



Week Programme International Communication Days 3 – 7 December 2018

Monday 3 December 2018

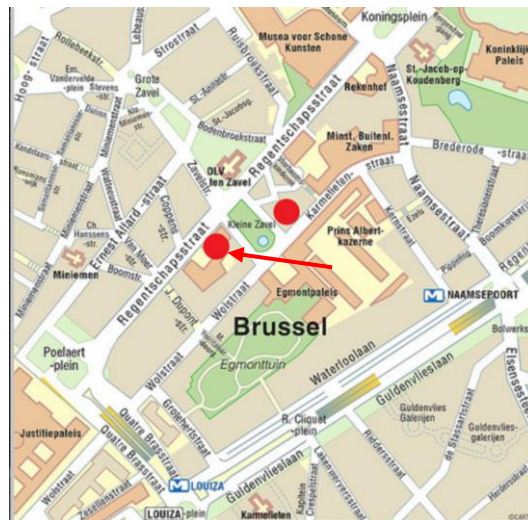
Royal Conservatory Brussels

Koninklijk Conservatorium – Regentschapstraat 30/Rue de Régence 30 - 1000 BRUSSELS

From Central-Station 12' walk

Metro: Louiza (lines 2/6) or Parc/Park (lines 1/5)

Tram: 92 or 93 stop: Kleine Zavel



- 10:00-11:00am - **Registration**
- 11:00 am-12:00 pm
 - **Official Opening** by **Ann Brusseel**, President EhB
 - Keynote speaker: **Herman Van Rompuy**, President Emeritus of the European Council on 'The Future of Europe and the Role of Higher Education'.
 - *Jazz Assembly KCB students*: Nina Kortekaas,, Frederico Pecoraro, Pierre Antoine Savoyat, Robbe Broeckx
- 12:00 pm **Welcome & Networking drink**
- 01:00 pm – Gathering in the income hall of the Conservatory. We walk together to the Dept. of MMM

You need some help? Contact for:

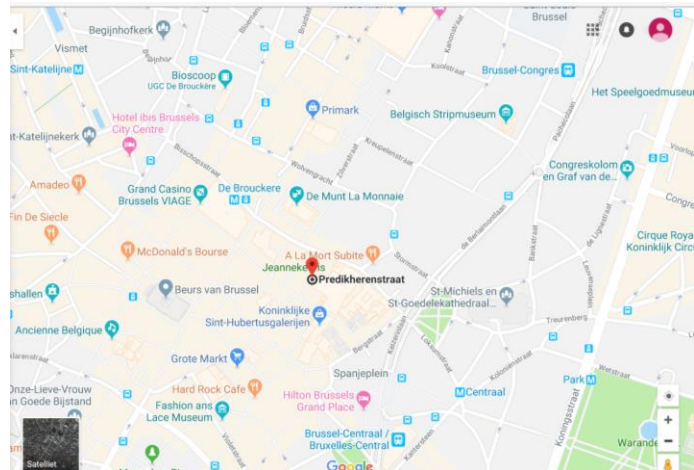
Brussels: ellen.thielemans@ehb.be, mobile: +32 498/10 52 38

Antwerp : nadia.vissers@ap.be , mobile : +32 485/31 83 57

International Communication Days 3 - 7 December 2018



- 1:30 pm **Global Coffee** networking session - getting to know each other (MMM department – Zespenningenstraat 70 -> room 3.18 – 3rd floor)
- 7:00 pm - Dinner at **Restaurant VINCENT**, Rue des Dominicains /Predikherenstraat 8-10, 1000 Brussels (Metro Brouckère or Central Station, lines 1 or 5)

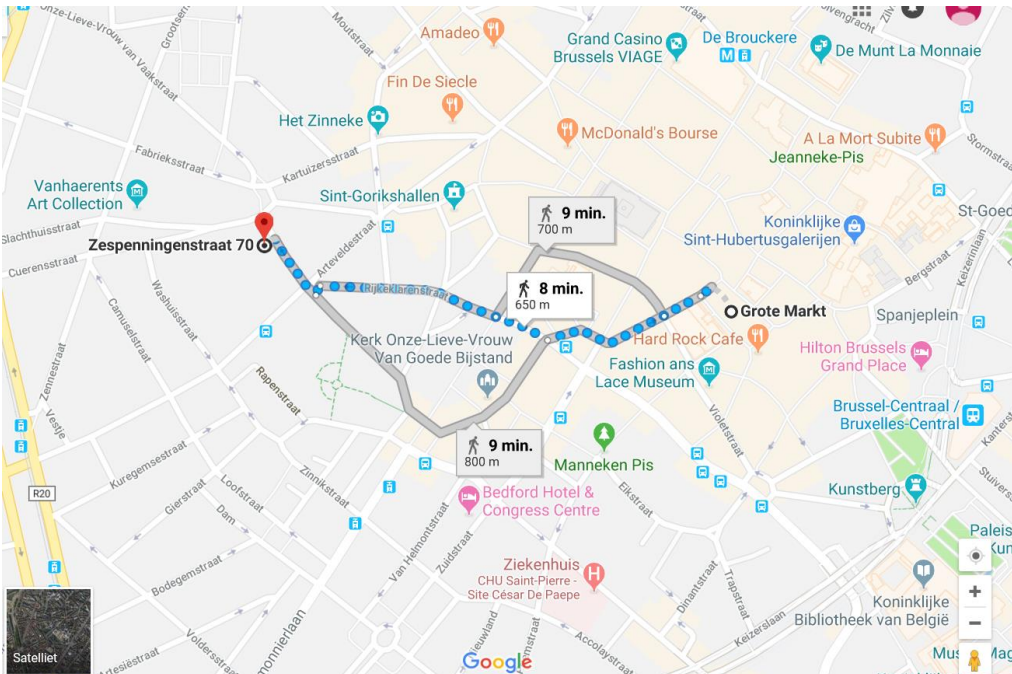


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Tuesday 4 December 2018

09:00am – 05.30pm: Guest lectures @ Erasmushogeschool Department of MMM (Management, Media & Maatschappij) - Zespenningenstraat 70 - 1000 BRUSSELS (9'walk from Grand Place of Brussels)



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International Communication Days

3 - 7 December 2018



Communication Management - 3rd Bachelor

time	Guest lecturer	room
8.30am – 09.am	<i>Registration and coffee</i>	005 (ground floor)
09.00am - 10.30am	Thijs Waardenburg How to earn attention on social media with topical advertisements	3.13 (3rd floor)
11.00am - 12.30pm	Clyde A. Moerlie (Online) reputation management and the changing role of fashion companies	3.13 (3rd floor)
12.30pm – 02.00pm	<i>lunch</i>	Restaurant 4th floor
02.00pm - 03.30pm	Flavia Tăran Reframing news and entertainment consumption through internet memes	3.13 (3rd floor)
04.00pm - 05.30pm	Abel Monfort Digital Communication Strategy and tools	3.13 (3rd floor)

Communication Management – 2nd Bachelor

time	Guest lecturer	room
8.30am – 09.am	<i>Registration and coffee</i>	005 (ground floor)
09.00am - 10.30am	Sirpa Puolakka Internal communication of an organisation	3.15 (3rd floor)
11.00am - 12.30pm	Craig Mac Donald International marketing campaigns and advertising	3.15 (3rd floor)
12.30pm – 02.00pm	<i>lunch</i>	Restaurant 4th floor
02.00pm - 03.30pm	Taina Vuorela Humour in English advert. campaigns: challenges and opportunities	3.15 (3rd floor)
04.00pm - 05.30pm	Gabriel Ravello New distribution models for the real estate market	3.15 (3rd floor)

➔ Coffee break between classes: room 005 (ground floor)

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International Communication Days

3 - 7 December 2018



Journalism 2nd & 3rd Bachelor

time	Guest lecturer	room
8.30am – 09.am	<i>Registration and coffee</i>	005 (ground floor)
09.00am - 10.30am	Sander Van Hoorn	3.19 (3rd floor)
11.00am - 12.30pm	Esko Hatunen Mobile Journalism	3.19 (3rd floor)
<i>12.30pm – 02.00pm</i>	<i>lunch</i>	Restaurant 4th floor
02.00pm - 03.30pm	Aigars Ceplītis 360° immersive journalism: ethical issues	3.19 (3rd floor)
04.00pm - 05.30pm	Tiko Tsomaia Planning a campaign about social issues	3.19 (3rd floor)
04.00pm - 05.30pm	Mario Kubaš How communication strategies are shaped to meet the expectations of journalists	3.17 (3rd floor)

- 7:00 pm - **Royal Conservatory Brussels = same venue as the opening session**
Community Opera Leedberg composed by Prof. Ph. Lamouris, KCB and performed by professionals, students, staff and external guests.
Koninklijk Conservatorium – Regentschapstraat 30/Rue de Régence 30 - 1000 BRUSSELS
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Wednesday 5 December 2018

- 09.30 am – 11.30am : **Visit to the European Parliament** with Lieven Cosijn or Rolf Falter
Station Europe – Place du Luxembourg/Luxemburgplein 100 – 1047 Brussels

Please, take **YOUR PASSPORT or IDENTITY CARD with you!!**

Lieven Cosijn works for the Media Directorate in the European Parliament. He is Press Officer for the Belgian media.

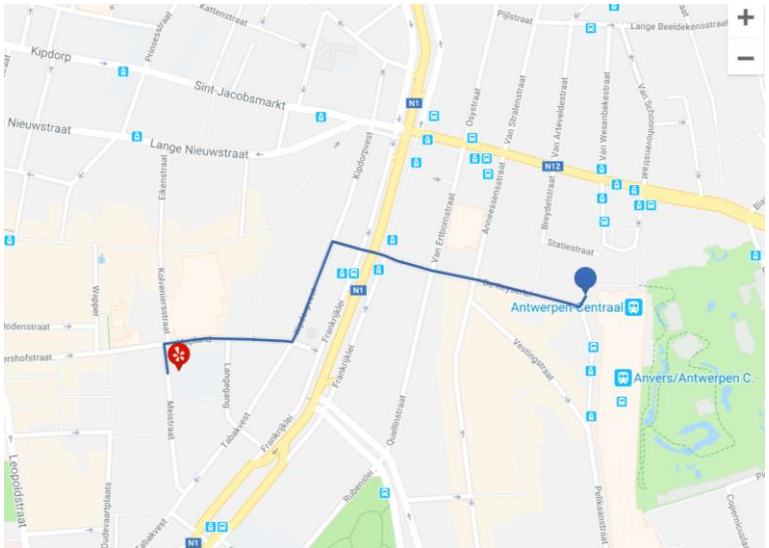
Rolf Falter leads the Belgian Liaison Office of the European Parliament. Prior to this Falter was, amongst other things, adviser to Prime Minister Guy Verhofstadt, journalist at the financial-economic newspaper De Tijd and lecturer in Journalism.

- 1) guided tour in the multimedia centre (tv & radio studios)
 - 2) Lieven and/or Rolf share insights in the communication campaign “This time I’m voting in the European Selections 23-26/05/2019” = social media campaign to create a community of volunteers convincing Europeans to participate and vote in the upcoming European Selections. They also explain how the Leading European Newspaper Alliance works
 - 3) if possible: testimony of a member of the European Parliament
- 01:00pm - Travel from Brussels to Antwerp by train (Central-Station)
Train 13:01 Brussels Central Station (platform 5) -> 13:53 arrival in Antwerp Central Station (platform 24)
 - 03:00pm - arrival at Artesis-Plantijn Campus -> campus tour
Meistraat 5 – 2000 Antwerp – room 4.21

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- 04:00 pm - **Idea Kitchen**: internationalisation@home- COIL: presentation of cases and exchange of ideas @ Artesis Plantijn Campus – room 4.21
- 07:00 pm – Dinner at **Grand Café HORTA**, Hopland 2, 2000 Antwerp



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International Communication Days 3 - 7 December 2018



Thursday 6 December 2018

09:00am – 05.30pm: Guest lectures @ Artesis Plantijn Antwerp
Meistraat 5, 2000 Antwerp

Journalism & Communication Tracks – students from 2nd and 3rd bachelor degree

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International Communication Days

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	JOURNALISM TRACK	COMM.MANAGEMENT TRACK		
timing	room 324	room 111	room 122	room 226
9.00 - 10.30	Esko HATUNEN Mobile Journalism	Gabriel Ravello MAS New distribution models for the real estate market	Craig Mac DONALD International marketing campaigns and advertising	Thijs WAARDENBURG How to earn attention on social media with topical advertisements
break	staff room			
	room 324	room 111	room 122	room 226
11.00 - 12.30	Aigars CEPLITIS 360° immersive journalism: ethical issues	Tiko TSOMAIA Planning a campaign about social issues	Mario KUBAS How communication strategies are shaped to meet the expectations of journalists	Clyde MOERLIE Online reputation management in fashion companies
lunch	staff room			
	room 324	room 333	room 122	room 226
13.30 - 15.00	Karina SCHWANN The secrets of producing documentaries / serials for radio	Abel MONFORT Digital Communication Strategy and tools	Flavia TARAN Reframing news and entertainment consumption through internet memes	Taina VUORELA Humour in English advert. campaigns: challenges and opportunities
break	staff room			
	room 324	room 111	room 122	room 226
15.30 - 17.00	Flavia TARAN Reframing news and entertainment consumption through internet memes	Sirpa PUOLAKKA Internal communication of an organisation	Tiko TSOMAIA Planning a campaign about social issues	Manuela MANLIHEROVA The influence of visual information

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- 06.00 pm: Closing drink / social activity

Friday 7 December 2018

Artesis Plantijn Antwerp - Meistraat 5, 2000 Antwerp – room 2.27

- 9 am – 12 pm: Meeting international radio project 'Europe on Air' (room 2.27)

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