

46TH Meeting of the Advisory Forum Communication Working Group

Brussels, 23-24 February 2015

Draft agenda

23 February 2015

PM SESSION – 14h00-17h00

Welcome Lunch 13:00

Welcome and Introduction

Welcome from EFSA (10') – Shira Tabachnikoff

Corporate Focus

**EFSA's Strategy towards 2020 – the Road Ahead (25') – Alberto Spagnoli
Q&A (10')**

Comms Focus

Key country issues (60')

Plenary – 14h00 – 15h45

Coffee Break – 30 minutes

Comms Focus

**EFSA's updates on recent & forthcoming communications activities (15') –
Francesca Matteucci**

**Finalisation and Validation of the 2015 Work Program and Multi-Annual
Training plan
(15') – Shira Tabachnikoff**

Deliverables and Project Teams for 2015 (15') – Shira Tabachnikoff

Plenary – 16h15 – 17h00

24 February 2015

AM SESSION – 09h00-13h00

Corporate Focus

**Introduction: Understanding the work of DG Health & Food Safety (20') – Roser Domenech-Amado
Q&A (15')**

Project Workshops

Target Audience Research Feedback (10') – Laura Smillie

Update on the Lexicon project (10') – Francesca Matteucci and Laura Smillie

Update on Risk Communications Guidelines – 2014 - 2016 (10') – Shira Tabachnikoff

Update on Crisis Communications Training and Crisis Communications Guidelines (10') – Laura Smillie and Shira Tabachnikoff

**Break Out Sessions with Project Leaders (30')
Feedback to Group (15')**

Plenary – 09h00 – 11h00

Coffee Break – 30 minutes

Stakeholder focus

**How to manage Stakeholder Relations (30') – Lucia de Luca and Astrid Bjerkås,
Q&A (10')**

WHO and its work on Food Safety (30') - Ina Parvanova, WHO

Brainstorm on campaign for World Health Day (20') – Ina Parvanova and Shira Tabachnikoff

Plenary – 11h30 – 13h00

Lunch Break – 90 minutes

PM SESSION – 14h30-17h15

International Cooperation

Update on International Cooperation and Preparing for Expo meeting (30')
Shira Tabachnikoff

Science Matters

Presentation on Communicating Uncertainties (45') Andy Hart
Q&A (15')

Dates for the diary 2015/ AOB (15')

Plenary – 14h30 – 16h15

End of the meeting