

COMMUNICATIONS EXPERTS NETWORK (CEN)

20th meeting



21-22 October 2026

09:00-16:30 / 09:00-11:45

AGENDA

Location: online

Chair: James Ramsay

Day 1 – 21 October

Time	No.	Item	Presenter
09:00	1	Welcome and adoption of the agenda	J. RAMSAY
09:10	2	EFSA communications calendar	F. AVANZINI
09:30	3	Coordinated Communication activities Key country issues and updates from the MSCC Community • Overview of MSCC activities for 2026/2027 • ES- Instagram campaign on how to prevent food poisoning from street food	F. MATTEUCCI ; A. LÓPEZ FRANCO
10:00	4	Crisis Communication update	G. MANCARELLA; I. ZANETTI; F. GIOVAGNONI
10:15	5	Media and social media round-up • Update on EFSA's revised social media and engagement guidelines	E. BRAY; F. POSITANO; R. RODRIGUES
10:45		<i>Coffee break</i>	
11:15	6	Special Guest Fighting disinformation: the AGORA platform	J. DE LA ROCHE
12:15		<i>Lunch break</i>	
14:30	7	Info session on new grant agreement for MSCC as of 2028	F. MATTEUCCI; A. LARONI; D. LUCAS; J. FINGER; C. ALONSO
15:30		<i>Coffee break</i>	
15:50	7	Info session on new grant agreement for MSCC as of 2028	F. MATTEUCCI; A. LARONI; D. LUCAS; J. FINGER; C. ALONSO
16:20	8	Wrap up of the day	J. RAMSAY
16:30		<i>End of the first day</i>	



Day 2 – 22 October

Time	No.	Item	Presenter
09:00	9	Welcome back	J. RAMSAY
09:10	10	Social science update • EFSA's Flash Poll on Artificial Intelligence (AI): Preliminary Results	J. SOUSA LOURENCO; F. PETTIROSSO
09:40	11	GEO update	P. ZILIO
10:00		<i>Coffee break</i>	
10:30	12	Campaigns update • #NoBirdFlu • PH4L • S2E 2026 • S2E 2027	I. ZANETTI ; E. CORSINI; S. MONTI;
11:30	13	EFSA conference 2027	G. ZAMARIOLA; C. DURANO
11:35	14	Any other business and conclusions	J. RAMSAY
11:45		<i>Closure of the meeting</i>	