



## **PRESS RELEASE**

### **European Association of Communication Directors**

Brussels, 30 January 2008

## **EACD European Institutions Workshop**

On the 29<sup>th</sup> February, The European Association of Communication Directors (EACD)'s Working Group on European Institutions will host a Workshop at the European Parliament in Brussels. This workshop has been developed by the EACD to provide a forum for discussion of issues including the communication strategy of the European Commission, and understanding and influencing EU law-making for businesses.

The event will begin with a welcoming speech by Working Group Coordinator, Helmut Weixler (Head of the Press Office for The Greens in the European Parliament). This will be followed by a discussion of the objectives of the Working Group, and the working programme. Afterwards, there will be a panel discussion on the Plan D White Paper, and the effectiveness of the European Commission's new communication strategy. Guest speakers will include Sten Ramstedt of Cabinet Wallström at the EU Commission, Michael Stabenow, the head of the Brussels Bureau of F.A.Z. and Louis de Schorlemer, Head of Communications at Gallup Europe.

After lunch, discussion will continue with a look at EU-lawmaking, and what businesses need to know about it. Herein the discussion will have contributions from Franco Bisegna, the Media and External Communications Manager for Cefic, Marco Contiero, Communications Manager for Greenpeace, and Michael Shackleton, Project Manager for Europarl WEB TV at the European Parliament.

All full EACD Members are warmly invited to attend and participate in the Working Group. The event is expected to be an engaging and rewarding experience for all participants.

Further information can be found online at **[www.eacd-online.eu](http://www.eacd-online.eu)**

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