

TOWARDS THE EUROPEAN YEAR FOR DEVELOPMENT: 6 MONTHS TO GO

HIGH LEVEL EYD KEY- PLAYERS MEETING

19 June 2014, Brussels

Venue: Le Square

Draft Programme

9.00 Arrival, Registration and Welcome coffee

9.45 Opening session

Fernando Frutuoso de Melo, EuropeAid Director General (tbc) : Introduction to the European Year for Development.

Eric Schnure, Former White House speechwriter, about story telling.

Zeinab Badawi (BBC) or **Alex Taylor**, journalist and TV producer (BBC, Euronews, RFI, ARTE) - TVs on board

A voice from the field (third country keynote speaker about a large and successful campaign)

12.15 Networking Lunch

13. 45 4 Parallel sessions:

- A: The power of Networks: optimising a social media strategy
- B: Storytelling : Tell your stories to show your engagement and results, *with Eric Schnure (tbc)*
- C: Engaging with the private sector on the European Year for Development (*with ONE tbd*)
- D: Young people on board (*with EAC and ONE ambassadors*): the EYD with schools and universities

16.00 Coffee break (during which each moderator will summarize the main points of discussion and recommendations)

16.40 Closing session: reporting back on results and perspectives with Zeinab Badawi or Alex Taylor and DEVCO representative.

17.30 Closing networking drink