



# DISPLAY

## Users Club meeting AGENDA

Brussels, 12 October 2007

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**Location:**  
Brussels  
CEMR office

### Friday 12 October

<b>08.30 – 09.00</b>	<b>Welcome, discussion of the agenda and self introduction of the participants (Peter Schilken)</b>
<b>09.00- 10.00</b>	<b>Communicating with the building users and visitors – inspiration from a communication expert and Towards Class A Award jury member (Arnaud Pêtre, marketing researcher &amp; professor)</b> Questions and answers
<b>10.00- 11.00</b>	<b>State of implementation of the Campaign in the partaking cities - Setting up local Display communication campaigns (Round table discussion)</b> Panorama of activities/Exchange of experience session, floor will be especially given to those award competitors, who did not present during the Display Rendezvous, (i.e. Lausanne, Geneva, Colomiers, Bratislava Vrakuna,).
<b>11.00 -11.30</b>	<b>Coffee/tea break</b>
<b>11.30- 12.00</b>	<b>Latest information on the Implementation of the EPBD in the member states</b> Round table presentation; (Please let us know if you are able to report on the EPBD transposition in your country so that we are able to finalise the agenda)
<b>12.00- 13.00</b>	<b>Outlook Display Campaign for the period 2008/09</b> Short presentation of the CYBER Display project, Brainstorming on the adaptation of the Display campaign to the national context
<b>13.00- 14.00</b>	<b>Lunch buffet</b>

Users club languages: English and French simultaneous translation