



**EUROPEAN UNION**  
DELEGATION TO THE UNITED STATES OF AMERICA

Press & Public Diplomacy

# **Visit of U.S. Journalism Students to Brussels**



**EUROPEAN UNION**  
DELEGATION TO THE USA

**March 19-23, 2012**

## Programme Details:

### Monday, March 19

- 8:30**                    **Arrival at the European Commission for Security Clearance**  
Venue: 'Cinema Room' in the Berlaymont Building, 200 Rue de la Loi
- 9:00**                    **Visit to European Commission / European External Action Service Headquarters**  
Venue: 'Cinema Room' in the Berlaymont Building, 200 Rue de la Loi
- 09.00 – 09.15**           **Welcome by Eva HORELOVA, Deputy Head of Press and Public Diplomacy, EU Delegation in Washington**
- 09.15 – 10.30**           **The European Union and its Decision-making Procedures**  
Mr. Jaime ANDREU, Head of Visits Service DG Communication
- 10.30 – 10.45**           Coffee break
- 10.45 – 11.45**           **The EU's Response to the Arab Spring**  
Mr Emanuele GIAUFRET, Assistant to the Managing Director North Africa, Middle East, Arabian Peninsula, Iran and Iraq - European External Action Service
- 12.00 – 12.30**           **Attendance to the Midday Press Briefing**
- 12.30 – 14.00**           Free for lunch – Opportunity to have lunch in Berlaymont Canteen
- 14.00 – 14.45**           **Communicating the European External Action Service**  
Ms Maria KOKKONEN, Deputy Head of the EEAS Strategic Communications Division
- 14.45 – 15.30**           **Role of Social Media in the EU's Communication**  
Mr Ross CHURCH, Information and Communication Officer of the EEAS Strategic Communications Division
- 15.30 – 15.45**           Coffee break
- 15.45 – 16.30**           **Press and Media Activities of the EU High Representative for Foreign Affairs and Security Policy**  
Mr Sébastien BRABANT, Deputy Spokesperson to the High Representative of the European Union
- (TBC)
- 16.30 – 17.15**           **Coordination of Media Messages and Activities with the U.S. State Department**  
by Ms. Maja Kocijancic, Spokesperson to EU High Representative Catherine Ashton
- 18:30**                    **Welcome Dinner**  
Venue: *Aux Armes de Bruxelles*, Beenhouwersstraat 13, 1000  
Brussel, Tél : 00 32 (0)2 511 55 98/50, <http://www.auxarmesdebruxelles.com/be/>

## Tuesday, March 20

- 8:30**                    **Arrival at the European Commission for Security Clearance**  
Venue: 'Cinema Room' in the Berlaymont Building, 200 Rue de la Loi
- 9:00**                    **EU-U.S. Trade Relations**  
Mr Carsten SORENSEN, Policy Officer USA and Canada, DG TRADE
- 10.00 – 11.00**        **EU-U.S. relations**  
Mr Fernando ANDRESEN GUIMARAES, EEAS Head of Division U.S./Canada
- 11.00 – 11.15**        Coffee break
- 11.15 – 12.15**        **Climate Change**  
Mr Lars MULLER – European Commission Climate Change Unit
- 12.15 – 14.15**        Free for lunch – Opportunity to have lunch in Berlaymont Canteen
- 14.15 – 15.00**        **The Financial Crisis**  
by Mr Amadeu ALTAF AJ TARDIO, Spokesperson of the Commissioner of Economic and Monetary Affairs – European Commission
- 16:00**                    **Visit of Missouri School of Journalism Brussels Office; Presentation by Gareth Harding, Brussels Program Director**  
Venue: Rue de Stassart 117, 1050 Brussels (near Place Stephanie)

## Wednesday, March 21

- 9:00**                    **European Journalism Centre**  
Presentation on "Covering the EU"  
Venue: Residence Palace (IPC), Rue de la Loi 155, Block C Bureau 3/204, B-1040 Brussels, Belgium
- 10:00**                    **German Marshall Fund of the United States**  
Presentation by [John Richardson](#), Senior GMF Advisor, former EU Ambassador to the United Nations  
Venue: Résidence Palace, Rue de la Loi 155 Wetstraat, 1040 Brussels,  
Tel: +32 2 238 5270
- 12:00**                    **Roundtable Lunch organized by the European Union Institute for Security Studies With European and U.S. Correspondents**  
Participants: Stephen Castle (*NYT/IHT*) Luke Baker (*Reuters*) and Peter Spiegel (*FT*)  
Venue: TBC
- Afternoon Free**

## Thursday, March 22

**9:40**                    **Clearance at the U.S. Mission**

**10:00**                    **Visit of the U.S. Mission to the EU**  
Presentation by Viktor A Sidabras, USEU's Spokesman and the USEU  
Press Team  
Venue: U.S. Mission to the European Union - Rue Zinner 13, B-1000 Brussels

**Tbc**                      **Lunch at the European Parliament Canteen**

**Visit of the European Parliament and Meeting with the Director of  
Communications, Press Officers and a Member of Parliament**  
Venue: EP [Press Entrance](#), Paul-Henri Spaak building, Rue Vautier, 1047 Brussels  
Welcome by Jack Blackwell (EP press service)

**19:30**                    **Farewell Dinner**  
Venue: Restaurant La Manufacture, Rue Notre Dame du Sommeil 12-20, 1000  
Brussels, <http://www.manufacture.be/en>

## Friday, March 23

**8:00**                      **Breakfast Policy Briefing**  
**"EU External Action – As seen from the United States"**  
Presentation by João Vale de Almeida, Head of EU Delegation to the U.S.  
Venue: Silken Berlaymont Hotel, 11-19 Boulevard Charlemagne, 1000 Brussels  
(Event organized by the European Policy Centre)

**10:00**                    **Visit of Reuters Bureau**  
Venue: Avenue Marnix 17, 1000 Brussels, Belgium

**14:30**                    **Visit of the Council of the European Union**  
Venue: 175, rue de la Loi - 1040 Brussels/00GH40/24

**End of Programme**