



South East Europe Government Communication Conference 2015: Public dialogue, adding value to policy

18/19 September 2015, Sofia

Participation by personal invitation

Conference languages:

English

Conference venue:

Sofia Hotel Balkan, Ploshtad Sveta Nedelya 5, 1000 Sofia, +359 2 9816541

Contacts:

KAS Media Program South East Europe, Sofia, +359 2 94249-71, media.europe@kas.de

Twitter: #SEECOM2015 | www.kas.de/medien-europa/en

Pre-Event – Friday, 18 September 2015

20:00 – 22:00	Welcome Reception Sofia Hotel Balkan dress code: business suit
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SEECOM Conference – Saturday, 19 September 2015

09:15 – 09:45	Welcome, Registration Sofia Hotel Balkan, Hall “Sredets”
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Opening Speeches	
09:45 – 10:15	Ognian Zlatev SEECOM Chairman; Head of the EC Representation in Bulgaria, Sofia
	Christian Spahr Head of the Media Program South East Europe of Konrad-Adenauer-Stiftung, Sofia

10:15 – 10:30	Welcome Address by Detlef Lingemann German Ambassador to Bulgaria, Sofia
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10:30 – 10:45	Keynote Address by Rosen Plevneliev , President of the Republic of Bulgaria delivered by Rumyana Kolarova , Secretary for Education, Science and Civil Society of the President of the Republic of Bulgaria
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10:45 – 11:15	Coffee break
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11:15 – 12:15	Workshop: The science of communication – Measuring the impact Alex Aiken , Director of UK Government Communications, London
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12:15 – 13:30	Lunch
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Panel I: Giving citizens a say <i>Public participation and engagement</i>	
Moderator	Matthias Barner Press Spokesperson, Konrad-Adenauer-Stiftung, Berlin
Keynote	Georg Streiter Deputy Government Spokesperson, Cabinet of Germany, Berlin
Panelists	Aleksandra Atanasova Social Media Community Manager, European Commission Representation in Bulgaria, Sofia
	Eleonora Gavrielides Communications expert; former Director of Government Communications, Cyprus
	Cormac Liam Smith Chairman, LG communications; Director Westco consultancy, London
Discussion Q&A	

14:45 – 15:00	Coffee break
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15:00 – 16:15	Panel II: Communicating values and culture abroad <i>Public diplomacy</i>	
Moderator	Nadica Dujović	SEECOM Co-founder, former Communications Associate, UNDP Montenegro, Podgorica
Keynote	Ragnar Siil	Founder and Managing Partner, Creativity Lab, Tallinn
Panelists	Jasna Jelisić	Political Advisor to the EU Special Representative in BiH, Sarajevo
	Nebojša Regoje	Spokesperson, Ministry of Foreign Affairs, Bosnia and Herzegovina, Sarajevo
	Vuk Vujnović	SEECOM Secretary General; Public Affairs Specialist, Mission of Montenegro to the EU
Discussion Q&A		

16:15 – 16:45	Coffee break
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16:45 – 18:00	Panel III: Making sense of regional and EU agendas <i>Communicating cooperation and integration efforts</i>	
Moderator	Peter Lindvald-Nielsen	Head of Communications, European Economic and Social Committee, Brussels
Keynote	Ognian Zlatev	SEECOM Chairman; Head of the EC Representation in Bulgaria, Sofia
Panelists	Arban Abrashi	Govt. Spokesperson of Kosovo; Minister for Labour and Social Affairs, Prishtina
	Tom de Smedt	Communications Manager, EU Committee of the Regions, Brussels
	Vincenzo Le Voci	Secretary-General of the Club of Venice; Administrator Press/Comm., Council of the EU
Discussion Q&A		

18:00 – 18:30	Closing remarks: Vincenzo Le Voci (Secretary-General, Club of Venice), Vuk Vujnović , Ognian Zlatev (SEECOM), Christian Spahr (KAS)
18:30	Group photo

20:00 – 22:00	Official Dinner Sofia Hotel Balkan Dress code: business suit
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General Assembly – Sunday, 20 September 2015

09:30 – 11:30	SEECOM General Assembly (by invitation) Sofia Hotel Balkan, Hall "Rila"
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