COMMUNICATIONS EXPERTS NETWORK (CEN)
14th meeting

24-25 October 2023
09:00-18:00/09:00-12:30
AGENDA

Location: Web-conference

Chair: James Ramsay

Day 1 – 24/10/2023

Time	No.	Item	Documents	Presenter
9.00	1	**Welcome and Apologies for absence**		Chair
	2	**Adoption of agenda**		Chair
	3	**Agreement of the minutes of the 13th CEN meeting held on 23-24 May 2023, in Parma.**	Minutes - 13th CEN meeting	Chair
9.05	4	**Update from Advisory Forum and Focal Points**		B. Gallani
9.20	5	**Social Science**		
		I. Avian influenza	Presentation	J. Lourenco
		II. Social research data hub exercise	Presentation & Group exercise	G. Alaveras, F. Coveri, J. Lourenco, D. Vrbos, G. Zamariola
		III. Fish survey - update	Presentation	T. Smith & G. Alaveras
		IV. IPA Eurobarometer - update		J. Lourenco
10.35		*Coffee break*		
10.50	6	**Media round-up & Highlights**	Presentation	F. Avanzini & I. Zanetti
11.20	7	**Communication Lab: Avian Influenza**	Presentation & Group Work	F. Avanzini & G. Mancarella
12.20	8	**Communication Planning**	Presentation	J. Ramsay
12.40		*Lunch break*		
14.00	9	**Artificial Intelligence Workshop: How to train your robot**	Presentation	Chris Reed Restless Comms
15.30		*Coffee break*		
15.45	11	**Campaign Updates**		

		I. #EUChooseSafeFood **II. #PlantHealth4Life** **III. #StopASF**	Presentation Presentation Presentation	S. Monti I. Zanetti F. Matteucci & G. Zamariola
17.00	12	**Hazard vs Risk mini campaign**	Presentation	F. Positano & G. Zamariola
17.20	13	**Day 1 Round up**	Verbal update	Chair
17.30		*End of the first day*		

Day 2 – 25/10/2023

Time	No.	Item	Documents	Presenter
9.00	14	**Welcome back & Apologies for absence**		Chair
9.05	15	**Key Country Issues**		
		I. Communication on (food) challenges on TikTok	Presentation	Suzan Fiack BfR (Germany)
		II. Iceland Ireland Incident	Presentation	Jane Ryder FSAI (IRE)
		III. African Swine Fever	Presentation	Sara Mikrut HAPIH(Croatia)
		IV. Translating risk perception into risk communication practice	Presentation	B. Tiozzo IZSVe (Italy)
10.30		*Coffee break*		
10.50	15	**Coordinated Communication** **15.1 Teams access refresher – demonstration & trouble-shooting**	Demonstration Q&A	Service Desk
		15.2 Tailor-made activities **I. CEN/FP partnership guide** **II. EU Framework for Coordinated Communication** **III. Update on MS Joint products** **IV. (Infographics)** **V. Risk comms Summer School Feedback**	Presentation Presentation	R. Harrington & Member States C. Geijskes
12.20	16	Day 2 Round-up		
12.30		*Closure of Meeting*		