

(Original in English)

Talk to me, Europe!
Debating European Communication

18-19 MARCH 2009

Representation of the Land of Baden-Württemberg
 Rue Belliard 60 – 62, B - 1040 Brussels

DRAFT PROGRAMME

(last update: 13/03/2009)



This year's two-day AER communication atelier will focus on the European Parliament and the upcoming elections as well as on the transparency of the European institutions, particularly discussed in the area of consumer rights. Participants will have the opportunity to listen to key note speakers and to contribute to a panel discussion. The conference will also promote the AER Communicating Europe Award which is collecting best practice examples from all over Europe.

DAY I - 18th March

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| 14:00 - 14:30 | Arrival of participants |
| 14:30 - 14:40 | Welcome: Richard ARNOLD, Head of the Representation of the Land of Baden-Württemberg in Brussels |
| 14:40 – 15:00 | Regions for Europe - Europe for the Regions? Michèle SABBAN, AER President, Vice-President, Ile-de France Region (FR) |
| 15:00 - 15:30 | It's your choice! EP elections 2009: Jaume DUCH, Acting Director for the Media and European Parliament Spokesman |
| 15:30 - 16:00 | The European Radio Network - Causing a stir in the European media scene: Petra KOHNEN, CEO Euranet, DW Bonn (DE) |
| 16:00– 16:30 | Success stories: Presentations by winners of the 2 nd AER Communicating Europe Award 2008 Project "European Village": Emérentienne GALTIER, Regional Council, Centre (FR) Project "European classrooms", Zsuzsanna MESTELLER, Europe Direct, Heves (HU) |
| 16:30 - 16:45 | Coffee Break |
| 16:45 - 17:15 | Promoting transparency in the EU institutions: P. Nikiforos DIAMANDOUROS, European Ombudsman |

17:15-17:40 **The European Parliament and the regions:** Jo LEINEN, MEP, Chairman of the Constitutional Affairs Committee

17:40– 18:30 **Debate: How well informed are citizens? - Discussing transparency in European consumer protection**

Consumer protection is of direct concern to European citizens. But are the interests of the citizens always taken into consideration? Do European citizens have enough information about European debates? Panellists for the discussion are:

- Alexandra JOUR-SCHROEDER, European Commission, DG Enterprise and Industry
- MEP, Barbara WEILER, Member of the Committee on Internal Market and Consumer Protection
- Alexandra CATERBOW, WECF, Women in Europe for a common future, NGO
- Monika BÜNING, representing BEUC The European Consumer's Organisation and ANEC, European Consumer Voice in Standardisation

18:30-19:30 *Drink at the representation of Baden-Württemberg*

DAY II - 19 March

9:30 – 9:35 Welcome

9:35 – 9:45 **3rd AER Communicating Europe Award**

Launch of the 3rd AER Award Communicating Europe, AER representative

9:45-10:00 **Black Box Brussels:** Claudia HUBER, Institute of Media and Communications Policy (IfM) Berlin (DE)

10:00 – 10:20 **Communicating Europe ... to whom?:** Richard MEDIC, AER Spokesman

10:20 – 10:30 **Coffee Break**

10:30 – 11:30 **Best Practice Exchange on effective regional communication:** Workshop I

Malgorzata KUCINSKA, AER Youth and Citizenship Officer

Workshop II **European Communication in the 'Black Box Brussels':** Maria-Laura FRANCIOSI, European Journalism Centre, Brussels (BE)

Workshop III **The Art of Political Communication:** Leonard NOVY, Bertelsmann Stiftung (DE)

11:30 - 12:00 **Lessons learnt:** Moderators report back into plenum

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