

PUB(14)8223:1

COPA-COGECA COMMUNICATIONS SEMINAR 2014

PROGRAMME

Scope :

The Seminar comes in order to raise the profile of agriculture and share know-how on communication tools for our member organisations, especially on social media, and to hear from high-level Communication experts and EU institution experts about how they communicate and operate and what their timetable and views are on the Russian ban on EU farm exports, looking at how best to improve the situation for farmers and agri-cooperatives. The Seminar will focus in particular on social media as a communication tool and how best to use it and which channels are most effective as well as the new upcoming forms of social media

Monday November 17

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

08.30-09.00 h **Coffee and Registration**

Session 1: **Update on the Russian ban on EU farm exports, how best to communicate on it and best social media channels**

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

09.10-09.35 h Roger Waite, European Commission Directorate-General for Agriculture:
Update on the new EU Commission Agri-Communication priorities

09.35-10.00 h Dermot Ryan, European Agriculture and Rural Development
Commissioner Phil Hogan Cabinet: Update on the new EU Commission
priorities, the Russian ban on farm exports and best ways to
communicate on it

10.00-10.25 h Xavier Pavard, EU Agriculture Council Press Advisor
EU Council views and next steps on the Russian ban on farm exports and
best channels to communicate on it

10.25-10.45 h **Networking Coffee Break**

10.45-11.10 hrs European Parliament Agriculture Committee Press Officer Jan Jakubov
New EU Parliament priorities, the Russian ban on farm exports, next
steps and how best to communicate on it

11.10-11.30 hrs Pekka Pesonen, Copa-Cogeca Secretary-General

	Copa-Cogeca views on the Russian ban on EU farm exports and 2014/5 Communication Strategy
11.30-12.00 h	Social Media Strategist, David O’Leary Burson-Marsteller sprl/bvba, Marek Zaremba-Pike EMEA Digital Practice How best to make social media content fresh, best channels to promote social media campaigns and best free social media monitoring tools
12.00-12.30 h	Social Media Strategist Andreas Müllerleile, The Art of Blogging and of making every tweet count
12.30-13.00 h	Debate on social media
13.00-14.30 h	Networking Lunch
Session 2:	National Communication Campaigns and Activities on the Russian ban on EU farm exports
14.30-14.50 h	Copa-Cogeca Press Officer Amanda Cheesley Copa-Cogeca actions to increase social media presence and ways to further coordinate actions with members, with detailed presentation of results from Copa-Cogeca 2014 Communications Campaign and next steps
14.50-15.00 h	Questions and Answers
15.00-15.20 h	ASAJA-AVA Communications Director, Sergio Carbo, Spain ASAJA-AVA Communication activities on the Russian ban on EU farm export and how best to communicate on it
15.20-15.30 h	Questions and Answers
15.30-15.50 h	Upa Communications Director Diego Juste Conesa, Spain Upa Communication activities and Campaigns on the Russian ban on farm exports. Do demonstrations work?
15.50-16.00 h	Questions and Answers
16.00-16.10 h	Networking Coffee Break
16.10-16.30 h	MTK Communications Director, Klaus Hartikainen, Finland MTK Communication activities on the Russian ban on farm exports and best channels to use
16.30-16.40 h	Questions and Answers
16.40-17.00 h	Latvian Farmers Parliament Communications Representative Liva Liepniece Latvia Farmers Parliament Communication activities on the Russian ban, its impact and how best to communicate on it
17.00-17.10 h	Questions and Answers
17.10-17.30 h	DBV Spokesman Michael Lohse, Germany Campaigning and social media
17.30-17.40 h	Questions and Answers

17.40-18.00 h

Debate and Conclusions on improved Communication Strategy