



Effective communication and intercultural messaging in times of crisis

9 – 10 May 2016

Council of Europe Paris Office

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Migration and diversity are now central components of the public debate in Europe on issues of culture, social cohesion and identity.

They stir emotion, inflame opinion and attract political controversy with equal measure, presenting those who see strength in the inclusive and intercultural future of cities with unique challenges.

Communicating this positive vision of cities, requires a media skill-set that combines engaging, optimistic and timely messaging, with a strong understanding and command of data and research.

Focused communication of this type is even more crucial during a crisis, which can place city officials in the eye of a media and political storm and put at risk, years of community trust-building and solidarity.

That is why the Intercultural Cities project is organising a meeting entitled 'Effective Communication and Intercultural Messaging' in times of crisis in Paris on 9 and 10 May 2016.

Participants will be elected officials and key policy officers from member cities, particularly those in charge of diversity and integration and/or media relations.

Contributors will engage in discussions and practical exercises (mock media interviews) led by experienced journalists, in order to share ideas and best practice for successful communication.

Draft agenda

9 May

- 9h30 Introduction & Round of presentations
- 10h00 Pro-active communication - communication values, key principles and core messages by Susan Downs-Karkos
- 11h00 Introduction on the principles of political communication, questions and debate by Nigel Smith
- 12h00 Communicating diversity & strategising (working group discussion)
- 12h30 Whole group discussion of intercultural communication challenges with rapporteur feedback (Moderated by Susan Downs-Karkos and Anna Frenyo)
- 13h15 Lunch (La Brasserie Italienne)
- 14h45 Coaching through newspaper-based case studies by Susan Downs-Karkos
- 15h45 Break
- 16h00 Mock interviews with participants: Marina Lalovic – Audio, Nigel Smith - Video

Interviews take place at the same time as

- 16h00 'The Devil's Advocate' with Susan Downs-Karkos and Anna Frenyo/Live debate on important intercultural hot-button issues
- 17h30 Participant feedback Q and A

10 May

- 9h00: Debrief - Audio / Video interviews
- Marina Lalovic & Nigel Smith lead group analysis of strengths and weaknesses of participants responses in mock interviews
- 10h30 Presentations - media culture – Marina Lalovic, Anna Frenyo
- 11h30 Thematic Intercultural case studies - Moderated working groups

Participants develop their own communication ideas and responses to key themes.

12h45 Debriefing and Q and A

13h15 Conclusions

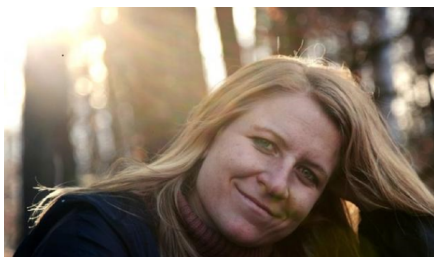
The experts/facilitators



Susan Downs-Karkos is the Director of Strategic Partnerships at Welcoming America, where she works with organizations and communities to engage Americans in immigrant integration efforts. Susan also leads the Receiving Communities Initiative and the provision of ongoing coaching, training and technical assistance to new and existing community partners, with a particular emphasis on the nation's refugee network.

Prior to her work with Welcoming America, Susan served as Director of Integration Strategies at the Spring Institute for Intercultural Learning, where she managed programs for foreign

trained health professionals and health literacy

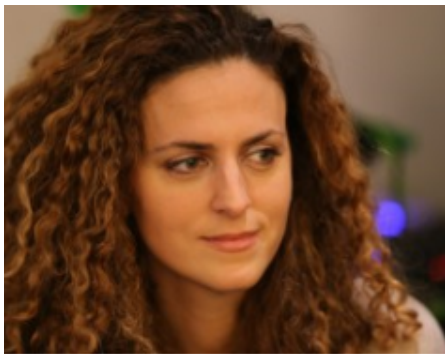


Anna Frenyó is a journalist and a trainer of communication with special expertise in the field of media diversity inclusiveness. She has been a consultant for two Council of Europe programmes on media and diversity inclusiveness. She has been training the Members of German Bundestag and their co-workers in dealing with the refugee crisis Europe is facing. She has also trained the members of the Berlin Town Hall, including the former mayor

Klaus Wowereit's and the present mayor Michael Müller's personal assistants. As a journalist I have been covering the development of the refugee situation in Hungary, Germany and France since the summer of 2015.



Nigel Smith Nigel Smith is a multi-media journalist and a Strasbourg University lecturer. The former United Kingdom press agency and regional newspaper journalist has directed the Council of Europe social media strategy since 2009 and is content creator for the organisation's Twitter and Facebook channels, as well as the humanrightseurope blog and audio blog.



Marina Lalovic is a journalist in Rai - Radiotelevisione Italiana, Rome (Italy), currently a Host-Moderator at Rai-Radio3Mondo, a radio show focused on news from around the world, international press review, stories, interviews and on- the-spot reporting, including highlights. Previously she has worked for BABEL TV/SKY Journalist/reporter for the first Italian Tv channel totally dedicated to immigration issues in the country Channel, Rome (Italy). She is also a media consultant and has experience as web content manager for Enel, the largest energy company in

Italy.