

PUB(14)3108:1

COPA-COGECA COMMUNICATIONS SEMINAR 2014

PROGRAMME

Introduction

The aim of the Seminar is to improve the image of farming and the agri-food sector and provide a forum for members to exchange ideas - improving Communication strategies and tools - especially social media. Our member organisations and EU institution representatives will share know-how on communication tools and show case recent Communication campaigns to the public on key agriculture, trade and environmental issues like the new Common Agricultural Policy (CAP), climate change and energy policy, animal welfare, family farms, a better functioning food chain. Latest policy updates will be given by key EU institution representatives, with a focus on the upcoming EU elections. The Seminar comes just as first package CAP delegated acts are being wrapped up and just before the European elections. Ways to raise the profile and to promote the image of agriculture by coordinating actions with our member organisations will also be looked at.

April 29

Place :	Copa-Cogeca, 61 Rue de Treves, 1040 Brussels
08.30-09.00 hr	Coffee and Registration
09.00-09.10 hrs	Opening Words by Copa-Cogeca Secretary-General Pekka Pesonen
09.10-09.40 hr	Xavier Pavard, EU Agriculture Council Press Advisor Policy Update on CAP reform delegated acts, key Communication Tools and How to Incorporate Social Media in Overall Strategy
09.40-10.10 hrs	Pierre Pinault Communications Director InVivo group, French agriculture cooperative Alliance" (ACOOA) Strategy and Tools for the First Communication Campaign of the French Agriculture Cooperatives
10.10-10.40 hr	Roger Waite, Spokesman for EU Agriculture and Rural Development Commissioner Dacian Ciolos Policy update on CAP reform delegated acts; EU Commission 2014 Communication Actions and tools, including social media

10.40-11.10hr	European Parliament Agriculture Committee Press Officer Jan Jakubov Policy Update on CAP reform delegated acts; Parliamentary elections; EU Parliament 2014 Communication Actions and tools, including social media
11.10-11.30 hr	Networking Coffee Break
11.30-12.00 hr	Pekka Pesonen, Copa-Cogeca Secretary-General Copa-Cogeca 2014 Communication Plans and Campaign on the CAP and Family Farms
12.00-12.40 hr	Jon Worth, Social Media Strategist, Partner, TechPolitics How best to use Social Media and Make Content More Attractive to Users and Best Channels to Promote Social Media Campaigns
12.40-13.00 hr	Debate on social media
13.00-14.30 hr	Networking Lunch Session 1 Social Media: best ways to use it and examples of Member Organisations national campaigns
14.30-15.00hr	Amanda Cheesley, Copa-Cogeca Press Officer Copa-Cogeca actions to boost social media presence and ways to further coordinate media actions with member organisations, with detailed presentation of Copa-Cogeca 2014 Campaign
15.00-15.30hr	Upa Communications Director Diego Juste Conesa, Spain Using Social Media to Promote the Rural World to Media and Society
15.30-16.00hr	DBV Spokesman Michael Lohse, Germany Campaigning and Social Media
16.00-16.30hr	LTO Communications Advisor Danielle Rebel LTO Communication Actions and Social Media Strategy
	Session 2 National Communication Campaigns: examples of successful campaigns and plans for 2014/5
16.30-17.00 hr	FNSEA Communications Director Arnaud Stachnik-Lemoine, Cynthia Kari, France FNSEA 2014 Communication Actions and Campaigns
17.00-17.30hr	ASAJA-Sevilla Communications Representative ASAJA-SEVILLA Communication Campaign 2014: New CAP: Future for Farmers, Future for Society
17.30-17.50hr	Debate
17.50-18.00 hr	Conclusions on improved Communication Strategy and coordination of actions