EUROP COM

9th European Public
Communication Conference

Campaigning for Europe

8 & 9 /11/2018
Brussels

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European Parliament

Austrian Presidency
of the Council of the
European Union

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European Commission

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European Economic and Social Committee

European Investment Bank

OECD

European Committee
of the Regions

EuroPCom 2018

With the 2019 European Parliament elections ahead and distrust in the EU still dominating national discourse and elections in the Member States, fostering democratic engagement and advocating for the European project seem to be decisive elements in 2018 for ensuring the future of the EU. Under the headline **"Campaigning for Europe"** the 9th edition of EuroPCom will thus provide communicators with a unique connecting platform in preparation for the election year ahead.

3 main clusters

ELECTIONS

**Gearing up for
the European elections**

CITIZENS

**Fostering local and regional
communication and engagement**

DIGITAL

**Mastering
digital tools and trends**

Formats

Workshop

Bringing communicators together on a specific topic and presenting practical case studies.

Ideas Labs

Open, fully participatory sessions, providing space for active interaction, co-creation and cooperation. The Ideas Labs are set up by participants based on a call for interest.

Market Place

Interactive opportunity for participants to bring in their projects and ideas, to exchange experience and best practices with other participants and to learn from each other.

Mini Trainings

"Hands-on" sessions on selected practical skills lead by an experienced trainer.

Open Space

Discussions spontaneously set up around participants' inputs and thoughts.

EuroPComTalks

Short inspiring keynote speeches.

8 November 2018

10.30-12.00	**Opening session**	**1**

12.15-14.30 *Lunch*
Market Place (Election Camp , Citizens' Camp , Digital Camp)
EuroPComTalks

14.30-16.00

| Delivering great campaigns: inspire and engage **2** | AI and GDPR: salvation or damnation? **3** | Mobilising Generation Z **4** | How women can save Europe **5** | New ways to tell stories | How to engage young people in the electoral process? **7** |

16.30-18.00

| The European elections: media, quo vadis? **8** | Citizens' consultations: image campaign or effective democracy tool? **9** | Public institutions' visual communication: How to unleash creativity? **10** | Twitter as a campaign tool **11** | **6** | Bringing the EU closer to its citizens: working with the EU's decentralised agencies **12** |

18.00-19.00 Reception with #EUandMe short films screening

9 November 2018

09.15-10.45

| Voices from the ground (game) **13** | Selling heavy topics: from budget to space policies **14** | Disinformation and elections: lessons learned **15** | Open Space | Video on social media: applying a publisher's mind set **17** | Why should I care about the EU? **18** |

11.15-12.45

| How opinions become a vote **19** | Celebrating the local in pan-European campaigns **20** | Political campaign strategies for 2019 **21** | ? ? ? **16** | Moderating citizens' dialogues **22** | Local heroes as EU ambassadors **23** |

13.15-14.00	Closing session	**24**

14.00-15.00 *Lunch*
Market Place (Election Camp , Citizens' Camp , Digital Camp)

Overview of the sessions

1   **Opening Session**   *10:30 – 12:00*

The opening session of EuroPCom will take place in the European Parliament, kicking off the conference with inspiring stories and personal experiences on the topic of campaigning for Europe. The theme will be approached from the perspective of both the broad and strict senses of the term "campaigning", and discussed from different angles, giving external views of how to ensure creativity and get people engaged in European projects. The debate will be enriched with contributions from experts from academia and input from the audience. Get inspired for the two days to come and share your view!

2   **Delivering great campaigns: inspire and engage**

14:30 – 16:00

Voter turnout is one of the greatest challenges of the European elections. Currently, the views of half of the European Union's citizens are not represented in the European Parliament, as they abstain from voting. So when traditional political discourse and institutional arguments fail to inspire citizens to get out and vote, maybe it is time to look at things from a new angle. Our panelists will explore what motivations and triggers can be tapped into to encourage more people to take their right to vote more seriously.

3   **AI and GDPR: salvation or damnation?**

14:30 – 16:00

Artificial intelligence is at the core of today's digital targeted communication, not only in the private advertisement sector but also in political campaigning and in the preparation of elections. What are the recent developments, what conclusions can be drawn after the Cambridge Analytica affair, and does the introduction of the GDPR (General Data Protection Regulation) have consequences for targeted communication? AI and data experts, together with GDPR specialists, will discuss with the audience how artificial intelligence in communication has developed, what role data protection plays and how people's privacy can be safeguarded in this context.

4   **Mobilising Generation Z**

14:30 – 16:00

The future responsibility for safeguarding a strong Europe rests on the shoulders of the younger generations. But how can "Generation Z" be encouraged to stand up for a project that many of them may take for granted? In this workshop, speakers involved in several youth engagement projects will discuss with participants what can be done to mobilise young people and create a sense of belonging to and support for the EU. Enrich the debate with your ideas!

5   **How women can save Europe**

14:30 – 16:00

Woman power has proved itself to be a forceful theme for igniting social media debate and conversation across the globe. But can communication strategies targeted at women also be employed for politics? Findings from the last presidential elections in Austria, for example, show that it was thanks to 62% of female electorate that the far-right candidate was not elected. Given that women generally respond better to positive campaigning, how can communication strategies be developed to better reach and engage with this crucial target audience? Discuss with the session's panelists how women can save Europe!

6   **New ways to tell stories**

14:30 – 18:00

How can we get local media to report on European issues? How do we raise the topic of cohesion policy? How can we reach new audiences, especially with regard to the upcoming European elections? Join this session to get answers to these questions, talk with regional TV journalists and learn about new story-telling techniques, especially engaging stakeholders on the ground.

7 How to engage young people in the electoral process?

14:30 – 16:00

This Ideas Lab aims to gather ideas for how to motivate young people to engage both with EU institutions and in political life in general, especially in view of the upcoming European elections. How can institutional and civil society resources be pooled and used to create synergies and allow for wider outreach? How can we understand the practical needs in the field and bring together different insights on the need to cure apathy?

8 The European elections: media, quo vadis?

16:30 – 18:00

Next year's European elections will represent a moment of truth for Europe. Brexit, populism and several national election results within and outside the EU have challenged the European idea, yet trust in the EU has cautiously reached its highest levels in recent months. As traditional media are still a key channel for reaching out to a broad audience, part of the campaign strategy is involving journalists and determining how to make these elections attractive and, ultimately, perceived as European instead of 27 national rounds. Are the lead candidates the faces and voices we need? Or should the focus be on people's daily lives? Is this enough, or should more be done to get the media involved in this crucial moment for the EU?

9 Citizens' consultations: image campaign or effective democracy tool?

16:30 – 18:00

Citizens' consultations seem to be the new trend in EU and national politics. But what role do they actually play and how can the results of these debates efficiently be translated into policies? Are they a useful tool to increase the democratic nature of a political system or just an attempt to improve the image of the organisers? The aim of this workshop is to bring together experts in the field of citizens' consultations to openly discuss this new policy trend from different perspectives.

10 Public institutions' visual communication: How to unleash creativity?

16:30 – 18:00

The private sector consistently demonstrates more creativity and willingness to take risks in their visual communication than the public sector seems to dare. What can be done to improve the graphical strategies of public institutions? Where are the bottlenecks preventing them from taking the same creative approach that private companies do? Panelists from the institutions and private agencies will talk with the participants to find solutions for improving public institutions' visual communications. Share your best practices and creative ideas to enhance the session!

11 Twitter as a campaign tool

16:30 – 18:00

Twitter currently boasts around 330 million monthly active users. As a communicator, you are probably one of them. But how do you use Twitter to campaign? And how do you break down complex politics into bite-sized tweets, making what you write simple to understand? With the European elections on the horizon, how is Twitter going to be used during the election campaigns? Join this mini training to get answers to all of these questions and more and improve your Twitter skills with practical exercises. Make sure you bring along your laptop, tablet or smartphone - you will need it!

12 Bringing the EU closer to its citizens: working with the EU's decentralised agencies

16:30 – 18:00

There are over 40 decentralised EU agencies located across the Member States, working on topics that matter to Europe and the wider world. Their expertise spans many areas of life, including security, health, education, the environment and innovation. Some EU agencies feel that they could play a bigger role than they currently do in promoting the European project at large and bringing the EU closer to its citizens by leveraging their local networks as multipliers. They are keen to explore this idea and build concrete partnerships and joint projects with the participants.

13 Voices from the ground (game)

9:15 – 10:45

The ground game approach has become increasingly integral to political campaigning. Citizens' engagement in helping get out the vote can go a long way in terms of boosting voter participation, and is therefore considered a decisive factor in the success of the campaign. The ground game also represents one of the key communication pillars in the 2019 election strategy. But what does it actually mean? How do you reach online and offline volunteers and campaign ambassadors to create a community of supporters? And what motivates them? If you want to know more about the ground game in general and the mechanisms and messages set up for the campaign, join this workshop. Ground game practitioners and young online volunteers will be available to answer all these questions and more.

14 Selling heavy topics: from budget to space policies

9:15 – 10:45

The European Union is often accused of being too technical and too remote from the people. So, how difficult is it to effectively communicate technical policies to the citizens? Communication experts dealing with difficult topics share their communication dos and don'ts with participants in this workshop and present how to effectively communicate technical policies at the citizens' level. Discover how to go from heavy topics to light communication!

15 Disinformation and elections: lessons learned

9:15 – 10:45

Disinformation is one of the main challenges that both campaigners and electorates currently face during election campaigns. During the Brexit campaign, and especially during the preparations for elections in the United States, France and Italy, the influence of international networks spreading false information to steer the voters became apparent. At the same time, more and more organisations are forming to debunk fake news and ensure the transparency of the information used in political communication. This panel will give insights on what has been developed in this context and what lessons can be learned from recent election campaigns. Join this workshop and see how to face disinformation!

16 Open Space

9:15 - 12:45

What comes to *your* mind when thinking about "Campaigning for Europe"? Are there more topics you would like to discuss? Themes that are not covered by the other sessions? For the first time this year, EuroPCom will provide an Open Space where the participants set the agenda. You'll be able to join a group and discuss their topic or offer to share your knowledge with other participants. In the Open Space, it's *your* space and it's all up to you! Sign up for this exciting experience and let your ideas run free!

17 Video on social media: applying a publisher's mind set

9:15-10:45

If well done, videos are the eye-catching element on social media. Millions of users are reached and engaged every day with short and entertaining videos. But what needs to be taken into account when producing these short films? And how are they best used on the different platforms? This mini training session will offer a practical guide for the development and distribution of video content on social media and cover key content optimisation principles and best practices.

18 Why should I care about the EU?

9:15 – 10:45

This Ideas Lab will reflect on the evolution of targeting in contemporary communication, in an era of communities, big data and extreme market segmentation. The PERCEIVE team will present fresh

data from an ongoing research study that investigates the extent to which citizens feel European and the variables that influence it. These results will be used by participants to work on "digital personas" to bring a relevance-based approach to EU communication strategies.

19 How opinions become a vote
11:15 – 12:45

The incredible richness of the Eurobarometer database gives a wide spectrum of possibilities. Obviously, among other things, these data can be used to increase the effectiveness of campaign projects. What are the most recent public opinion trends? And how can they materialise into a vote? This workshop brings together experts with different professional backgrounds to understand how opinions become votes and to discuss the topic from an interdisciplinary perspective.

20 Celebrating the local in pan-European campaigns
11:15 – 12:45

Audiences are traditionally more interested in what happens in their regions and cities rather than in far-away places. They also find familiar faces more credible than people they never came across. What are the challenges of celebrating "the local" in a pan-European campaign? How can local stories resonate across Europe? How to run a coherent and consistent campaign based on local stories? Participate in this workshop to discuss how proximity drives interest in campaigns!

21 Political campaign strategies for 2019
11:15 – 12:45

The European elections are just around the corner and the European political parties are energetically preparing their campaigns. At EuroPCom, they will share insights, discuss their strategies and guide us through their approaches to coordinating communication efforts with the national and regional levels. Attend this workshop to find out what to expect from the EU parties' campaigns for May 2019 and –

with a bit of luck – you'll also get the latest information about this term's lead candidates.

22 Moderating citizens' dialogues
11:15 – 12:45

Citizens' debates and consultations seem to be the new trend in politics as well as an attempt to ensure more bottom-up policy-making. But with their open format and variety of possible questions raised by the audience, ensuring a coherent structure can be especially challenging for the moderator. What are some tips and tricks for moderating these types of debates and for keeping a cool head? You will get answers in this mini training session so that you can support your organisation in organising their citizens' dialogue right afterwards.

23 Local heroes as EU ambassadors
11:15 – 12:45

This Ideas Lab aims to discuss how to use local "heroes" as EU ambassadors at local and regional level. How can their reputation be leveraged to enhance the visibility of successful EU projects that work and that benefit the public in their daily life? As an example, firemen and rescue workers, highly respected and trusted in their communities, could improve the EU's image by enhancing the visibility of the single emergency number 112 which saves lives. Which other projects could be used to demonstrate the added value of the EU to citizens? How could these local heroes be incentivised to become ambassadors for the European project?

24 Closing session   13:15 – 14:00

The closing session will conclude the conference and sum up the insights from the different sessions. What will you take home from EuroPCom 2018? How will you be campaigning for Europe? Take part in this last session and share your experience of the conference!

Want to take the floor?

Market Place

Interested in sharing and discussing your creative and innovative communication project with other communication's experts?
Want to raise awareness of a new project or to meet potential partners?
Send us your proposal to take part in our newly created Market Place! Projects will be set up in three camps:

The **Election camp** will group projects related to the European elections.

The **Citizens' camp** will present projects fostering local and regional communication and engagement at citizens' level.

The **Digital camp** will showcase ideas and projects in the field of digital communication, in particular apps and online tools.

EuroPComTalks

A new opportunity for selected participants to give an inspiring 10-15 minute talk related to one of the three main themes of the event.

Submit your proposal! Contact us at europcom@cor.europa.eu.

Practical information

Venue

European Parliament
European Committee of the Regions

Programme updates, information and registration

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The conference is an initiative of the European Committee of the Regions, organised in joint partnership with the European Parliament, the Council of the EU, the European Commission, the European Economic and Social Committee, the European Investment Bank and the Organisation for Economic Co-operation and Development.

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