

Welcome to the 43<sup>rd</sup> meeting of the EFSA Advisory Forum Working Group on Communications!

Athens, 23-24 June 2014

**Agenda**

**23 June 2014**

**PM SESSION – 14h00-18h00**

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***Welcome by the Hellenic Food Authority (EFET)***

**Science Focus**

**Scientific updates**

**Any key country issues you would like to share with us?**

*“Raising awareness on salt reduction and energy drinks consumption: The Greek experience”*

*“Risk- benefit assessment of potassium chloride as replacement for sodium chloride” - Norway*

**EFSA’s updates on recently published outputs and forthcoming plans (S. Terry)**

**Joint EC/EFSA/MS Campaign – Next steps (L. Smillie)**

Plenary – 14h00 – 15h30

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**Comms Focus**

**Crisis Comms Guidelines / manual / protocol – Next steps (L. Smillie)**

**Risk communications Guidelines – update (L. Smillie)**

Plenary – 15h30 – 16h15

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***Coffee Break – 15 minutes***

## **Comms Focus**

**Website redesign & target audience research – *Break-out groups***

Break-out – 16h30 – 18h00

**24 June 2014**

**AM SESSION – 09h00-12h30**

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## **Comms Focus**

**Wrap-up discussions from break-out groups on website redesign & target audience research**

*(J. Alabiso & L. Smillie)*

Plenary – 09h00 – 10h15

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***Coffee Break – 15 minutes***

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## **Corporate focus**

**Publications roadmap *(J. Kleine)***

**Anti-GM protesters ‘storm’ EFSA headquarters – lessons learned *(S. Terry)***

**Stakeholder mapping – State of play *(L. Smillie)***

**Creating an AFCWG newsletter – your thoughts *(L. Smillie)***

Plenary – 10h30 – 11h30

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## **Any corporate / organisational news from you?**

**Update on the privatisation of FERA *(J. Everard – FSA, UK)***

Plenary – 11h30 – 12h00

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## **Aob**

**Access to Yammer for Pre-accession countries**

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**Brainstorming session on lessons learned/outcomes of the meeting!**