



CLUB OF VENICE

PLENARY MEETING

VENICE, ITALY, 15-16 NOVEMBER 2012

**Libreria Sansoviniana, Piazzetta San Marco, 13/a
(Monumental Rooms of the Marciana National Library)**

Introductory Notice:

On the eve of the plenary meeting:

WEDNESDAY 14 NOVEMBER

14.00-18.30

Seminar **for Government Spokespersons** (MS, European Council, Council, Commission, EP, ECB) - **call from the Italian PM Spokesperson**

HOW GOVERNMENTS AND INSTITUTIONS CAN SPEAK TO CITIZENS COHERENTLY AND IN SYNERGY ON MEASURES TO TACKLE THE GLOBAL ECONOMIC AND FINANCIAL CRISIS, SAFEGUARD MARKET STABILITY AND FOSTER THE ECONOMIC RECOVERY

THURSDAY 15 NOVEMBER

9.00 - 9.30

REGISTRATION

9.30 - 10.00

OPENING STATEMENTS

- **Stefano Rolando, Honorary President of the Club of Venice**
- **Hosting Italian authorities:**
 - **Representatives from the local authorities (TBC)**
 - **Anna Maria Villa, PM Office, Department for European Policies**

10.00 - 12.45

DEBATE (moderator: Mike Granatt, Club Coordinator)

FINANCIAL CRISIS AND ECONOMIC RECOVERY- COMMUNICATING WITH CITIZENS : Engagement, Interaction and partnership

KEY NOTE SPEECH: Rebecca Christie, Brussels correspondent from Bloomberg (economic policy and government)

11.15 - 11.30:

Coffee break

Possible contributions/operational suggestions:

- **Council of the EU, ECB, EC President's spokesperson, Commission**
- **D, GR, IT, FI**

12.45 - 14.00

Buffet lunch

14.00 - 17.30

GOVERNMENT COMMUNICATION IN EUROPE: CHALLENGES, ACHIEVEMENTS AND PERSPECTIVES

Contributions:

1. Capacity building / organisational issues

- **UK** (follow-up to Prof. Gregory's intervention-Venice, Nov 2011 - by Kevin Traverse-Healy, strategic consultant)
- **THE NETHERLANDS** (Dutch Academy for Government Communication - Erik den Hoedt, Director of the Government Director, Public Information and Communication Office, Ministry of General Affairs)
- **CROATIA** (Zvonimir Frka-Petešić, Head of the Public Diplomacy Service, Ministry of Foreign and European Affairs)
- **MONTENEGRO** (Vuk Vujnovic, Head of the Public Relations Bureau a.i., Government of Montenegro)
- **UNIVERSITA' della SVIZZERA ITALIANA - LUGANO, SWITZERLAND** (Nina Volles, Managing Director, Communication Management- Executive Education)

15.30 - 15.45:
Coffee break

2. Information campaigns/communication projects:

- **BULGARIA** (Daniel Stefanov)
- **ITALY** (Tiziano Fazi)
- **HUNGARY** (Gábor Kaleta): upcoming launch of the "Cost of Non-Europe" campaign
- **GERMANY** ("Ich-Will-Europa" campaign)
- **BELGIUM** (Philippe Caroyez): Club on line magazine "Nouvelles Convergences"
- **JOINT RESEARCH CENTER** (Martin Atkinson): "Living Europe" revamped platform

20.30

Official dinner

Venue: Presidio militare dell'esercito – Caserma "Cornoldi" (TBC) – Castello 4142 - Venezia - 041/5212676 - Dress code: black tie

FRIDAY 16 NOVEMBER

9.30 - 11.15

SYNERGIES IN THE EUROPEAN COMMUNICATION STRATEGIES

1.The information campaign in view of the THE EUROPEAN ELECTIONS 2014 : state of play and perspectives for cooperation

2.The EUROPEAN YEAR of CITIZENS 2013: promoting and triggering citizens' involvement

Contributions:

- **EUROPEAN PARLIAMENT** (Juana Lahousse, Director-General DG Communication)
- **EUROPEAN COMMISSION** (Ylva Tivéus, Director, DG Communication, Citizens)
- **CoR** (Laurent Thieule, Director for Communication, Press and Protocol)
- **ITALY** (Dr Gianluca Sgueo, PM Press and Spokesperson's Office)
- **FINLAND** (Jussi Seppälä, Press Counsellor, Permanent Representation of Finland by the EU)
- **other Member States**

11.15- 11.30:
coffee break

11.30 - 12.45

DEBRIEFINGS

- **SEECOM Conference - Montenegro, 14-16 September 2012** (Vuk Vujnovic, Head of the Public Relations Bureau a.i., Government of

Montenegro)

- **COV/WPI joint seminar "Open Government in the Making" - Brussels, 4 October 2012 (Vincenzo Le Voci)**
- **Civil society's role in public communication - EESC's civsoc media seminar - Cyprus, 11/12 October 2012**
Oral interventions from:
 - Peter Lindvald-Nielsen (EESC)
 - Claus Hörr (Austria)
 - Daniel Stefanov (Bulgaria)
 - External experts (Virgilio Dastoli, Jakob Erle)
- **"[RE-] Connecting Citizens" - CoR's 3rd EuroPCom Conference - Brussels, 17-18 October 2012 (Laurent Thieule)**

12.45 – 13.00 CONCLUSIVE SESSION

- **Issues emerged and operational proposals**
- **Planning 2013 (1st semester):**
 - **spring plenary (Estonia);**
 - **workshops (Brussels-web comm; poss. Vienna-partnerships)**
- **Planning 2014 (1st semester):**
 - **spring plenary (Latvia/Lithuania)**

14.30 OPTIONAL PROGRAMME (TBC): GUIDED VISIT OF THE EXHIBITION MARKING THE THIRD CENTENARY OF THE BIRTH OF FRANCESCO GUARDI (1712 – 2012)
VENUE: MUSEO CORRER, PIAZZA SAN MARCO, VENICE

Interpretation : English/French (TBC)