



DISPLAY

Users Club meeting AGENDA

Brussels, 12th October 2007

Location:
Brussels
CEMR office
Square De Meeûs 1,
B-1000 Brussels

Friday 12th October

| | |
|----------------------|---|
| 08.30 – 09.00 | Welcome, discussion of the agenda and self introduction of the participants (Peter Schilken) |
| 09.00- 10.00 | Communicating with the building users and visitors – inspiration from a communication expert and Towards Class A Award jury member (Arnaud Pêtre, marketing researcher & professor) Questions and answers |
| 10.00- 10.30 | State of implementation of the Campaign in the partaking cities - Setting up local Display communication campaigns (Round table discussion) Panorama of activities/Exchange of experiences session, floor will especially be given to those award candidates, who haven't given a speech during the Display Rendezvous, (i.e. Lausanne, Geneva, Colomiers, Bratislava-Vrakuna). |
| 10.30 -11.00 | Coffee/Tea break |
| 11.00 - 11.30 | State of implementation of the Campaign in the partaking cities - Setting up local Display communication campaigns (Round table discussion) To be continued |
| 11.30- 12.15 | Latest information on the Implementation of the EPBD in the Member States Round table presentation; (Please let us know if you are able to report on the EPBD transposition in your country so that we can finalise the agenda) |
| 12.15- 13.00 | Outlook Display Campaign for the period 2008/09 Short presentation of the CYBER Display project, brainstorming on the adaptation of the Display campaign to the national context |
| 13.00- 14.00 | Lunch buffet |

Users club languages: English and French simultaneous translation