

COMMUNICATIONS EXPERTS NETWORK

17th meeting



20-21 May 2025

09:00-17:15 / 09:00-13:00

AGENDA

Location: EFSA - Parma (Board Room 00/M10) and online

Chair: James Ramsay

Day 1 – 20 May 2025

Time	No	Item	Presenter
09:00	1	Welcome	J. RAMSAY
09:05	2	Welcome by EFSA's Acting Executive Director	B. URL
09:20	3	AF/FP update	B. GALLANI
09:35	4	Comm Lab on azoles	S.MONTI
10:15		<i>Coffee break & networking</i>	
10:45	5	Coordinated Communication activities Key country issues and updates from the MSCC Community • Germany • Ireland • Spain • France • Czech Republic • Hungary	DE IE ES FR CZ HU
12:45		<i>Lunch break</i>	
14:00	6	Update on EFSA's campaigns • Safe to Eat (S2E) • Plant Health For Life • Avian flu risk comm mandate • 2027 campaign plans	J. RAMSAY S. MONTI L. SANCHEZ F. AVANZINI T. SMITH G. ZAMARIOLA
15:45		<i>Coffee break & networking</i>	
16:15	7	Crisis Communication • Update on EFSA's roadmap • Case studies: outbreaks of Foot and Mouth Disease in Germany and Hungary	G. MANCARELLA A. LUCA S.FIACK E. ORSZAGH
16:45	8	Media & social media round up	E. BRAY F. POSITANO
17:15	9	Wrap-up and closure	J. RAMSAY

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17:20 *End of the first day*

Day 2 – 21 May 2025

Time	No.	Item	Presenter
09:00	10	Welcome	J. RAMSAY
09:05	11	EFSA's communication calendar	J. RAMSAY
09:30	12	Social science update • COMET project • Fish consumption survey • Flash poll on ASF • Eurobarometer 2025	G. ZAMARIOLA J. LOURENCO SOUSA G. ALAVERAS A. SMITH
10:30	13	Photo opportunity	All
10:45		<i>Coffee break & networking</i>	
11:15	14	Updates on the MSCC Community • Overview of 2024/2025 reporting activities • Next steps • Sharepoint and collaborative platforms	F. MATTEUCCI Y. COVOLAN T. KRYSTENSEN L.VOGT
12:15	15	Let's talk AI: strategies, tools and best practices	J. RAMSAY All
12:55	16	Conclusions	J. RAMSAY
13:00		<i>Closure of the meeting</i>	