



# PROGRAMME

## Communications Seminar

2 & 3 December 2010, Billund, Denmark

### Day 1 – 2 December

11.30 Registration

12.00 Lunch

**13.00 Welcome and Introduction**

▫ Henrik Josephson, Stefanie Bischof, Secretariat

**13.10 Project Visibility and Future Prospects**

▫ Lise Espersen, Secretariat

**13.20 Learning Agreement**

**13.30 EU Communications – Communicating Europe to Europeans** (Presentation followed by workshop)

▫ Ole Aabenhus, Editor, Zealand EU News

15.15 Coffee

**15.45 Intercultural Communications** (Presentation followed by workshop)

▫ Aspects to intercultural communications. Challenges and opportunities in communicating in intercultural environments discussed in small workshop groups

17.00 End of day 1

19.00 Dinner

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## Day 2 – 3 December

**9.00 Session I: Social Media in the public realm – effective communications and how to make it relevant** (Presentation followed by workshop)

▫ Jon Worth, Partner techPolitics, EU-blogger and social media expert

10.30 Coffee

**11.00 Session II: Social Media, continued**

**12.00 Concluding remarks**

12.15 Lunch

**More information and registration:** [www.northsearegion.eu](http://www.northsearegion.eu)

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This seminar has been designed to meet the needs and wishes arising from your project work. Therefore, the content of the seminar is somewhat flexible and you are very welcome to hand in proposals for topics – which might be of general interest to all project representatives – that you would like to discuss during the event.