



**SPECIFIC TRAINING SEMINAR FOR EUROPE *DIRECT*  
INFORMATION NETWORK**

***EU TOPIC***

**22-23 March 2007, Brussels**

**DRAFT PROGRAMME**

***Working document***

Remarks about the concept of the programme below:

In addition to the main elements underlined in the general concept of the STS for Relays, the following elements specified by the participants in their evaluation of the STS in 2006 were taken into account:

- Concrete communication tools directly applicable by the participants;
- Importance of concrete objectives and result-oriented sessions, but no simulations – group work on the basis of real life situations;
- Participants sharing results of the group work with the others in a plenary session.

**Thursday, 22 March 2007**

**09h00 – 09h30**      **Registration of the participants and welcome by DG COMM B/2 and the Helpdesk**

*Short introduction of the Helpdesk and DG COMM team. Presentation of and introduction to the Seminar programme*

**09h30 – 10h30**      **Recent developments on *TOPIC 1***

- *Session providing a specific highlight on an aspect within the umbrella topic*
- *EU point of view/ with a communication angle*
- *Sources of information on the topic would be compiled by the speaker, with the help of the Helpdesk*
- *No time for a detailed presentation, rather highlights on recent development of a topic and references for further research.*

*Format proposed: 50 minute presentation (with Q&A) + during the 10 minutes left, the speaker could choose an example of audience that ED would have to deal with and provide a 10-point message for that audience*

*Speaker: EU official, preferably with a communication role/background*

**10h30 – 11h00**      *Coffee break*

**11h00-12h00**      **Recent developments on *TOPIC 2***  
Format idem as above

**12h00-12h45**      **Speed Dating**

**12h45 – 14h00**      *Lunch break*

**14h00-16h00**      **Effective communication approaches for oral presentations and public speaking**

- *Developing key messages and other communication tips*  
- *How to make a good presentation or effectively answer to questions: structuring your thoughts, listening and interacting with your audience, etc...*

*This session would actively involve the participants and include some practical exercises. For example, people would have to work on questions potentially asked by citizens within the topic of the seminar and present key points of their answers to the others.*

- *Preparation of the workshops on day 2 (see below workshops box, Day 2)*

**16h00 – 16h30**      *Coffee break*

**16h30 – 17h30**      **Recent developments on TOPIC 3**  
Format idem as above

**17h30-17h45**      **Summary and Conclusions of Day 1**

**20h00**      *Dinner*

**Friday, 23 March 2007**

**08h45 – 09h00**      **Registration of the participants**

**09h00– 12h45**      **Workshops: Practicing oral communication and public speaking**

*9h00-9h45*      *Group work*

*9h45-11h15*      *Presentation by each sub-group in front of the other group-participants and feedback by the group on the strengths and weaknesses of each presentation, according to evaluation grid drafted by the workshops moderators*  
*Choice of 4 plenary presentations, one per group*

*11h15-11h30*      *Coffee*

*11h30-12h45*      *Presentations in the plenary in EN, DE or FR and feedback by the moderator*

*Objective: improving presentation skills, tailor-made communication, and public speaking skills*

*Experts: 2 moderators needed, ideally the same speaker as the communication session on Day 1 + a second person; both communication experts.*

*Set up:*

- *4 topics will be pre-defined, each of them relating to a specific aspect of the umbrella topic.*  
- *For each topic, a list of 6 target audiences/situations will be proposed to the participants who on day 1 will have to choose 3 among them, for each topic. (Situations will be examples*

*of potential real-life cases from members' daily work.) This will be done in written – participants will have to tick the situations/audience they are interested in and those who got the most 'votes' will be tackled in the workshop on Day 2*

*- On day 2, participants will be divided into 4 groups (one per topic), and for each topic there will be 3 sub-groups ⇒ in order to make the work manageable due to simultaneous interpretation, the Helpdesk will divide the participants according to the language they speak, so there should be 1 sub-group for each: EN, FR and DE, with approximately 10 people in each (this will most likely vary as proportionately more people speak EN/FR, so there may be a group without a DE sub-group)*

*- Each sub-group will focus on one target group/situation of their choice from the pre-determined list of 3. (The discussion within the subgroup will be in one language only – no interpretation needed.)*

*- Each sub-group will work (45mins) to prepare a very short presentation (10-15mins max), to be delivered in front of the others within the group - in EN, FR or DE (interpretation needed). Therefore, there will be 3 presentations within one topic group. The presentations should read as 10-point communication action plans regarding the specific situation/target audience addressed.*

*- Each presentation will be followed by feedback from all members of the topic group (10-15mins max per presentation).*

*- The participants will work based on what they heard in the communication session on Day 1 and will additionally receive a written feedback guideline sheet, which will guide them in providing evaluation to the presentations heard*

*- Each topic group will choose one presentation to be repeated in the plenary in front of all topic groups ⇒ in the plenary there will be 4 presentations, on four different topics, each 10-15mins max. Each one will be followed by feedback provided by the moderators (10-15mins per presentations)*

*Role of the moderators:*

*- They will make sure that the work kicks off well in each of the topic groups and that everyone finds his/her sub-group*

*- During the group work (first 45mins) they will move from one room to the other (2 moderators moving between 2 rooms each) and answer questions, provide stimulus, or give advice.*

*- During the presentations and feedback part within the topic groups, they will listen and note down coming traits; also they can provide feedback at this point if asked, BUT the idea is that the feedback within the topic groups comes primarily from the participants – they should aim to think about the presentations and find good/bad sides and how to improve it*

*- During the plenary, moderators will provide feedback to each presentation and sum up the day's work at the end.*

**12h45 – 14h00**      *Lunch break*

**14h00 – 17h15**      **Written communication and relations with the media (3 sessions)**

**14h00-14h45**      **Communicating on EU TOPIC, a journalist's point of view**

**14h45-15h45**      **Relations with the media**

*The session would guide participants in how to deal with the media: press interviews, strategies to attract and invite the media, develop and maintain good relations with them, interesting 'stories' on the EU topic of potential interest for the media*

*Speaker: Someone with working experience of having to attract media attention to promote the work of his/her institution (preferably a public sector institution) – profile to be discussed*

**15h45-16h00**      *Coffee break*

**16h00-17h15**      **Effective writing skills**

*This session should provide participants with advice and techniques on writing articles and press releases, in order to help them in different situations where they use written communication: their own publications, their contributions to the ED newsletter, press releases they send out when organising events, presentations of their events on their website...*

*Speaker: Online journalist, Communication expert, or a Press officer with specific experience in written communication*

**17h15 – 17h30**      **Summary and Conclusions of the Seminar**

**20h00**                      *Dinner (TBC)*