



Inclusion Europe

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

To all IE members

N/Réf: IE/11-081

Brussels, 8 August 2011

Re.: Inclusion Europe's Skill-Sharing Event for Information Officers of Member Societies

Dear Members,

Inclusion Europe has made effective communication and social media the topic of the first annual skill-sharing and capacity-building seminar for its member societies. The seminar entitled "*Embracing Social Media for Your Cause*" will take place from **29-30 August 2011** in **Brussels**.

Effective communication is indispensable for every advocacy organisation to realise its goals. Communication is not simply dissemination of information. Well-implemented strategic communication, aligned with our values and goals, is a key for every disability NGO eager to:

- Convey messages to a large or targeted audience in order to gather wide public support for inclusion
- Ensure the success of advocacy and lobbying activities
- Challenge negative attitudes towards disability
- Undertake awareness-raising campaigns on specific topics
- Create a means for building relationships with stakeholders and communities
- Engage effectively in fundraising
- Enhance visibility and credibility of our organisations.

Social Media has been widely recognised as a powerful tool of social influence. The ongoing impressive growth of social media users makes it a relatively **cost-free solution with massive impact**; which already serves numerous non-profit and advocacy organisations worldwide.

At the seminar, you will gain knowledge about strategies, possibilities, dos and don'ts of social networking for disability organisations. Novices as well as skilled communication professionals will exchange ideas and experiences on how to effectively use social media tools to promote our common cause and bring about a social change. **An expert from the European Commission will explain how the European Institutions use social media to reach out and interact with citizens and gather support for its policies.**

Don't miss this opportunity and register for the seminar by 20 August 2011.

You will find attached to this letter an agenda for the meeting. Practical information is available on the website www.rights-into-action.eu.

Should you have any question about this seminar, please contact Petra Letavayova at p.letavayova@inclusion-europe.org.

We look forward to welcoming you at this important event,

Yours sincerely,



Maureen Piggot
President