

PROGRAMME

Training Communicating with the Citizen

8-9 February 2010, Leuven

Monday, 8 February 2010

12h00	Informal Lunch Arrivals and Registration
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13h00 Opening Session

13h20 **COMMUNICATIONS OVERVIEW**
The Essentials
Communicating about Sustainability
Defining a Communications Plan: Objectives, Audience, Messages, Tools, Evaluation

13h45 **DEFINING YOUR TARGET AUDIENCE**
Audience Prioritisation and Mapping

14h15 📢 Spotlight on CIVITAS: Target Audiences – Aalborg, DK (ARCHIMEDES)

14h40	COFFEE BREAK
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15h00 **MESSAGE DEVELOPMENT**
Balancing what you want to say with what your audience wants to hear

15h35 **BRANDING**
Analysing, creating and defining brands

16h20 📢 Spotlight on CIVITAS: Branding – Perugia, IT (RENAISSANCE)

16h40 Closing remarks

17h00 Museum Tour

18h00	DAY ONE CONCLUDES
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19h30	Dinner
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Tuesday, 9 February 2010

09h00 Arrivals, Coffee

09h30 Opening Session

09h40 DIRECT-TO-CONSUMER COMMUNICATION: Promotional Products/"Branded" Materials

10h10 EVENTS: Successful Event Organisation

10h50 COFFEE BREAK

11h15 📢 Spotlight on CIVITAS: Events → ZAGREB, HR (ELAN)

11h35 MEDIA RELATIONS
Maximising Media Relations: How it Works, Making it Happen

12h25 📢 Spotlight on CIVITAS: Media Outreach → Gent, BE (ELAN)

12h45 LUNCH

14h00 Focus on: Social Media and Web 2.0 Techniques

14h45 Creating and Selling-in a Successful News Story
Developing a viable measure-related news angle linked to Mobility Week.

17h15 Closing remarks

17h45 TRAINING CONCLUDES

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