

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 26th 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.

Registrations

Please register via the [CIVITAS-website](#) or via marjan.frederix@mobiel21.be

Invitation

Programme

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

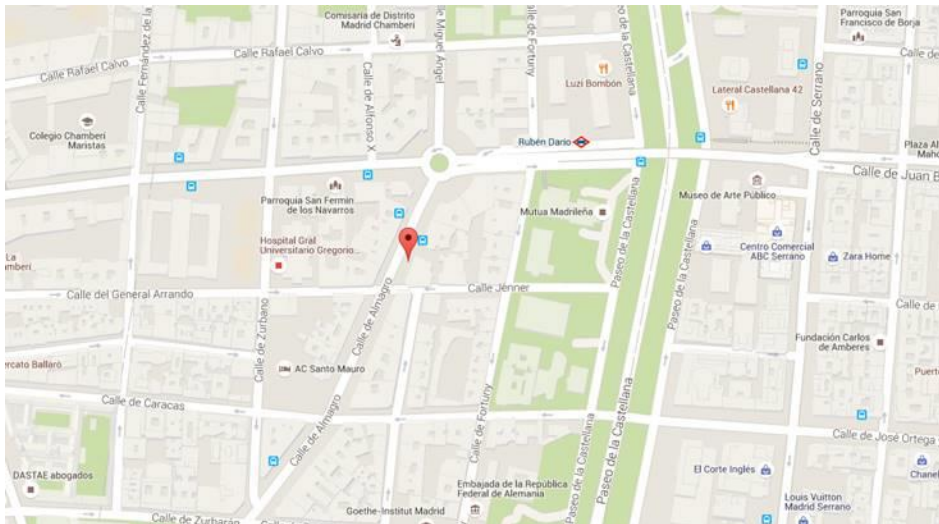
09h30	Reaching the Citizen: Effective Communications and Marketing <i>Marjan Frederix</i>	
10h00	Social media <i>Speaker to be confirmed</i>	
11h00	Break	
11h30	Learning more about social influencers from a blogger mueveteenbicipormadrid.com <i>Isabel Ramis</i>	
12h30	Lunch	
13h30	CIVITAS-examples from Palma de Mallorca <i>Rosa Rodriguez, Verbigrafia</i> <i>Stéphanie Ah Tchou, EPC Euro Project Consult</i>	
14h00	CIVITAS-examples from Malaga <i>Speakers to be confirmed</i>	
14h30	Personalised Marketing - Good practices from EU projects PTP-Cycle and SmartMove <i>José María Diez</i>	
15h30	Speakers debate	
16h30	End	

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](#)

