

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 **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, sociologist
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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