



Club of Venice (CoV) Plenary Meeting 30 November – 1 December 2023



PROVISIONAL Agenda

Meeting languages: Italian, French and English (interpretation provided)

**MEETING VENUE: Palazzo Franchetti,
San Marco 2847, Venezia**

**Wednesday, 29 November 2023 - 19:00: Welcome reception
(Council of Europe premises, Venice Office)
in the framework of the CoE Days initiative**

PLENARY MEETING

Thursday, November 30th 2023 (9:00 - 12:45)

8:30 – 09:00 **Guests' registration**

9:00 – 09:30 **Opening Session**

Welcome statements - representatives of the hosting Italian authorities and the European Institutions

- **Fiorenza BARAZZONI**, Director-General, Department for European Affairs, Presidency of the Council of Ministers, Italy
- **Massimo PRONIO**, Head of Communication Team, European Commission Representation in Italy
- **Simone VENTURINI**, City Councilor for Social Cohesion, Tourism, and Economic Development, Venice

9:30 – 10:00

Key address

- **Stefano ROLANDO**, President of the Club of Venice

10:00 - 10:15 coffee break

10:15 – 12:45

PLENARY SESSION I – ROUND TABLE

"The future of public communication": framing challenges and turbulences, building resiliencies, supporting policies and delivering trustworthy narratives

- Geopolitical influences and pressure on communicators
- The analytical capacity to capture public opinion's signals
- Ensuring coherence and comprehensiveness

- The need to invest in preventing drifting from communication strategies to communication contingencies
- Reinforcing cross-ministerial coordination and inter- governmental cooperation
- Partnerships as a leverage instrument to liaise with the EU institutions
- Cooperation with civil society and the media's added value
- Openness and transparency

Moderator

- **Erik den HOEDT, Netherlands**, Director of Communications, EcoFin Ministry, Vice President of the Club of Venice

Key Note speaker

- **Alessandro LOVARI**, Associate Professor, Department of Political and Social Sciences, University of Cagliari (Italy)

Panellists

- **Lars-Erik TINDRE**, Director, Deputy Head of Department, Communications Department, Ministry for Foreign Affairs, Sweden
- **Giuseppe ZAFFUTO**, Spokesperson for the Council of Europe Secretary General
- **Maja MAZURKIEWICZ**, Co-Founder & Head of StratCom, Alliance for Europe
- **Alberto MONTROND**, M.A. Senior Preparedness Fellow & Diplomatic Liaison, Emergency Preparedness, Research, Evaluation and Practice (EPREP) program, Harvard T.H. Chan School of Public Health, USA
- **Kristina PLAVSAK KRAJNC**, Founding Member, Media Forum, Center for public communication, Ljubljana
- **Luigi DELL'AQUILA**, European Project Manager, European Laboratory on Training, Education and Citizenship (EuLabTEC)
- **Marco MAGHERI**, Secretary-General of the Italian Association of Public Communicators (COMPA)

12:45 – 14:00

Lunch

14:00

Family picture

14:15 – 17:15

PLENARY SESSION II

14:15 – 15:30

"Communication strategies for the European elections 2024: synergies and work in partnership"

Moderator

Vincenzo LE VOCI, Secretary-General of the Club of Venice

Key Note speaker

Philipp SCHULMEISTER, Director of Campaigns, European Parliament, DG Communication

Panellists

- **Aude MAIO-COLICHE**, Director, Strategic Communications and Foresight, European External Action Service (EEAS)
- **Anja TREBES**, Head of Unit for Communicating Europe, Press and Information Office of the Federal Government, Germany
- **Jens MESTER**, Head of Unit, Interinstitutional Relations, Corporate Contracts & EDCC and Communication Coordinator for the European elections 2024 at the European Commission DG Communication
- **Katja ŠARE**, Head of Sector, Public and Cultural Diplomacy, Information and Public Relations, Ministry of European and Foreign Affairs, Croatia

- **Marco INCERTI**, Director of Communications, European University Institute, Firenze-Fiesole (Italy)
- **Verena RINGLER**, Director, European Commons & AGORA European Green Deal

Q&A session

15:30 – 15:45

Coffee break

15:45 – 17:15

"Cooperation in Capacity and Capability building (I) - Top priorities"

- OECD findings, latest projects and analyses
- WPP new Global Report
- Harvard on the Global Forum on Information (Lisbon, 26-28 September 2023)
- Project "European Expertise Centre for Public Communication": work in progress

Moderator

- **Danila CHIARO**, Manager, EUROMED Migration, International Centre for Migration Policy Development (ICMPD)

Key Note speaker

- **Giulia DINO GIACOMELLI**, Founder and Chief Consultant, GDG Inspire

Panellists

- **Karine BADR**, Policy Analyst, Open Government, Civic Space and Public Communication Unit, Open and Innovative Government Division, Public Governance Directorate, OECD and Fiona SPEIRS, Head of Academy, UK Government Communication Service
- **Eugene FARRELLY**, Assistant Principal, Government Information Office, Department of the Taoiseach, Ireland
- **Fiorenza BARAZZONI**, Director-General, Department for European Affairs, Presidency of the Council of Ministers, Italy
- **Maria Laure VAN HAUWAERT**, Executive Director EU Institutions & Belgium, WPP - The Government and Public Sector Practice
- **Fabiana ZOLLO**, Associate Professor of Computer Science, CA' FOSCARI University, Venice
- **Anthony ZACHARZEWSKI**, President, The Democratic Society and Léna NDOYE, EU Project Manager, The Democratic Society
- **Cesare BUQUICCHIO**, Scientific director CRESP - Emergency risk communication for public health - University of Pisa

17:15 – 17:30

First day summing-up ● issues emerged
(Club Steering Group representative)

20:30

Official Dinner
Venue: Ristorante Antico Martini, Campo Teatro Fenice 2007

PLENARY MEETING – SESSION III

Friday, December 1st 2023 (9:30-13:00)

9:00 – 09:30

Guests' registration

9:30 – 12:30

"Cooperation in Capacity and Capability building (II) - Top challenges"

- Artificial Intelligence: ongoing developments and impact on governments' and institutions' communication strategies and investments
- Digital communication priorities (liaising with crisis comm civil protection and prevention centres)

- Analysis of social media dialogue feedback: measuring added value and communicators' engagement (challenges and opportunities)

Moderator

- **Dr. Siniša GRGIĆ**, Ambassador of Croatia to Sweden

Key-Note speaker

- **Dr. Amanda SVENSSON**, Deputy Director for Applied Data & Insight at the UK Cabinet Office

Panellists

- **Luzia STROHMAYER-NACIF**, Board Member of the „Bundesverband professioneller Bildanbieter“, AI expert of the Austria Presse Agentur (APA)
- **Jessica PEARCE**, Deputy Director, Foreign Commonwealth and Development Office, UK
- **Simon PIATEK**, Digital Lead, London School of Hygiene & Tropical Medicine, UK
- **Petra BEZJAK CIRMAN**, Director of the Government Communication Office, Slovenia
- **Yves STEVENS**, Spokesperson, National Crisis Centre, Belgium, Chair of the EU IPCR Crisis Communication Network (CCN)

10:45 - 11:00 coffee break

- **Carys WHOMSLEY**, Director, Digital Risk, Head of Research and Thought Leadership, Digitalis
- **Andrea BARONCHELLI**, Professor of Complexity Science, City University of London
- **Rebecca OBSTLER**, NATO Headquarters, Head of Digital Outreach
- **Adrian COOPER**, Head of the Training Institute for Migration Capacity for the Mediterranean, International Centre for Migration Policy Development (ICMPD)
- **Daniel HOLTGEN**, Director of Communications, Council of Europe
- **Tonia DAMVAKERAKI**, Senior Project Manager, Scope (“EU Blockchain”)

12:30 – 13:00

Closing Session

- Reflections on the issues emerged during the plenary meeting
- Planning for 2024: key-events:
 - = **7th Stratcom seminar** (in cooperation with the UK GCSI) - London, 14-15 March 2024
 - = **Seminar on communicating the challenges of enlargement and the significance of the Media Freedom Act** (in cooperation with the Government of Slovenia, Directorate for Communication) – Ljubljana, 26 April 2024
 - = **Spring 2024 plenary (Ireland - June, dates to be defined)**
 - = **Work in synergy with international partner organizations** (OECD, ICMPD, SEECOM, SEEMO, DEMSOC, CAP'COM, Harvard/Ca' Foscari, Council of Europe, HSS...)

13:00 –14:30

Lunch (offered by the Council of Europe)

15:00 – 16:30

Social event organized by the hosting Italian authorities
 - **Guided visit to the Doge's Palace (*Palazzo Ducale*)**