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With partners:



Digital Communication: New Challenges for Governments and EU Institutions

International Conference, 26/27 March 2015, Sofia

Participation by personal invitation

Conference language:
English

Conference venue:
Sheraton Sofia Hotel Balkan, Ploshtad Sveta Nedelya 5, 1000 Sofia, +359 2 9816541

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Pre-Event – Thursday, 26 March 2015

20:00 – 22:00	Welcome Reception Sheraton Sofia Hotel Balkan dress code: business suit
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Conference – Friday, 27 March 2015

09:00 – 09:30	Welcome Coffee, Registration Sheraton Sofia Hotel Balkan, Hall "Serdika"	
09:30 – 10:00	Opening Speeches	
	Christian Spahr	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
	Vincenzo Le Voci	Secretary-General of the Club of Venice; Administrator Press/Comm., Council of the EU
	Ognian Zlatev	SEECOM Chairman; Head of the EC Representation in Bulgaria, Sofia
10:00 – 10:15	Welcome Address by Detlef Lingemann German Ambassador to Bulgaria, Sofia	
10:15 – 10:45	Keynote Address by Daniel Mitov Minister of Foreign Affairs of the Republic of Bulgaria	
10:45 – 11:15	Coffee break	
11:15 – 12:45	Panel I: Encouraging citizen participation with online tools <i>Best practices of governments, parliaments and EU for a better dialogue</i>	
Chairperson	Erik den Hoedt	Director, Public Information/Comm. Office, Ministry of General Affairs, The Netherlands
Keynote	Georg Streiter	Deputy Government Spokesperson, Germany, Berlin
Panelists	Aleksandra Atanasova	Social Media Community Manager, European Commission Representation in Bulgaria, Sofia
	Magdalena Kudlicka	Head of EU Unit, Dep. of Public Diplomacy, Ministry of Foreign Affairs of Poland, Warsaw
	Thibault Lesenecal	Acting Head of Web Communication Unit, European Parliament DG COMM, Brussels
	Vuk Vujnović	SEECOM Secretary General; Public Affairs Specialist, Mission of Montenegro to the EU
	Q & A with the audience Possible remarks by: Arban Abrashi (Kosovo), Marija Goranović (Montenegro), Daniel Reichert (Germany)	
12:45 – 14:00	Lunch	

14:00 – 15:30	Panel II: Geopolitical conflicts – the role of governments on the Web <i>Example Ukraine: Truth and objectivity as challenges in the information provision</i>	
Chairperson	Christian Spahr	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
Keynote	Sanda Svetoka	Senior Expert, Centre of Excellence, NATO Stratcom Latvia, Riga
Panelists	Matteo Arisci	Information and Communication Officer, European External Action Service, Brussels
	Dmytro Kuleba	Ambassador-at-Large for Strategic Comm., Ministry of Foreign Affairs of Ukraine, Kiev
	Žana Tarasevič	Head of Public Information Division, Ministry of Foreign Affairs of Lithuania, Vilnius
	Taavi Toom	Director General, Dept. of Public Diplomacy, Ministry of Foreign Affairs of Estonia, Tallinn
Q & A with the audience Possible remarks by: Nebojša Regoje (BiH), Krunoslav Vidić (Croatia), and others		

15:30 – 16:00	Coffee break
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16:00 – 17:30	Panel III: Promotion of European values in a digital world <i>EU communications, challenged by competing political models</i>	
Chairperson	Vincenzo Le Voci	Secretary-General of the Club of Venice; Administrator Press/Comm., Council of the EU
Keynote	Ivana Đurić	Assistant Director of European Integration Office, Government of Serbia, Belgrade
Panelists	Robert Andrecs	Head of the "Europa" website, DG COMM, European Commission, Brussels
	Jens Paulus	Head of Team Europe and North America, Konrad-Adenauer-Stiftung, Berlin
	Vessela Tcherneva	Programme Director, European Council on Foreign Relations, London
	Dinka Živalj	Chief Advisor to the Minister of Regional Dev. and EU Funds; SEECOM co-founder; Croatia
Q & A with the audience Possible remarks by: Kent Öberg (Sweden), Stefan Vukotić (Montenegro), and others		

17:30 – 17:45	Planning and Announcements 2015-2016: Vincenzo Le Voci , Sec.-Gen. Club of Venice Vuk Vujnović , Sec. Gen. SEECOM	
17:45 – 18:15	Closing remarks: Oliver Vujović (Secretary General, South East Europe Media Organisation), Ioana Lung (Communications Officer, WMCES), Ognian Zlatev (SEECOM), Vincenzo Le Voci (CoV), Jens Paulus , Christian Spahr (KAS)	
20:00 – 22:00	Official Dinner Sheraton Sofia Hotel Balkan Dress code: business suit	