



Networking event for communication managers of CBC programmes

Strategic communication and evaluation of communication in ETC

29 September 2010 | Leuven, Belgium

Agenda

Date 29 September 2010

Venue The Irish Institute for Ireland in Europe, Irish College, Janseniusstraat 1, 3000 Leuven, Belgium

Tuesday 28 September

20.00 Welcome reception in the Irish Institute for Ireland in Europe, Irish College

Wednesday 29 September 2010

08.30 - 09.00 Registration Coffee / Tea

09.00 - 09.30 Introduction by INTERACT

09.30 - 10.10 **Key stones in strategic Communication, how to get your message through?**
Mr. Verner Kristiansen, Communication Expert, Denmark

10.10 - 11.30 **Best Practices / findings - experiences during the last year.**
3 - 5 cases from Programmes presented in Plenary + Q & A

11.30 - 11.45 Coffee Break

11.45 - 13.00 **Exercise: How to further develop one of the cases just presented (in groups) in order to make a useful evaluation of the action(s).**

13.00 - 14.00 Lunch

14.00 - 15.00 Presentation of the Group works & Discussion

15.00 - 15.45 **Key issues in Evaluation of Communication? How to evaluate Communication activities?** Mr. Verner Kristiansen, Communication Expert, Denmark

15.45 - 16.45 **What have programmes already done and intend to do regarding evaluation?**
Discussion and closing of the seminar, INTERACT