

# PRACTICAL INFORMATION

During your stay, courses and workshops will take place in 3 different IHECS buildings: the main building, Etuve (E) and the classroom buildings Bord de Verre (Bv) & Chambon (Ch).

If you get lost, here's a map to help you:



## ETUVE

Rue de l'Étuve, 58-60, 1000  
Bruxelles

## BORD DE VERRE

Rue du Poinçon, 15, 1000  
Bruxelles

## CHAMBON

Rue des boiteux, 9, 1000  
Bruxelles



BRUSSELS SCHOOL  
**IHECS**  
Journalism & Communication

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# BIP

**CAMPAGNING IN THE EU**

Immersive week on Pre-Election  
Political Communication

**10th - 17th May 2024**

# PROGRAMME OF THE WEEK



## FRIDAY 10TH

### 5-6 PM: Welcome Session - Velge auditorium (Etuve)

In presence of **Nicolas Baygert** (Director of Protagoras, Lecturer at IHECS, Université Libre de Bruxelles and Sciences Po Paris) and **Elena Linczenyiova** (Strategic Communications Specialist, EU Policy Expert & Trainer).

### 6-7 PM: Kick Off Event - Velge auditorium (Etuve)

Introduced by **Gilles Pittoors**, postdoctoral researcher at Ghent University in Belgium and Policy Analyst at the European Parliament Research Service.  
Followed by a **Networking Drink**.

## MONDAY 13TH

### 9.30 AM-2 PM: Immersive session at the European Commission - Charlemagne Building

Organised by the Belgian REP of the European Commission.

#### Lunch at the Commission

### 3-4 PM: Open lecture - Chambon

Given by **Valentin Dupouey**, Director - External relations, Comms & Events at College of Europe

### 4-5 PM: Open lecture - Chambon

Given by **Maria Mecenero**, Communication Officer at the European Commission, DG Research and Innovation.

## TUESDAY 14TH

### 11-12.30 AM: Open Lecture - BV2 (Bord de verre)

Given by **Jacob Martinsson Lenouvel**, Team leader Concept & Design, European Parliament

#### Lunch break

### 2-4 PM: EU Strategy Workshop - BV2 (Bord de verre)

Coordinator: **Elena Linczenyiova**, Strategic Communications Specialist, EU Policy Expert & Trainer.

## WEDNESDAY 15TH

### 9.30-12.30 AM: Visit of a EU Communication Agency - Cronos Europa

**Cronos Europa** (IT and digital communications company dedicated to serving the European institutions, agencies and bodies)

In presence of **Alberto Arnaldo Levi**, EU Communication Expert (Business Development at Cronos Europa Visiting Professor at Sciences Po Paris)

#### Lunch at Cronos Europa

### 3-4 PM: Open lecture - BV2 (Bord de verre)

Given by **Marzia Buonarotti**, New media communication officer, S&D (European Parliament) & Université Libre de Bruxelles

### 4-5 PM: Open lecture - BV2 (Bord de verre)

Given by **Gilles Gantelet**, European Commission, Director Resource and Performance, European Commission Legal Service

## THURSDAY 16TH

### 11-12.30 AM: EU Institution Communication Premises - Council of the EU

In presence of **Isabelle Brusselmans**, Head of Press/Audiovisual at the European Council and **Sophie Piraux**, Newsroom deputy manager

#### Lunch break

### 2-6 PM: Academic Dialogue Session

**Part I: Keynote** by **Alvaro Oléart** (FNRS postdoctoral researcher at the Université Libre de Bruxelles). Author of "Framing TTIP in the EU Public Spheres" & "Democracy Without Politics in EU Citizen Participation: From European Demo to Decolonial Multitude"

#### Part II: BIP Partners

- **Marianna Kontolatou** PhD candidate, Panteion University (Greece): "The challenges in the management of the refugee crisis: Actors and Public Policies"
- **Vasia Tsotsou**, Political Scientist, PHD candidate, Panteion University (Greece): "Plans for our common future: ReThink, ReDream, ReBuild";
- **Vasilis Varvitsiotis**, PhD in Public Policies and European Union, Department of Communication, Media and Culture, Panteion University: "Public Policies in the context of the European Union (The Europeanisation of politics in Greece as a case study)"

### 7-8.30 PM: Networking dinner reception

## FRIDAY 17TH

### 9.30-12.30 AM: EU Strategy Workshop - Chambon

Coordinator: **Elena Linczenyiova**, Strategic Communications Specialist, EU Policy Expert & Trainer.

