



EI Communicators' Network

Sava Centar, Belgrade, Serbia, 8-9 December 2016

Interpretation: EN; FR; RU

Draft Agenda

Thursday, December 8

- 10:00-12:00 Registration..... SAVA CENTAR, FOYER
12:00-13:00 Lunch..... SAVA CENTAR, RESTAURANT
- 13:00-14:30 **Current issues and topics**..... SAVA CENTAR, ROOM 5/L
- Welcome and introduction*
- Overview of current issues and campaigns at EI*
- Sustainable Development Goals
 - Global response
 - TEnglobal
 - Refugee rights
 - EdVoices podcast
- 14:30-15:00 Coffee break
- 15:00-16:30 **Engaging and activating members**..... SAVA CENTAR, ROOM 5/L
- Sharing: How do we engage members and encourage them to take part in our activities?*
- Presentations by affiliates on how to engage and interact with grassroots members, examples of activation and involvement of grassroots members in projects and campaigns
 - Discussion on best practices and how to interest national members on international issues
 - Sharing of innovative social media strategies to engage grassroots members
- 16:30-17:00 Coffee break

17:00-18:30 **Where next for campaigns?**.....SAVA CENTAR, ROOM 5/L

17:00-17:30 *Sharing from previous session, continued*

17:30-18:30 *Guest speaker: Ben Caspersz, Claremont Communications, UK*

19:00-21:00 Reception.....ROOFTOP BAR, IN HOTEL

Friday, December 9

9:00-10:30 **We create events! Events create us!**.....SAVA CENTAR, ROOM 5/L

An interactive presentation on education trade union promotion

Guest speaker: Maria Akhapkina, Russian Teacher of the Year 2015, joined by Elena Elshina and Alina Akhmetova, ESEUR

10:30-11:00 Coffee break

11:30-13:00 **Adding value to ComNet**.....SAVA CENTAR, ROOM 5/L

11:30-12:00 *Interactive presentation, continued*

12:00-13:00 *How can we make ComNet more valuable?*

- Introduction and allocation of working groups
- Working groups to discuss
 - Is the mailing list an efficient way of keeping in touch? What other format could be useful?
 - How can international solidarity help national causes? What packaging is necessary to reach the intended audiences?
 - Overview of national media landscapes interested in international topics (“gallery walk”)

13:00-14:00 Lunch.....SAVA CENTAR, RESTAURANT

14:00-15:00 **Conclusions**.....SAVA CENTAR, ROOM 5/L

14:00-14:45 Reporting back from previous session

14:45-15:00 Conclusions, upcoming meetings, wrap-up