

In&Out of the Boxes

3RD WORKSHOP ON EUSALP COMMUNICATION
| MILAN | 24 - 25 OCTOBER 2019

PROGRAMME

Day 1 | **24 October 2019 - 14:30 - 18:30**

Opening session - 14h30 - 16h00

The communication strategies of the Alpine Regions within a European and national horizon: the case of EUSALP and other Macro-Regional Strategies.

The opening session consists of a strategic dialogue among the Directors of Communication and communication experts of the Alpine Regions about the role of Regions in promoting, at a political and strategic level, a communication strategy related to the European and national dimension. The session will try to answer to the following questions: which are the key communication activities of the alpine regions in a European perspective? How the EUSALP messages and thematic issues can be integrated into the institutional communication of the Regions? The sessions will be addressed to EUSALP stakeholders but also to an external audience (communication offices, experts, local associations, etc.).

14.00 Registration of participants

14.20 Institutional Welcome

PIER ATTILIO SUPERTI, Director of Operations and External Relations, Lombardy Region

14.30 Key note Speech - The Macroregional Strategies: these unknowns?

ALEXANDER FERSTL, Team Leader of Communication with Member States, Communication Unit of DG REGIO, European Commission

15.00 Round table: Communication, European cooperation and citizenship: challenges, opportunities and operative solutions

NATAŠA BUŠLJETA, Communication Office, Republic of Slovenia (videoconference)

SANDRA CHAIGNON, Communication Office, Commissariat Général à l'Égalité des territoires (CGET), Paris

ANDREJA JERINA, National Coordinator of MRS, Slovenian Government

ALESSANDRO PAPINI, Communication Office, Lombardy Region

ANDREW SPANNAU, Chairman, Milan Foreign Press Association

MARIA SILVIA VENUTTI, Communication Office, Piedmont Region

RITA PALUMBO, General Secretary, Italian Federation of Public Relations (FERPI)

ITALIAN ASSOCIATION OF PUBLIC AND INSTITUTIONAL COMMUNICATION*

Moderator: **ALESSANDRO PAPINI**

Second session - 16h00 - 18h30

EUSALP External Communication: training seminar

CHARLELIE JOURDAN, DG Regio Consultant

The second part of the workshop will be devoted to the three main target groups of the EUSALP communication strategy: the media, public institutions and civil society. Starting from a general overview of the EUSALP communication tools, three parallel working sessions will take place, each of which will consist of discussing about how to communicate the video to the right target.

16.00 EUSALP Communication Strategy: introduction, wrap-up of the key messages and tools

16.30 Training and open discussion: how to use the communication tools to communicate to the different targets

a) Media

b) Public Authorities

c) Civil society

18.00 Conclusions

** Speaker being defined

Day 2 | 25 October 2019 – 09:00 – 12:00

Reserved to Executive Board and Action Group members, communication officers

The second day of this Communication workshop will be dedicated to the members of the Executive Board & of the Action Groups, in order to improve the communication channels among the key implementers of the Strategy.

Therefore, participants will have a unique opportunity to think on how they can improve their channels of communication, to collect their needs, and more specifically to have a better idea of what they can do once back at their daily occupations.

Structured in three thematic round tables, the aim of these discussions is to bring as much as possible ideas, to explore all of the means of improvement for internal communication within EUSALP. Results of this brainstorming session will help Executive Board members & Action Group members to strengthen the governance of the Strategy.

CHARLELIE JOURDAN, DG Regio Consultant

09.00

Brief introduction

09.10

3 parallel thematic round tables

- **Communication roles**

Who does what in Communication in the Executive Board & Action Groups

Members of the Executive Board and of the Actions Groups will define together how each of them can enhance the communication activities. The aim is to define a role for each and the message that should be conveyed at each level.

- **Communication tools**

Using the tools to improve the dialogue

Members of the Executive Board and of the Actions Groups will together brainstorm on the best tools to be used in order to improve the dialogue among themselves. The idea is to make a state of play of the existing communication platforms and to explore the new opportunities for internal communication.

- **Financial opportunities for communication**

Financing resources for communication activities in the future

Members of the Executive Board and of the Actions Groups will collect together the financing needs for communication purpose in order to improve communication activities in the future.

11.30

Conclusion & Next Steps



In cooperation with

