



EuroPCom 2016

7th European Conference on Public Communication

Call for proposals

EuroPCom 2016

The seventh edition of EuroPCom, the European Conference on Public Communication, will take place in Brussels on 20 and 21 October 2016. It will bring together communication managers and senior experts from local, regional, national and European authorities. Over 700 colleagues from all the EU's Member States are expected at this networking event. The lectures, debates and interactive workshops will focus on the major challenges for EU communication and public communication.

Conference format

Jointly organised by the EU institutions, EuroPCom is the annual event on communicating in/on Europe. The conference will start with a plenary opening session on the Wednesday morning, hosted by the European Parliament. On the Wednesday afternoon and Thursday morning participants can attend a series of workshops and thematic debates. The programme will also include interactive networking and thematic conversation sessions.

2016 conference themes

EuroPCom offers a unique platform to all public and private sector professionals to share their expertise and ideas on how to communicate in/on Europe. This year's conference coincides with a defining period for Europe – from the migration crisis to lessons learned from the UK referendum.

Does Europe still **inspire people**? What new ways might be found to **[re]connect** with EU citizens? What are the **stories** that need telling? What are the **latest trends** in public communication and in communicating [Europe]? How can [open] **data be used in communication**?

Colleagues from the EU institutions will share answers to these and other questions with their communication colleagues at **local, regional and national level**.



Workshop themes

Based on feedback from participants and recent developments in [EU] public communications, this year's EuroPCom will be structured around four strands. A preliminary list of themes and topics has been drawn up for the workshops and debates:

Telling stories

Effective stories can inspire people. Messages are the key elements of any communication process. What stories need telling and to whom?

- The "Brexit" narrative debate
- Stakeholder communication
- Storytelling techniques to improve communication

Taking new approaches

Innovating in communication is essential and requires the use of new approaches, e.g. working with the various target groups or getting back to the fundamentals.

- How can big and open data be used for communication?
- Crowd sourcing as a communication method
- Less is more – back to basics
- Connecting with citizen-driven projects
- Visualisation: the role of infographics in communicating

Drawing on experience

Learning from projects improves knowledge and creativity. Impact, achievements and experience in communicating should be shared.

- Lessons learned from the refugee crisis
- Learning from international campaigns
- Citizen-driven projects: how to connect?

Ideas' lab

Looking for ideas, opportunities, cooperation, collaboration or partnership? Come and pitch your communication thoughts and projects. Get at least one partner on board from another EU Member State, develop your common ideas or project and the floor is yours!

Your comments and ideas?

Are you aware of recent communication **projects** related to the proposed themes? Can you recommend **speakers or experts** who could take part in the debates and workshops? What other **themes and topics** would be on your list for a EuroPCom conference?

Please send your comments and proposals by e-mail (europcom@cor.europa.eu) or post them on our LinkedIn group

(www.linkedin.com/groups?home=&gid=4203563) or on Twitter (mentioning #europcom). Deadline for your input: **15 April 2016**.



European Public Communication Award 2016

We also invite you to submit your proposals for the European Public Communication Award, which will be granted during the 2016 conference.

Info and contact

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Committee of the Regions

