



Club of Venice (CoV) Plenary Meeting 18-19 May 2017, Valletta (Malta)



PROGRAMME ⁽¹⁾

Wednesday, May 17th 2017

Optional social programme

19:30

Informal evening

Venue: The Palace Hotel, High Street, Sliema (Malta)

Thursday, May 18th 2017

8:30 – 9:00

Guests' arrival, registration

Meeting Venue: **THE PALACE HOTEL (High Street, Sliema, Malta)** ⁽²⁾

9:00 – 09:30

Opening Session

➤ Welcome statements

○ **Representatives of the hosting Maltese authorities**

- **Paul AZZOPARDI**, Director, Press and Information Department, Office of the Prime Minister

○ **Club of Venice steering group:**

- **Linda JĀKOBSONE**, Head of the Communication Department, Latvia State Chancellery

⁽¹⁾ Meeting languages: French, English and Italian (interpretation provided)

⁽²⁾ <https://thepalacemalta.com/>

9:30 – 12:45

Plenary:

European communication challenges–Rebuilding citizens' confidence

Key-Note Speaker:

- Erik DEN HOEDT, Director for Communication and Public Information, Ministry of General Affairs, The Netherlands

➤ **1st session:**

"Policy challenges, inclusiveness, citizens' trust and expectations"

Moderator:

- Vincenzo LE VOCI, Secretary-General of the Club of Venice, EU Council Official (DG Communication and Information - Public Relations Unit - Information Policy)

Panellists:

- Fiorenza BARAZZONI, Director, General Affairs, Communication and Internal Market Office, Department for European Policies, Italy's PM Office
- Vanni XUEREB, Head of the Malta-EU Steering & Action Committee (MEUSAC)
- Jessica PEARCE, Head of Campaigns, UK Government Communications Service, Cabinet Office
- Sixtine BOUYGUES, Deputy Director-General, European Commission DG COMM
- Christophe ROUILLON, Member of the European Committee of the Regions
- Paul SCHMIDT, Secretary-General, Austrian Society for European Policy

10:30 – 10:45

Coffee break

12:45 – 14:15

Buffet Lunch

14:15 – 17:30

Plenary

➤ **2nd session:**

"Relations with/role of the media, civil society and social networks"

Key Note Speaker:

- Marco INCERTI, Head of Communications, Centre for European Policies Studies (CEPS)

Moderator:

- Linda JĀKOBSONE, Head of the Communication Department, Latvia State Chancellery, member of the Steering Group of the Club of Venice

Panellists:

- representatives from DK, CZ and other government communication services
- Adam NYMAN, Director, Debating Europe
- Anja FIEDLER, Strategic Communication officer, European External Action Service (EEAS)
- Pier Virgilio DASTOLI, President of the European Movement-Italy
- Hanna BROGREN, Communication advisor, former Head of Swedish government and Stockholm city communications

15:45 – 16:00***Coffee break*****17:15 – 17:30*****Moderator and CoV steering group: wrap-up conclusions*****20:00****Official Dinner*****Venue:*** Villa Bighi, Grand Harbour zone, Triq Marina, Il-Kalkara, Malte.***Dress code:*** *casual***Friday, May 19th 2017****09:00 – 12:45****Plenary session/Round table****➤ Communication and Capacity/Capability Building**

- professional development: training, online technology and social networks
- supporting engagement: the role of government communication academies
- coordination, internal skills development, change management and outsourcing
- the added value of cooperation with international organizations
- media monitoring

Key Note Speaker:

- Zigurds ZAKIS, Communication strategist, Latvia

Moderator:

- Sean LARKINS, Director, Consulting and Capability, WPP Government and Public Sector Practice

Panellists:

- Paulijn DE BRUJINE, Public Relations and Communications specialist, Government Communication Academy, Ministry of General Affairs, The Netherlands
- representatives from UK and Sweden government communication services
- Guy DOMINY, Senior Consultant, Seeing More Clearly
- George PERLOV, George Perlov Consulting
- Dave WORSELL, Managing Director, GovDelivery Europe
- Noah CURTHOYS, Senior Partner, The Democratic Society

10:30 – 10:45

Coffee break

12:45 – 13:00

Closing Session

Concluding remarks:

- Reflections on the issues emerged during the Plenary Meeting of the Club of Venice
- Issues emerged from the seminar on migration
- Planning for 2017-2019, with focus on Venice plenary (Nov 2017)

13:00 - 14:15

Lunch

14:30 - 18:45

Seminar "The Refugees and Migration Crisis: a crucial test for public communicators"

Optional social programme

Saturday 20 May 2017, 9:00-12:00

*Guided visit to M'dina,
"Old Capital and Silent City of Malta",
and to the St John's Cathedral,
Valletta*

