

Inclusion Europe

The European Association of Societies of Persons with Intellectual Disability and their Families
L'Association Européenne des Organisations des Personnes Handicapées Mentales et leurs Familles

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1st Annual Information Officers Meeting of Inclusion Europe

Embracing Social Media for Your Cause

29-30 August 2011, Brussels

Inclusion Europe is delighted to invite you to the first annual seminar for Information, Communications and Press Officers of its member associations.

Social Media have been widely recognised as a powerful tool of social influence. The great potential of social networks to engage and interact with large audiences has already been acknowledged by numerous businesses and organisations.

What difference can Social Media make to the work of intellectual disability organisations in Europe?

During the seminar, participants will exchange ideas and experiences on how to effectively use available social media tools to promote our common cause and bring about a social change. The seminar will touch upon strategies, possibilities and risks, dos and don'ts of social media use. Thanks to the expertise of invited speakers, participants will gain a better understanding of EU policies, ideas and strategies to gain support for the Inclusion movement through Social Media. For more information, please, see the draft agenda below.

The seminar will take place in the premises of Inclusion Europe at Galleries Toison d'Or, Chaussée d'Ixelles 29, 1050 Brussels. The working language is English.

All participants arrange and finance their own travel and accommodation. Inclusion Europe has pre-booked a limited number of hotel rooms in the Hotel Argus Brussels that will be allocated on a first come, first served basis.

Draft Agenda

Monday, 29 August 2011

- 14.00** **Welcome of participants**
Objectives of the meeting
Geert Freyhoff, Director, Inclusion Europe
- 14.10** **Harnessing the Power of Internet for Better Communication –
Perspective of the European Commission**
*Antoine Mallia, Communications Officer,
European Commission, DG Employment, Social Affairs and Inclusion,
Unit Communication, CAD (tbc)*
- 15:00 Coffee break
- 15.30** **Distributing Experiences: Outcomes of survey on the use of online
communication by members of Inclusion Europe**
Petra Letavayova, Communications Officer, Inclusion Europe
- 18.00** **Visit of Brussels City Center**
- 20.00** **Dinner** at Les Braissins, 36 Rue Keyenveld, 1050 Brussels

Tuesday, 30 August 2011

- 9:30** **Strategic Use of Social Media for Disability Organisations**
David Crowson, Former Director of R&D at Mencap, United Kingdom
- 10.00** **Challenges and Opportunities of Social Media Use**
Elvira Cabezas, Communications Department, FEAPS Confederación, Spain
- 10.45** Coffee Break
- 11.15** **Exchange of experiences**
- 12:00** **Wrap-up session**