1. On Tuesday 27 June in the evening, the Steering Committee of the Workshop will organize ice-breaker drinks for the participants. Time and location to be confirmed.

2. The Workshop will begin on Wednesday 28 June at 09:00 CET.

3. The agenda of the Workshop will consist of the following items:
   - Strategic communication planning
   - Measuring success and impact of communication programs (key performance indicators, web and social media analytics, measurement strategies)
   - Visions in data dissemination (e.g. open data, automated processes, strategies)
   - Novel uses of social media (new channels, strategies, emerging trends)
   - Publishing and promoting digital content (automated publications, tools)
   - Presenting data in a simple way / Data visualisations (including geospatial data and maps)
   - Audience segmentation, personas and tailoring messages
   - Press and news media: adapting to today’s media landscape

4. The Workshop will end on Friday 30 June at 12:30 CET.