

Politicians in a communication storm

Meeting millennials on digital territories



Programme

➤ **Tuesday 15 November 2016**
Interpretation in EN, FR, DE, IT, ES, RO, SL

- 12.30** **Welcome, registration and possibility to visit the Parliamentarium**
13.30 *Parlamentarium*
- 14.15** **Opening remarks - Engaging with citizens**
14.30 by **Mairead McGuinness** (EPP, Ireland),
European Parliament Vice-President responsible for Information and Communication Policy
Paul Henri Spaak building (PHS), room P7C050
- 14.30** **Panel - MEPs' life and social media**
15.15 **Ramona Nicole Mănescu** (RO, EPP)
Cătălin Sorin Ivan (RO, S&D)
Igor Šoltes (SL, Greens)
Moderated by Thibault Lesénécal, acting Head of Parliament's Web Communications Unit
- 15.15** **Coffee break**
15.30
- 15.30** **Case studies - Institutions go social**
16.15 International Women's Day
State of the Union debate
Videos, videos, videos...
by **European Parliament's communication experts**
- 16.30** **Workshops and infostands**
17.15 Virtual reality and the European Parliament
Instagram tour of the Parliament
Visit of the Parliament's audiovisual facilities
- 17.30** **Networking opportunity**
18.30 *Restaurant József Antall building, room JAN 2 Q*

In case of late arrivals or last minute issues, you can reach us at + 32 473 86 50 37
However, this number will only be available on conference days

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European Parliament - DG COMM - Media Directorate

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9:00 Social media style coffee

9:30 *Paul Henri Spaak building (PHS), room P3C050*

9:30 Opening remarks - Welcome to the storm

9:45 by **Sylvie Guillaume** (S&D, France),

European Parliament Vice-President responsible for Information and Communication Policy

9:45 Keynote dialogue - What we've learnt from the US elections, Brexit and the peace process in Colombia

10:30 (followed by Q&A)

Matt Rogerson, Director for Public Policy at The Guardian

Lance Gould, Editor for Special Projects at the Huffington Post US

Nestor Eduardo Chilibingua Mazón, Secretary-General of the Andean Parliament

Moderated by Marjory Van den Broeke, Head of Parliament's Press Unit

10:30 Panel - Social media and trust: how to overcome myths and propaganda (followed by Q&A)

11:15

Romain Pigenel, Speechwriting Advisor for the French President

Susanne Kiefer, member of the EastStratCom task force at the European External Action Service

Rowan Kerek Robertson, Former Head of Social Media at the BBC

Sean Evins, EMEA manager at Facebook

Moderated by Daniela Vincenti, Editor in Chief at EurActiv.com

11:30 Panel - Politics and millennials (followed by Q&A)

12:15

Hiren Joshi, Social Media Advisor to India's Prime Minister

Carlos Fernández Guerra, Director for Digital and Social Media at Iberdrola, former Social Media Strategist for the Spanish Police

Philipp Mueller, Industry General Manager for Central and Eastern Europe at CSC and professor for strategy and leadership

Moderated by Beatriz Navarro, EU correspondent at La Vanguardia

12:15 Closing remarks

12:30

by **Jaume Duch**, Spokesperson of the European Parliament and Director for Media

12:30 Networking opportunity

14:00

Renaissance Brussels Hotel, Ballroom - Rue du Parnasse 19 - 1050 Brussels

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