

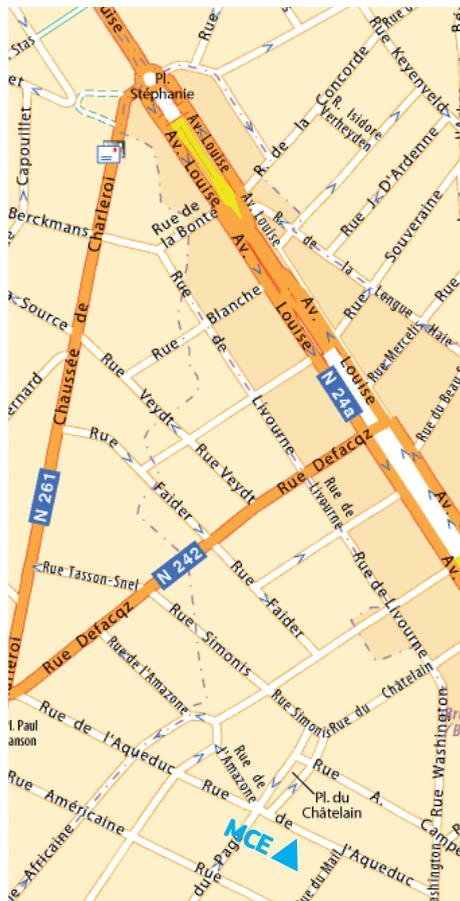


European Commission

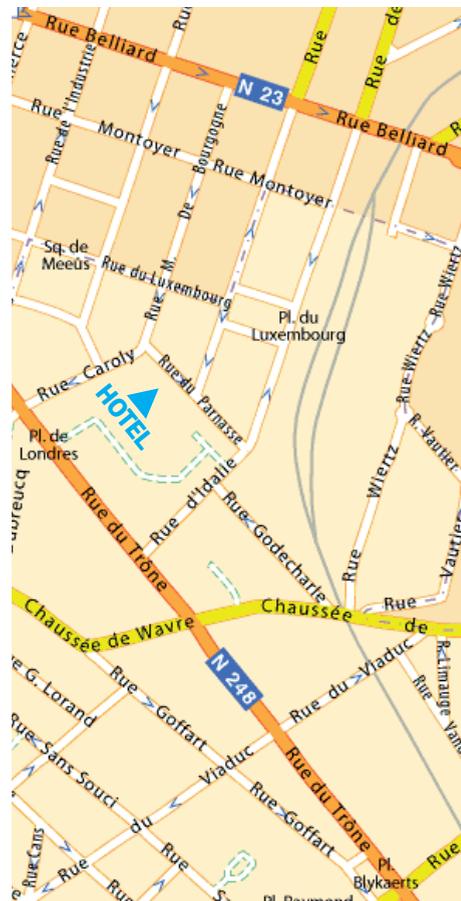
# SOCIAL MEDIA



## Training Seminar for Europe Direct Information Centres Brussels, 25 > 26 March 2014



▶ **Management Centre Europe**  
Rue de l'Aqueduc 118  
1050 Brussels



▶ **Hotel Renaissance**  
Rue du Parnasse 19  
1050 Brussels

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TUESDAY 25 MARCH 2014

Venue **Management Centre Europe**  
Rue de l'Aqueduc 118, 1050 Brussels

08:30 - 09:15 **Registration**

**Welcome and Presentation of the Programme**  
*Antonis PAPACOSTAS, Head of Unit, Directorate-General  
Communication, European Commission*  
09:15 - 09:30  
*Sandra SCHÖNEWOLF, Directorate-General Communication,  
European Commission*

**European Commission's presence on social  
media, guidelines and moderation policy**  
09:30 - 10:30  
*Amy COLGAN, Directorate-General Communication, European  
Commission*

**Europe Direct on Facebook**  
10:30 - 10:45  
*Apostolos NIKOLAIDIS, Directorate-General Communication,  
European Commission*

10:45 - 11:15 Coffee Break

**Engaging citizens locally (Share Europe Online project,  
synergies with EDICs, European elections campaign)**  
11:15 - 12:45  
*Ladi POHLEN and Kwinten LAMBRECHT, Directorate-General  
Communication, European Commission*  
*Gregor GUTMANN, Community Manager, EC Representation and  
EP Information office in Vienna*  
*Céline BRAS, Directorate-General Communication,  
European Parliament*

12:45 - 14:00 Lunch

14:00 - 16:00 **Hands-on training - Session 1 "Social media today with  
focus on the most important platforms"**

16:00 - 16:30 Coffee break

16:30 - 18:00 **Hands-on training - Session 2 "Install/clean and monitor"**

19:30 - 22:00 Apéritif and dinner at the hotel

WEDNESDAY 26 MARCH 2014

Venue **Management Centre Europe**  
Rue de l'Aqueduc 118, 1050 Brussels

08:30 - 09:00 **Registration**

09:00 - 10:30 **Hands-on training  
Session 3 "How to engage with your target audience"**

10:30 - 11:00 Coffee break

11:00 - 12:45 **Hands-on training  
Session 4 "Analyse and react"**

13:00 Departure of participants

