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Business Support on Your Doorstep

Communication Champions

24-25 June 2015. Management Centre Europe, Rue de l'Aqueduc 118, 1050 Brussels, Belgium

DRAFT AGENDA

Wednesday 24 June, 2015

- 9.30 – 10.30** *Welcome coffee and registration*
- 10:30 – 10:35 **Welcome and Introduction**
Anne Starkie-Alves (EASME)
- 10:35 – 11:30 **Updates:**
Messaging Anne Starkie-Alves (EASME)
EU Campaigns Nic Morris (DG GROW)
- Work Programme Updates:**
Relations with Multipliers Anne Starkie-Alves and Helena Moura
Relations with EC Reps Nic Morris and Antonella Marras
Relations with Host Organisations Jan Gerritsen and Georgia Tzenou
Social Media Lorna Maclean and Aivaras Knieza
- 11:30 – 13:30 **Participatory session: Taking forward branding recommendations – James Harper and Kata Suto-Nagy**
The session will generate a plan of action to take forward the group's recommendations on branding
- 13:30 – 14:30** *Networking lunch*
- 14:30 – 16:30 **Participatory session: Taking forward recommendations on national communications – Aija Kalander and Doris Boras**
The session will generate a plan of action to take forward the group's recommendations on improving national communications.
- 16:30 – 17:00** *Networking coffee*
- 17:00 – 17:30 **Wrap up of the day: what am I taking away?**
All
- Results from participatory sessions and next steps**
Anne Starkie-Alves (EASME)
- European Commission Update**
Brita Hemme (DG GROW)
- Conclusions of the day and practical information**
Anne Starkie-Alves (EASME)
- 17:30** *Meeting ends*

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Thursday 25 June, 2015

Storytelling Workshop

08:30 – 09:00

Welcome coffee

09:00 – 16:30

Building on the outcomes of the messaging workshop which took place in March 2015, session facilitator Jeffer London will lead a participative session which will provide the methods and tools for participants to be able to:

- Package a message in a story
- Leverage stories in your organisation
- Create a meaningful and memorable story
- Refine stories with universal formulas
- Tell stories in a compelling manner

As a result, the Communication Champions will be equipped to communicate impactful messages and "wow stories" in a convincing, persuasive and compelling way.

Further information on the session and how you should prepare for it will follow shortly.