

## CIVINET@Work event

### Working with the (social) media (26th of May)



CIVINET Spain & Portugal and CIVITAS CAPITAL will hold a training on Working with the (social) media on the 26<sup>th</sup> of May in Madrid. We would like to invite you to this training.

Reaching citizens effectively requires specific approaches. Communicating directly and indirectly with them through various means helps ensure the success of sustainable urban measures, while demonstrating transparency and willingness to engage citizens in dialogue and involve them. This in turn can help public authorities achieve more effective policy and progress.

During this training day we focus on media communication and communication through social media.

#### Format

A well-balanced mix of theory and practice, with:

- Interactive keynote speeches by reputed experts
- Practical experiences of CIVITAS cities
- Local challenges presented by cities

#### Date

Thursday the 26th of May.

#### Participants

Min 30 max. 60 people

#### Price

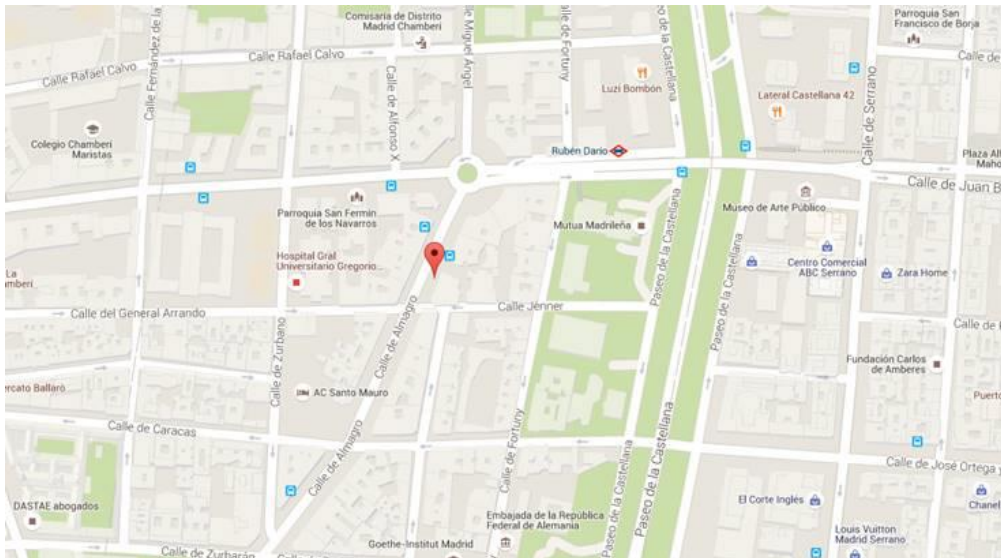
Free of charge. When the maximum capacity of the venue is reached, there will be a waiting list.

# Invitation

## Location

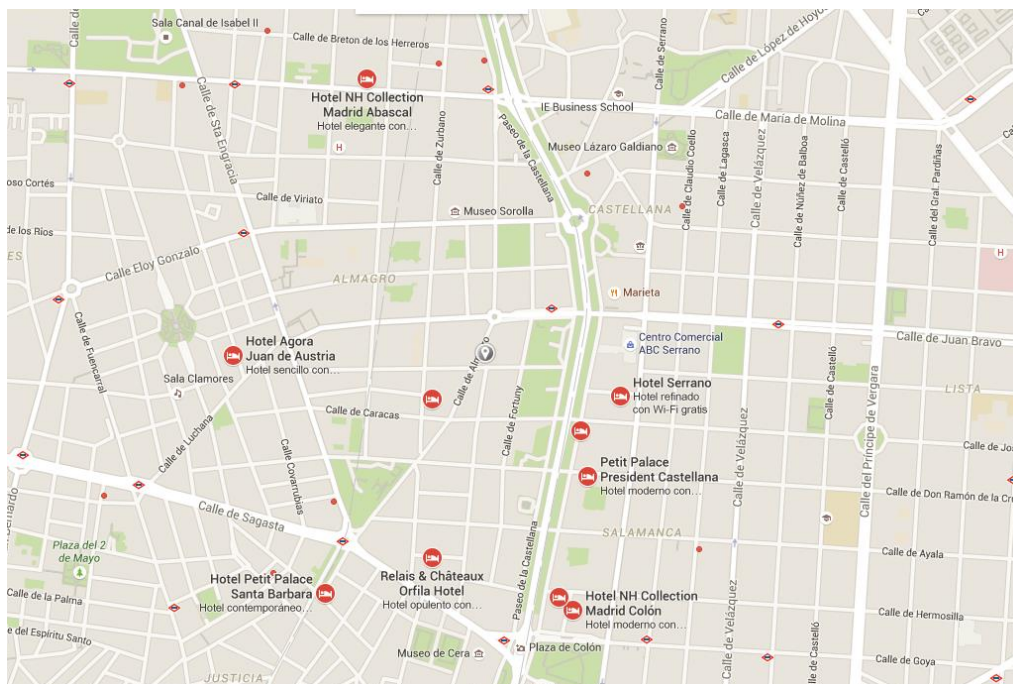
Colegio Ingenieros de Caminos, Canales y Puertos  
Sede Nacional, Salón Agustín de Betancourt  
Almagro, 42 · Salón Agustín de Betancourt  
28010 Madrid  
Tel.: +34 913 081 988  
<http://www.ciccp.es>

Metro: Rubén Darío



## Hotels

### [Links to the nearest hotels](#)



# Invitation

## Programme

*Moderator: Prof. María Eugenia López-Lambas. Polytechnic University of Madrid*

|       |  |   |
|-------|--|---|
| 09h30 | Reaching the Citizen: Effective Communications and Marketing<br><i>Marjan Frederix</i>   |    |
| 10h00 | Social media<br><i>Speaker to be confirmed</i>   |   |
| 11h00 | Break  |   |
| 11h30 | Learning more about social influencers from blogger<br><a href="http://mueveteenbicipormadrid.com">mueveteenbicipormadrid.com</a><br><i>Isabel Ramis</i> |   |
| 12h30 | Lunch  |   |
| 13h30 | CIVITAS-examples from Palma and Malaga<br><i>Speakers to be confirmed</i>  |   |
| 14h30 | Personalised Marketing<br>Good practices from EU projects PTP-Cycle and SmartMove<br><i>José María Díez</i>  |  |
| 15h30 | Speakers debate  |   |
| 16h30 | End  |   |

## Registrations

Please register via [marjan.frederix@mobi21.be](mailto:marjan.frederix@mobi21.be) or from the 20<sup>th</sup> of April via [civitas.eu](http://civitas.eu)