



Communication Training

Munich, 19th - 20th October 2009

AGENDA

Day 1 - 19th October

- 11:00 - 12:00 Arrival and registration
Light welcome snack
- 12:00 - 12:45 Welcome, introduction and warm up
- 12:45 - 13:15 Group work:
Communications background
- 13:15 - 15:00 Workshop I:
Communication Strategy and Planning

Group 1: Call 1 projects
Group 2: Call 2 projects
Group 3: Programme bodies
- 15:00 - 15:20 Coffee break
- 15:20 - 16:30 Workshop I continues
- 16:30 Day 1 closes
- 19:30 (Informal) networking dinner
"Wirtshaus zum Straubinger" (see map)

Day 2 - 20th October

- 09:00 - 10:30 Workshops II:
 - Communication Tools: Media relations
 - Communication Tools: Non-media activities
 - Communication Tools: Media relations
- 10:30 - 10:45 Coffee break
- 10:45 - 12:00 Workshops continue
- 12:00 - 13:00 Lunch
- 13:00 - 14:30 Workshops III:
 - Communication Tools: Non-media activities
 - Communication Tools: Media relations
 - Communication Tools: Non-media activities
- 14:30 - 14:45 Coffee break
- 14:45 - 16:00 Workshops continue
- 16:00 - 16:30 Final plenary: review of learning points,
conclusions, Q&A
Follow up: the Alpine Space LinkedIn Group
- 16:30 End of the Training