

COMMUNICATIONS EXPERTS NETWORK (CEN) 18th meeting



22-23 October 2025
09:00-12:30 / 09:00-12:30
AGENDA

Location: online

Chair: James Ramsay

Day 1 – 22 October

Time	No.	Item	Presenter
09:00	1	Welcome and adoption of the agenda	J. RAMSAY
09:05	2	AF/FP update	J. RAMSAY
09:10	3	Working together: update on EFSA's campaigns <ul style="list-style-type: none">S2E, PLH4L, NoBirdFlu: impact of 2025 activities and plans for 2026	F. AVANZINI S. MONTI J. RAMSAY L. SANCHEZ T. SMITH I. ZANETTI
10:10	4	EFSA's communication calendar	J. RAMSAY
10:40		<i>Coffee break</i>	
11:05	5	Coordinated Communication activities Key country issues and updates from the MSCC Community <ul style="list-style-type: none">AT Update on MSCC activities of the Danube groupDE Risk perception on food supplementsDE Update on MSCC activitiesES Update on MSCC activitiesIE Listeria outbreak linked with ready-to-heat foodNO Update from the Nordic risk communication networkUpdate on MSCC community: now and next	Danube Group (AT, BG, CZ, HR, HU, RO, SI) DE DE ES IE Nordic Risk Communication Network (DK, FI, SE, NO) F. MATTEUCCI Y. COVOLAN
12:25	6	Wrap up and closure	J. RAMSAY
12:30		<i>End of the first day</i>	



Day 2 – 23 October

Time	No.	Item	Presenter
09:00	7	Welcome back	J. RAMSAY
09:05	8	Media and social media round-up over coffee <ul style="list-style-type: none">• Highlights of recent media and SoMe activities	E. BRAY F. POSITANO
09:25	9	Workshop on disruptive communications	M. ROGERSON
10:50		<i>Coffee break</i>	
11:15	10	Let's talk AI: strategies, tools and best practices	All J. RAMSAY
11:55	11	Social Science update <ul style="list-style-type: none">• 2025 Eurobarometer on Food safety in the EU• Fish consumption survey - timeline• Update on COMET project	G. ALAVERAS T. SMITH G. ZAMARIOLA
12:25	12	Conclusions and any other business <ul style="list-style-type: none">• Dates for meetings in 2026	J. RAMSAY
12:30		<i>Closure of the meeting</i>	