

 LISBON/PORTUGAL

Public Affairs: enhancing the engagement with EU Institutions

24 OCTOBER 2013 • 16.30 - 19.00 • EMCDDA



Rosemary de Sousa
Head of Communications
EMCDDA

Rosemary Martin de Sousa is Head of Communication at the European Monitoring Centre for Drugs and Drug Addiction. She has 25 years of experience working in the communication field, both at national and European level. Before joining the EMCDDA as an editor in 2000, she worked in Brussels for the EU's Lingua and Socrates programmes and in London for the British Council.



Carlos Medeiros
Head of Communications
CIEJD

Carlos Medeiros was born in 1961 in Lisbon, holds a degree in Geography and completed post-degree studies in European Affairs in 1989 and Information Science and Documentation in 2006. He is the Coordinator of the Information and Communication Unit of the European Information Centre Jacques Delors of the Directorate-General for European Affairs of the Ministry of Foreign Affairs, since 2008.



João Duarte
Account Manager
Infopress

João Duarte is a Public Affairs Consultant at Agenda Public Affairs (Infopress). He has a degree in Corporate Communication, a Master Degree in Strategic Marketing and more than 12 years experience. In the past, João Duarte was Corporate Affairs Manager at a District Hospital and a Public Relations Consultant for Private Banks, Pharmaceutical Companies and Insurance Companies. Specialized on corporate communication, crisis management and public affairs projects. Speaker in public relations and public affairs events and author of articles in the press related to lobbying and public affairs themes.



Rui Martins
Communication Director
Dianova Portugal

Rui Martins has been the Head of communications at Dianova Portugal since 2003. Previously, he has been Strategic Consultant (Tinkle Consultant Lisbon), introducing and leveraging easyJet's positioning in the portuguese market and media relations for Hotel Penha Longa & Golf Resort; Associate Director (Hill & Knowlton Portugal) and Senior Associate (Burson-Marsteller, Lisbon). He holds a Master on Social Economy, ISCTE; Post-graduated Management and Multimedia Communications, ISEG – Universidade Técnica Lisboa and a degree on Management and Public Administration, ISCSP – Universidade Técnica de Lisboa.

SCHEDULE

16.30–16.45 Registration

16.45–17.15 “EMCDDA Communication Strategy”
Rosemary de Sousa, EMCDDA

17.15–17.45 “Jacques Delors Centre: a way to inform about EU in Portugal”
Carlos Medeiros, CIEJD

17.45–18.00 Get-Together

18.00–18.30 “A new hope for a hundred years old disease: A Public Affairs challenge to engage all the key players”
João Duarte, Infopress

18.30–19.00 Discussion/Concluding Debate

IN PARTNERSHIP WITH/ VENUE



European Monitoring Centre
for Drugs and Drug Addiction

Address:
Praça Europa 1, Cais do Sodré, 1249-289 Lisboa

ABOUT THE REGIONAL DEBATES

EACD Regional Debates bring together public relations and communications professionals from different European regions for informative discussions and great networking opportunities. By organising debates and presentations on contemporary communications issues to members across Europe, the EACD shares the accumulated knowledge of its members across the continent, strengthening its network in the process. Hosted by EACD members, these events take a variety of forms and normally feature best case presentations, workshops, panel and round table discussions. At the end of each event there is always time set aside for attendees to relax with refreshments and network with peers.



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REGISTRATION

Fax +32 (0)2 219 22 92



- Yes**, I would like to confirm my attendance
- No**, unfortunately I will not be able to attend the event

- Please send me further information on the European Association of Communication Directors (EACD)

Please fill in:

Surname _____

First Name _____

Company/Organisation _____

I will be accompanied by _____

Email _____

Please register by 12th October 2012
by fax or by email to portugal@eacd-online.eu.