



CommBeBiz Communication Workshop during Biotech Week 2017

Wednesday 27 September, 9 am – 6 pm, Brussels/ **Upon Registration**

Venue: Forestry House, Place du Luxembourg 66, 1000 Brussels/ European Parliament

Bio, what else?

How to spread the word about the bioeconomy

27 September 2017, Morning session: 9:30h – 13:00h

How to prepare the word

9:00 **Coffee/ Registration**

9:30 **Welcome** by Rhonda Smith, CommBeBiz Coordinator

9:35 -10:00 **Warm Up - Communication – why and for what purpose ?**

CommBeBiz, Q & A: Why communicate ? For what purpose ?
Rhonda Smith/ Sylvia Schreiber

10:00 -11:30 **Communication in Public Affairs**

Presentations of different Communication Strategies:

- EuropaBio, Cosmin Popa
- Forest based Sector Technology Platform (FTP), Heini Hyrkkö
- Biobased Industries Joint Undertaking, Sarah Black
- CommBeBiz, Rhonda Smith
- Q & A Panel

11:30 -13:00 **Media Releases - role, how to write and creating impact**

Laptops/ tablets required , small groups define their topic and draft a lead paragraph to present to the audience

13:00-14.15 **Wrap-Up - Light Lunch - Networking**

27 September 2017, Afternoon Session: 14:30h – 18:00h

How to spread the word

From 14:30h **European Parliament – group discussions and tours**

15:00 -17:00 **Meetings with MEPs engaged in the field of bioeconomy**

Henna Virkkunen, EPP, Research & Industry expert
Jan Huitema, ALDE, Agri & Environmental expert

17:15-18:30 **Exhibition Bio-Apartment: “Bioeconomy in Everyday Life”, walking**

Show & Cocktail organized by Biobased Industries JTU

Please register here under the link: <https://goo.gl/forms/JKNETcGieykrOPTw1>

An initiative taking place during the 2017 [European Biotech Week](#)

With the participation of



Forest-based Sector
Technology Platform

