

COPA AND COGECA COMMUNICATIONS SEMINAR 2017

Coordinated and effective communication to ensure a viable and sustainable EU agriculture sector and Common Agricultural Policy (CAP)

#agricommunication

DRAFT PROGRAMME

Introduction :

After Copa and Cogeca's presented its' initial views on the future CAP , this Seminar aims to kick-start the debate on how communication can contribute to ensuring that there is a strong, sustainable CAP in the future. We want to raise the profile of agriculture and underline its many benefits to society, the environment and the economy to ensure that there is a strong CAP in the future. Identifying best ways to coordinate actions with our member organisations is essential for this. The event will include three panel debates looking first how to effectively coordinate communications , with contributions from institutional representatives followed by a panel on how best to build effective, integrated communication campaigns. The final panel discussion will take a look at what are the best ways to step up our communication efforts in the future.

June 2 2017

- Place :** Copa-Cogeca, 61 Rue de Trèves, 1040 Brussels
- 09.30-10.00 h** Coffee and Registration
- 10.00-10.15 h **Opening Words**
Copa-Cogeca Secretary-General Pekka Pesonen
- 10.15-10.35 **Keynote speaker:** European Commission Joint research Centre (JRC), former Digital Strategist of Milan EXPO 2015 Task Force Social Media Manager, Marco Ricorda
- Session 1:** **Panel debate: How to effectively coordinate and integrate communications**
- 10.40-12.20 h **Moderator:** Agra Europe France Xavier Simon
- European Commission Joint research Centre (JRC), Social Media Manager, Marco Ricorda
 - European Commission, Directorate-General for Agriculture, Communication Unit, Chris Jones

- European Parliament Press Officer Jan Jakubov
- European Council Press Advisor Maria-Daniela Lenzu
- Social Media Manager, European Committee of the Regions, Nicole Zandi

Questions and Answers

Panel conclusions: Agra Europe France Xavier Simon

12.30-14.00 h **Networking Lunch**

Session 2: **Building effective communication campaigns**

14.00-15.15 h **Moderator:** Italian Press Agency ANSA Angelo Di Mambro

- Global Forum on Agricultural Research (GFAR) , Community Coordinator, Peter Casier
- Fleishman Hillard Europe, Account Director, Campaign and Creative Strategist, David Turier
- MTK Communications Director, Klaus Hartikainen, Finland
- Coop de France communications representative

Questions and Answers

Panel conclusions: Italian Press Agency ANSA Angelo Di Mambro

15.15-15.30 h **Networking coffee break**

Session 3: **Copa and Cogeca: Stepping up our Communication (Members Only)**

15.30-16.30 h **Moderator:** Copa and Cogeca Secretary-General Pekka Pesonen

- Copa and Cogeca Senior Policy Advisor Javier Valle, Press Officer Amanda Cheesley and Communication Officer Ksenija Simović: Best ways to coordinate our communication on the future of the CAP, agriculture and food
- Danish Press Officer Morten Bonde Pedersen (DAFC)
- FNSEA communications representative Marie-Christine Perrot
- Confcooperative Communications Director Alina Fiordellisi
- Head of the International Department of the Lithuanian Chamber of Agriculture, Vaida Leščauskaitė

Questions and Answers

16.30-16.45 **Conclusions** by Copa and Cogeca Secretary-General Pekka Pesonen on how best to improve coordination and communication

16.45-17.30 **Networking Drinks**