



## CLUB OF VENICE (1986-2011)

### PLENARY MEETING on the occasion of the 25<sup>th</sup> ANNIVERSARY OF THE CLUB

**VENICE, ITALY, 10-11 NOVEMBER 2011**  
Libreria Sansoviniana, Piazzetta San Marco, 13/a  
(*Monumental Rooms of the Marciana National Library*)

#### DRAFT AGENDA - as of 8 November 2011

##### WEDNESDAY 9 NOVEMBER

18.00 - 20.00 Guests' arrival

##### THURSDAY 10 NOVEMBER

9.00 - 9.30 REGISTRATION

9.30 - 10.15 OPENING STATEMENTS

- **Stefano Rolando**, Club Honorary President
- **Hosting Italian authorities:**
  - **Giorgio Orsoni**, Mayor of Venice;
  - **Anna Maria Villa**, PM Office, Department for European Policies;
  - one representative of the Marciana National Library;
  - **Umberto Vattani**, President of the Venice International University
- **Mike Granatt**: Club composition: new members, etc.

10.15 - 12.30 **PUBLIC COMMUNICATION IN EUROPE: challenges, achievements and perspectives**

- **Presentation of the book "25 years of public communication in Europe" celebrating the 25th Anniversary of the Club of Venice**  
(HANS BRUNMAYR, VINCENZO LE VOCI, PHILIPPE CAROYEZ, JUDIT GYÁRFÁS FEKETE, MARI TERNBO, NADA SERAJNIK SRAKA, AURELIO SAHAGÚN POOL)
- **Lessons learned from the joint seminar Club of Venice + Council Information Working Party on "The impact of social media on journalism" (Brussels, 7.X.2011) and the 2<sup>nd</sup> EUROP COM Conference (Brussels, 19-20.X.2011)**  
(REIJO KEMPPINEN, NIELS THØGERSEN, LAURENT THIEULE, HANS BRUNMAYR, EUROPEAN COMMISSION, ETC.)
- **Communicating Europe "Going Local": state of play**  
(LAURENT THIEULE, CoR)
- **Communication on:**
  - **lessons learned from the European Year of Volunteering - 2011**  
-YLVA TIVÉUS (EUROPEAN COMMISSION DG COMM)  
-ANNA MARIA VILLA (ITALY, PM OFFICE) : "Anche io Volontario in Europa"
  - **preparations for the European Year of Citizens in 2013**  
YLVA TIVÉUS

11.00 - 11.15:  
coffee break



12.30 – 13.45	Buffet lunch
13.45 - 16.00	<p><b>NEW DEVELOPMENTS IN WEB COMMUNICATION AND THE IMPACT OF NEW TECHNOLOGY: current trends, risks and opportunities</b></p> <p>(MODERATOR: <i>NIELS THØGERSEN</i>)</p> <ul style="list-style-type: none"> <li>▪ <b>Popular politics, populism and the leaders. Access without participation? The web 2.0 influence over political communication</b> (<i>PROF. MICHELE SORICE, LUISS UNIVERSITY, ROME</i>)</li> <li>▪ <b>Data mining and information visualization: a new approach to capitalize from on line public opinion trends</b> (<i>ALAA ABI HAIDAR, PHD, COMPLEX SYSTEMS, INDIANA UNIVERSITY, UPMC, CNRS, PARIS, FRANCE</i>)</li> <li>▪ <b>Ongoing projects</b> <ul style="list-style-type: none"> <li>○ <b>Direct communication/e-participation: innovative projects from Latvia and Sweden</b> (<i>LINDA JAKOBSONE, PROJECT MANAGER</i>) (<i>HANNA BROGREN, DIRECTOR OF COMMUNICATION, CITY OF STOCKHOLM</i>)</li> <li>○ <b>Web mobile and governmental communication: the French case</b> (<i>BRUNO DENOYELLE, FRENCH GOVERNMENT INFORMATION SERVICE - (SIG)</i>)</li> <li>○ <b>"An intergenerational video challenge" - a European Economic and Social Committee project</b> (<i>ANNA MARIA DARMANIN, EESC VICEPRESIDENT</i>)</li> <li>○ <b>Social media</b> <ul style="list-style-type: none"> <li>▪ <b>Club guide on "social media and examples of best practice"</b> (<i>NIELS THØGERSEN, VENICE CLUB VICEPRESIDENT</i>)</li> <li>▪ <b>The existential angst of a "media guru"</b> (<i>STEPHEN CLARK, HEAD OF WEB COMMUNICATIONS, EUROPEAN PARLIAMENT</i>)</li> </ul> </li> <li>○ <b>Living Europe: an update</b> (<i>NIELS THØGERSEN</i>)</li> </ul> </li> </ul> <p>POSSIBLE INTERVENTIONS: <i>DAVID PULLINGER (UK), MILKO VLESSING (NL), VILLU KAND (EE), COUNCIL SECRETARIAT, EUROPEAN COMMISSION, ETC.)</i></p>
16.00 - 16.15	Coffee break
16.15 – 17.15	<p><b>CAPACITY BUILDING</b></p> <ul style="list-style-type: none"> <li>▪ <b>Member States' survey: state of play</b></li> <li>▪ <b>follow-up proposals</b> (<i>MIKE GRANATT, KATE MOFFAT, NADA SERAJNIK SRAKA, VICTORIA MELAMED, HANNA BROGREN + VIDEO MESSAGE BY ERIK DEN HOEDT</i>)</li> </ul>
20.30	<p><b>Official dinner</b></p> <p>Venue: Casinó di Venezia, Ca' Vendramin Calergi, Cannaregio 2040, Venice</p>

## FRIDAY 11 NOVEMBER

9.30 - 9.50 ▪ **Intervention by Anna Maria Bernini, Italian Minister for European Policies**

9.50 – 12.30 ▪ **“New Talents for Europe” - project targeting young people (RAI and MPA Italian partners) - web contest awarding the best promotional video concerning the values of European citizenship**  
(MPA ITALIAN GOVERNMENT AUTHORITIES, RAI-ITALIAN TV MEDIA)

### **COMMUNICATION STRATEGIES IN TIMES OF TURBULENCES (GLOBAL ECONOMIC AND FINANCIAL CRISIS, GEOPOLITICAL TURBULENCES IN THE NEIGHBOURHOOD) – What is at stake**

11.00- 11.15:  
coffee break

▪ **Globalised Communication: A Brazilian View on Europe**  
(PROF. PAULO NASSAR, SÃO PAULO UNIVERSITY, DIRECTOR OF THE ASSOCIATION OF BRAZILIAN COMMUNICATORS)

▪ **Communications in the UK – state of play**  
(Prof. ANNE GREGORY, DIRECTOR OF THE CENTRE FOR PUBLIC RELATIONS STUDIES, LEEDS METROPOLITAN UNIVERSITY)

▪ **Building effective branding strategies**  
(CHRISTINE ROGER(COUNCIL OF THE EU), MATEJA MALNAR-STEMBAL (SLOVENIA), FRANK STOLTZ (LUXEMBOURG), ELIZABETH LINDER(FACEBOOK))

▪ **Communicating Enlargement:**

- **Governmental communication in Croatia on the eve of the national referendum for the accession to the EU** (ZVONIMIR FRKA-PETEŠIĆ)

▪ **Communication strategies in reaction to the recent social and political tensions (the Arab Spring, the movement of the “Indignados”, Schengen, etc.)**  
(NIELS THØGERSEN, DANIEL STEFANOV (BULGARIA) NICOLA MINASI (ITALY, MFA), MARCO INCERTI (CEPS))

12.30 – 13.00 CONCLUSIVE SESSION

- **Issues emerged and operational proposals**
- **Members' commitment: development of the “thematic leadership” concept**
- **VeniceNet: an update**
- **Planning 2012:**
  - **spring plenary (Cyprus);**
  - **workshops (Brussels-web comm; Vienna-partnership; Cyprus-public diplomacy);**
  - **thematic seminar (Sofia)**

13.00 - 14.00 Buffet lunch

14.30 OPTIONAL PROGRAMME:

GUIDED VISIT OF THE TEATRO "LA FENICE"

Interpretation in Italian, English and French