

# EAPN TRAINING on Information and Communications Technologies (ICTs) and How to get heard in the media

12 & 13 Dec 2013, Leuven, Belgium

## PROGRAMME

### **THURSDAY 12 DEC 2013 – Information and Communications Technologies**

#### **9.00-9.30 Introduction to the Training by Nellie Epinat, EAPN's Communications officer**

- Together on board! Welcome to our training
- Giving a practical framework to the workshop: our 2014 Campaign on the European Elections
- Presentation of EAPN's 2014 European Elections Campaign's strategy

(the campaign's strategy is also available online on this page on the members' room:

<http://www.eapn.eu/en/members-room/campaigns/campaigns>. Direct link to the presentation:

<http://www.eapn.eu/images/stories/docs/campaigns/2014-EP-elections-EAPN-strategy-ppt.pdf>)

***Moderator and Speaker: Jonás Candalija, journalist and communications officer for EAPN Spain, with assistance from Saviour Grima, EAPN Malta, Director at Millennium Chapel Paceville and computer scientist***

#### **9:30-10.15 | Facebook: How to use it in a NGO campaign**

- Some tips and key messages
- Our Fan Page (How to connect with audiences)
- European Elections Campaign in Facebook

#### **10:15-11:00 | Twitter: How to use it in a NGO campaign**

- How to 'tweet' effectively
- How to manage 'influencers'
- How to create a Trending Topic: Examples for action

#### **11:00-11.30 | COFFEE BREAK**

#### **11.30-12.30 | Blogging**

#### **12:30-14:00 | LUNCH**

#### **14:00-15:30 | Campaigning tools and brainstorming part I**

- LinkedIn
- Google+
- Petition tools: Avaaz and Change

#### **15:30-16.00 | COFFEE BREAK**

#### **16:00-17:00 | Campaigning tools and brainstorming part II**

- Videos: Youtube, Vimeo
- 'Viral' flashmobs
- Crowd funding tools

## **FRIDAY 13 DEC 2013 – How to get heard in the media**

***Morning Session - Moderator and Speaker: Nellie Epinat, EAPN's communications officer***

### **9.00-9.30 | Presentation on Getting heard in the media**

- Overview of European media
  - Reality and Panorama
  - How they work
  - Getting your message across
  - Practical work
- Press releases
- Interview techniques

### **9.30-10.30 | Discussion, exchange, experience sharing**

### **10:30-11:00 | COFFEE BREAK**

### **11:00-12:30 | Wrapping up**

After getting so much information in a day and a half, we want to take the time for the questions you may have, your comments, your ideas, how we can work together more efficiently, if you see your involvement in EAPN's 2014 campaign in the elections differently... the floor is all yours!

### **12:30-14:00 | LUNCH**