

Draft version
Date: 29.10.2021

2nd meeting of the EUSAIR Communication experts

23 of November 2021, 10:00-11:30

Venue: Video conference via EUSAIR's Stakeholders Platform.

Please join the meeting from your computer, tablet or smartphone:
To be added

Objective of the meeting:

The EUSAIR Communication experts meeting is organised as continuation of the 1st meeting, at which the experts were given instructions on best practices in communicating Macro-regional Strategies topics. The conclusion was to continue with regular meetings to build upon the common challenges in the field of communication and establish functioning network of EUSAIR communication experts.

Therefore, the ambition of the 2nd meeting of the group is to exchange information on state of the art of communication processes in EUSAIR participating countries, taking into account also the campaign for promotion of our national states, the background reasons for their participation in EUSAIR and communication/media coverage of EUSAIR Pillars. Experts will be invited to brainstorm and cooperate in regard to open issues to be addressed in the future and mutual support of the communication experts group will be agreed upon.

The meeting aims to contribute to a better understanding what are the needs/wants/capabilities in terms of strategic and operational aspects of the EUSAIR communication.

Participants:

The workshop is meant for EUSAIR Communication experts and EUSAIR Facility Point Project Partners, and is organized by the Government Office for Development and European Cohesion Policy, acting as a coordinator of the EUSAIR Facility Point strategic project.

Registrations will be open between 2nd and 7th November 2021.

Agenda:

23 November 2021	
9.45-10.00	Registration and platform testing
10.00-10.20	Opening remarks, introduction to the event and concept
10.20-11.00	Round table among communication experts – reports on: <i>- work done since the last meeting</i> <i>- issues encountered when communicating the EUSAIR topics</i> <i>- national communication campaign</i> <i>- what kind of support is needed from other experts and from EUSAIR Facility Point Lead Partner</i>
11.00-11.15	A.O.B
11.15-11.30	Conclusions and next steps