



CONFERENCE OF INGOs  
OF THE COUNCIL OF EUROPE

CONFERENCE DES OING DU  
CONSEIL DE L'EUROPE

## **WINTER SESSION**

**CONF/COMM(2016)OJ1**

### **DRAFT AGENDA**

**of the meeting to be held on Wednesday 27 January**

**15h30 - 17h, room G02, Agora**

#### **New technologies at the service of the Conference - How to do better?**

##### **1. A constantly changing media environment**

The development of media has an impact on the functioning of NGOs and civil society as a whole.

The effects are many, but there are also consequences for NGOs in their way of working and communicating.

Today's meeting proposes a common reflection on our communication needs taking into account the changes in the use of media and the arrival of social networks.

##### **2. The visibility and legibility of the actions of the Conference are a strategic issue**

The visibility of the actions of the Conference and of the activities of its members is a major issue and challenge for the year 2016. We need to communicate with each other and with the outside. If we are to fulfil our objectives ([see the Conference Action Plan](#)), we must create a strong and wide distribution network and work together to diffuse messages to increase our influence. Communication between INGOs and their members has always been a strategic issue.

##### **3. Where are we and where do we want to go?**

1. Team and communication plan
2. Communication charter
3. Communication strategy
4. Communication tools
5. Questions and exchange of views amongst the participants
6. Actions to be taken together