

PUB(13)2659:1

## **COPA-COGECA COMMUNICATIONS SEMINAR 2013**

### **PROGRAMME**

#### **Introduction**

Up against increasing challenges, the Seminar aims to raise the profile of EU agriculture policy and to improve our Communication strategies and tools, focusing in particular on social media. Our member organisations and EU institution representatives will share know-how on communication tools, especially on social media and how best to use it, and show case recent Communication campaigns to the public on key agriculture issues like the future Common Agricultural Policy (CAP), improving farmers weak position in the food chain, animal welfare and discuss preparations for the upcoming 2014 United Nations International Year of Family Farms. Latest policy updates will be given by key EU Institutional representatives. The Seminar comes just before a final deal is expected on the CAP in June and when preparations are stepping up for the United Nations 2014 International Year of Family Farms. Ways to raise the profile and to promote the image of agriculture by coordinating an action on social media with our member organisations will be looked at in particular.

#### **May 15:**

**Place :**                      **Copa-Cogeca, 61 Rue de Treves, 1040 Brussels**

**08.30-09.00 hrs**      **Coffee and Registration**

09.00-09.10 hrs      Opening Words by Copa-Cogeca Secretary-General Pekka Pesonen

09.10-09.40 hrs      Roger Waite, Spokesman for EU Agriculture and Rural Development  
Commissioner Dacian Ciolos  
Policy update on CAP reform; EU Commission 2013/4 Communication  
Actions and Plans for 2014 International Year of Family Farms

09.40-09.50 hrs      Questions & Answers

09-50-10.20 hrs      European Parliament Agriculture Committee Press Officer Jan Jakubov  
Policy Update on CAP reform and future EU budget (MFF); EU  
Parliament 2013/4 Communication Actions

10.20-10.30 hrs      Questions and Answers

**10.30-10.40 hrs**      **Coffee Break**

10.40-11.10 hr      Xavier Pavard, EU Agriculture Council Press Advisor  
Policy Update on CAP reform, key Communication Tools and How to  
Incorporate Social Media in Overall Strategy

11.10-11.20 hrs      Questions and Answers

11.20-11.50 hrs	Pekka Pesonen, Copa-Cogeca Secretary-General Copa-Cogeca 2013/4 Communication tools – plans for 2014 International Year of Family Farms and CAP views
11.50-12.00 hrs	Questions and Answers
12.00-12.30 hrs	Steffen Thejll-Moller, Digital Strategist Fleishman-Hillard How best to use Social Media and Best Channels to Promote Social Media Campaigns
12.30-12.40 hrs	Questions and Answers and Discussion on the Future of Social Media
<b>12.40-14.00 hrs</b>	<b>Networking Lunch</b>
	<b>Session 1</b>
	<b>Social Media: proposal for a coordinated action, best ways to use it and examples of national campaigns</b>
14.00-14.30	Amanda Cheesley, Copa-Cogeca Press Officer Copa-Cogeca proposal for a coordinated action on social media with member organisations
14.30-15.00	FNSEA Communication Director Arnaud Stachnik-Lemoine, Cynthia Kari, France FNSEA 2013/4 Communication Actions, focusing on Social Media, How Best to Use it and Make Content More Attractive to Users
15.00-15.30	<b>Panel Debate</b> with Speakers from Session 1 on Social Media and Coordinating an Action
	<b>Session 2</b>
	<b>National Communication Campaigns: examples of successful campaigns and plans for 2013/4</b>
15.30-15.50 hrs	ASAJA-AVA Communications Director, Sergio Carbo, Spain ASAJA-AVA 2013/4 Communication Actions and Best Tools
15.50-16.10	Sabīne Puķe, Communication Specialist, Latvian Agricultural Cooperatives Association, Latvia The Communication Activities of Latvian Agricultural Organizations: Overview of 2012, Tools and Strategy for 2013/14
16.10-16.30 hrs	DBV Spokesman, Michael Lohse, Germany DBV Animal Welfare Campaign and How to Communicate to Media on Welfare Issues
16.30-16.50 hrs	Upa Communications Director, Diego Juste Conesa, Spain Upa Communication plans for United Nations 2014 International Year of Family Farms and Best Channels to Promote it
16.50-17.10	MTK Communications Director, Klaus Hartikainen, Finland

Campaign drawing attention to Farmers weak position in food chain and Best Channels to Promote Campaigns

17.10-17.30 **Panel Debate** with Speakers from Session 2 on How to make Communication Campaigns Successful and How Best to Communicate with Media

**Session 3**  
**Communication Challenges in Brussels**

17.30-18.00 Amanda Cheesley, Copa-Cogeca Press Officer, Pedro Narro, Director Asaja Brussels Office, Gerfried Gruber, Director Austrian Raiffeisen Association Brussels Office, Duarte Mira, Director Portuguese Farmers Confederation (CAP) Brussels Office

**Panel Debate:** Communication Challenges in Brussels and How Best to Meet and Integrate Them

18.00-18.15 hrs **Conclusions on improved Communication Strategy and coordination of action on social media**

18.15-19.30 hrs **Networking Drinks**