Commission
15h00 – 15h15	<i>coffee break</i>
15h15 – 17h15	EU Policies and Programmes Marcus Scheuren, European Officer, The South West UK Brussels Office Cécile Le Clercq, Desk Officer, DG Education and Culture, Directorate D – Youth, Sport and Relations with the Citizen
17h15 – 17h30	Evaluation of Day 1

Thursday, 16 March 2006

- 09h00 – 09h15** **Registration of the participants**
- 09h15 – 09h45** **The future services for network members offered via the Relays' Website – presentation and Q&A**
Mr Dimitri Barua, Desk Officer, DG Communication, Unit B/2 - Communication Relays and Networks, European Commission
- 09h45 – 10h30** **Speed-dating session (introducing yourself and your organisation)**
- 10h30 – 10h45** *coffee break*
- 10h45 – 11h45** **Communicating with citizens – How to bring the message across effectively?**
Mr Pascal Hildebert and Mr Marcello Mereu, Communications experts
- 11h45 – 12h45** **Advanced Fact-finding on the EU**
Mr Luciano Morganti, Co-director, CrossCommunications – ICT research, web design and consulting
- 12h45 – 14h30** *lunch break*
- 14h30 – 17h30** **WORKSHOPS (2 simultaneous groups)**
- Workshop I: Effective Marketing communication (by the Relays)**
Ms Bettina Hausmann, Director/Head of the Public Policy Communications, Hill & Knowlton
Ms Kristien Vandamme, The Province of West Flanders
Venue: BORCHETTE CONFERENCE CENTRE (ROOM 3D)
- Workshop II: Effective cooperation between Relays**
Mr Bob Payne, Director, EURODESK European Office
Ms Emmanuelle Borla, Info-Point Europe, Amiens, Picardie
Venue: BERLAYMONT BUILDING (SCHUMAN ROOM)

Friday, 17 March 2006

- 08h45 – 09h15** **Registration of the participants**
- 09h15 – 12h15** **Communicating on topical European issues to different audiences**
Mr Pascal Hildebert, Communications expert, free-lance trainer and consultant
Mr Marcello Mereu, Trainer, Facilitator and Training Consultant
- 12h15 – 12h45** **Seminar Evaluation and Conclusion**