



**WORKING PARTY ON INFORMATION - CLUB OF VENICE
JOINT SEMINAR**

on

" The impact of social media on journalism "

7 October 2011 (morning)

Council premises, Justus Lipsius building (press room)

Rue de la Loi 175, 1048 Brussels

PROGRAMME

as of 27.09.2011

8.45-9.30	<i>Registration</i>
9.30-9.40	<p><i>Introduction</i></p> <ul style="list-style-type: none"> - <i>Opening statement by Reijo Kemppinen, Director-General, Press, Communication, Transparency, Council Secretariat</i> - <i>Opening statement by Niels Thøgersen, Honorary Vice-President, Club of Venice</i>
9.40-11.30	<p><i>The impact of social media on journalists and traditional media</i></p> <p><i>Social media have a strong impact on journalists and traditional media organisations. "Social sharing" encourages the horizontal distribution of news. It also disrupts the news industry by imposing changes in editorial and business models. How to cope (and profit) with the increasing development of social networks?</i></p> <ul style="list-style-type: none"> • <i>Moderator: Reijo Kemppinen</i> • <i>Key-notes delivered by:</i> <ul style="list-style-type: none"> ▪ <i>Lars Holmgaard Christensen (Danish High School of Journalism)</i> ▪ <i>Jean Quatremer (Libération)</i> ▪ <i>Patrick Dax (Futurezone, Kurier)</i> • <i>Questions / discussion</i>

11.30-11.45	<i>Coffee break</i>
11.45-12.50	<p>How could the institutions provide better service to journalists covering EU affairs?</p> <p><i>Social media have transformed public perception analysis and media monitoring. They have an impact not only on traditional media and journalists, but also on public organisations and public communicators. In this new environment, how can public communication continue to serve the journalists' work and function, both in Brussels and the capitals?</i></p> <ul style="list-style-type: none"> • Moderator: Reijo Kemppinen • Key-notes delivered by: <ul style="list-style-type: none"> ▪ Tomas Miglierina (API/Swiss TV) ▪ Yann Ollivier (AFP) • Questions / discussion
12.50-13.00	Operational conclusions
13.00-14.00	<i>Coffee/Sandwiches</i>