



**INVITATION TO THE  
SPECIFIC TRAINING SEMINAR**

**Communicating Europe  
for EDC Librarians and Documentalists**

**4-5 June 2009**

**Bruges, Belgium**

*College of Europe, Verversdijk 16, 8000 Bruges*

Brussels, 20 May 2009

Dear Participant,

The Directorate-General for Communication of the European Commission has the pleasure of inviting you to the **Specific Training Seminar** for the Europe Direct Network on **4-5 June 2009** in **Bruges**.

The theme of the seminar is '**Communicating Europe for EDC Librarians and Documentalists**'. The main objective is to provide you with a practice-oriented training, in view of the day-to-day work of the European Documentation Centres as well as the communications role of the larger Europe Direct Network.

The two-day seminar will include:

- An introduction to the EU Communication Strategy, followed by workshops devoted to three of this year's Communication Priorities as jointly agreed by the Institutions;
- Practical workshops focusing on online collaboration and dissemination tools, digital preservation and collection management;
- Sessions on the new digital services and distribution policy of the Publications Office and Europeana, the digital library.

Each session, and especially the workshops, will provide ample time for interactive discussion and debate.

Please find attached the following documents for your information:

- The draft programme;
- Practical information on travel and accommodation.

We look forward to welcoming you to the seminar.

Best regards,

*Paavo Palk*  
*Head of Unit, COMM/B.2, European Commission*



## EUROPE DIRECT SPECIFIC TRAINING SEMINAR

### Communicating Europe for EDC Librarians and Documentalists

Bruges, 4-5 June 2009

DRAFT PROGRAMME

Thursday, 4 June 2009

*Venue: College of Europe, Verversdijk 16, Bruges, Belgium*

Chairperson: **Mauno Hänninen**, Unit B.2, DG Communication

**09.00 – 09.30** *Registration of participants (Building A).*

**09.30 – 09.45** **Welcome by DG COMM (Auditorium 1).**  
*Dr Lieve Franssen, Director for Representations (COMM-B), DG Communication*

**09.45 – 10.00** **Welcome by the College of Europe.**  
*Professor Paul Demaret, Rector of the College of Europe*

**10.00 – 11.00** **Latest developments in the EU Communication Strategy.**  
*Marc Taquet-Graziani, Unit A.2, DG Communication*

**11.00 – 11.30** *Coffee break.*

**11.30 – 13.00** **Communication Workshops: EDCs and the 2009 Communication Priorities (Building C).**

**Workshop 1: Energy and Climate Change (Room 1.01).**

*Facilitator:*

**Workshop 2: Sustaining Growth, Jobs and Solidarity (Room 1.02).**

*Facilitator: Dorrit Knudsen, Commission Representation in Denmark*

**Workshop 3: Europe in the World (Room 1.03).**

*Facilitator: Ian Thomson, Cardiff (United Kingdom)*

**13.00 – 14.30** *Lunch break.*

*Please register at the Europe Direct reception desk before returning to Auditorium 1 for the afternoon sessions.*

**14.30 – 15.30** **2009 European Year of Creativity and Innovation.**  
*Monica Urian de Sousa, Unit A.1, DG Education and Culture*

**15.30 – 16.30** **2009, A Year of Institutional Changes.**  
*Jo Vandercappellen, External speaker for the European Commission*

**16.30 – 17.00** *Coffee break.*

**17.00 – 17.45** **New digital services and products from OPOCE.**  
*Paola Pepe, OPOCE*

17.45 – 18.00 **Results of the Workshops and Conclusions of Day 1.**  
*Mauno Hänninen, Unit B.2, DG Communication*

20.00 *Dinner (Hotel NH Brugge, Boeveriestraat 2).*

### Friday, 5 June 2009

Venue: College of Europe, Dijver 11, Bruges, Belgium

08.30 – 09.00 *Registration of participants.*

09.00 – 09.30 **Introduction to the College of Europe (Bruges) Library and European Documentation Centre (Room E).** *Note: English only.*  
*Renée Maeyaert, Librarian, College of Europe*  
*Mieke Lievens, European Documentation, College of Europe*

09.30 – 10.45 **Networking break and guided walkthroughs of the library.**  
(note: walkthroughs are limited to 20-25 persons, and so will be repeated 4 times, each lasting approximately 20 minutes)

*Please use this time to return to the Verversdijk Extension.*

Venue: College of Europe, Verversdijk 16, Bruges, Belgium

11.00 - 13.00 **Practical Workshops.**

**Workshop A: New collaboration and dissemination tools: blogs, wikis, discussion boards and other online tools (Room 1.01).**

*Facilitator: Jon Worth, Blogger (tbc)*

*Panellists: Concepció Muñoz Ruiz, Barcelona (Spain)*

**Workshop B: Digital archives: organising and preserving electronic files (Room 1.02).**

*Facilitator: Simon Tanner, Director of King's Digital Consultancy Services, King's College London*

*Panellists: Helder Machado, Lisbon and Vera Batalha, Oeiras (Portugal)*

**Workshop C: Managing your collection: acquiring and cataloguing print publications (Room 1.03).**

*Facilitators: Liz Mackie, Aberdeen (United Kingdom); Wiktor Pozniak, Natolin (Poland)*

13.00 – 14.30 *Lunch break.*

14.30 – 15.30 **'State of Play' of the EDC Network.**  
*Mauno Hänninen, Unit B.2, DG Communication; Francesco Bezzi, OPOCE*

15.30 – 16.30 **Europeana, the digital library.**  
*Jonathan Purday, Press and Communications Officer, Europeana*

16.30 – 16.45 **Conclusions of the Seminar.**  
*Mauno Hänninen, Unit B.2, DG Communication*

16.45 – 17.15 *Coffee break.*

17.15 **Visit of Bruges.**

20.00 *Dinner (Kempinski Hotel Dukes' Palace, Prinsenhof 8).*



# EUROPE DIRECT SPECIFIC TRAINING SEMINAR

## Communicating Europe for EDC Librarians and Documentalists

Bruges, 4-5 June 2009

### PRACTICAL INFORMATION

#### 1. Travel Arrangements

- Carlson Wagonlit Travel (Ms Monique Flameng) from Brussels will contact you to settle the timetables and tickets for your travel, as well as your hotel accommodation.
- **The travel expenses from your city to Bruges by airplane and/or train will be covered by the Commission, using the applicable travel rule of most economic tariff.**
- The local travel expenses between your home/office and the airport or railway station will not be reimbursed, neither those between the railway station and your hotel in Bruges. Should you decide to buy your tickets yourself, please bear in mind that you will not be reimbursed.
- Should you decide to use your own car for the travel, this will be done at your own expense.

#### 2. Transportation to and in Bruges

- Please refer to the attached information sheet 'Access by transport from Brussels' for detailed instructions on how to reach Bruges upon your arrival in Belgium. For your reference, please also find attached a map of Bruges.

#### 3. Accommodation

- A single room (breakfast included) has been booked for you for three nights (3-5 June 2009) at one of the following hotels:
  - Hotel NH Brugge – Boeveriestraat 2 – 8000 Bruges – tel. +32 (0)50 44 97 11
  - Martin's Hotel – Oude Burg 5 – 8000 Bruges – tel. +32 (0)50 44 51 11
- Dinner will be offered at the Hotel NH Brugge on 4 June and at the Kempinski Hotel Dukes' Palace on 5 June. In case you do not wish to attend these dinners, please inform DG COMM/B.2 ([daniele.d'hossche@ec.europa.eu](mailto:daniele.d'hossche@ec.europa.eu)) at least two days prior to the event.
- **The expenses of the accommodation and dinner will be covered by the European Commission.** However, any other possible expenses during your stay at the hotel (telephone, mini-bar, etc.) will be charged directly to you when you check-out.
- The hotel may ask you for a credit card number or €50 cash as a guarantee to cover eventual expenses (e.g. mini-bar) during your stay.

#### 4. Useful telephone numbers

- European Commission, COMM/B.2:  
Ms Danièle D'Hossche: tel. +32(0)2 296 99 24  
Ms Eva Sobova: tel. +32(0)2 296 58 95  
Secretariat: tel. +32(0)2 296 01 59
- Emergency numbers:  
Police: 101, Ambulance: 100 or 112

#### 5. Supplementary information

- If you are travelling by air, please keep your boarding pass and present it to the Europe Direct reception desk.
- If you are arriving by train, kindly give a copy of your ticket (with your name on it) to the Europe Direct reception desk.



## EUROPE DIRECT SPECIFIC TRAINING SEMINAR

### Communicating Europe for EDC Librarians and Documentalists

Bruges, 4-5 June 2009

#### ACCESS BY TRANSPORT FROM BRUSSELS

##### By train

Upon arrival at Brussels National Airport (Zaventem, BRU), take the train to the city centre from the airport's railway station (at basement level -1). You will then have to change trains at any of the three Brussels railway stations (Nord/Noord, Central/Centraal or Midi/Zuid). Trains with destination Oostende or Knokke/Blankenberge (all stopping in Bruges) leave from any of the Brussels stations every +/- 30 minutes. The train ride takes about 20 minutes from the airport to Brussels and about 60 minutes from Brussels to Bruges.

##### Directions to the hotels

**At the Bruges railway station (exit Bruges Centrum) you can take a taxi €9\* (+/-), a bus (ticket: €1,70\*) or walk to your hotel.** Please see the map of Bruges in attachment.

**Hotel NH Brugge** – Boeveriestraat 2 – tel. 050 44 97 11

**On foot:** 7 minutes (+/-)

**Bus 1, 3, 4, 6, 11, 13, 14, 16 or 23:** get off at 't Zand (first stop)

**Martin's Hotel** – Oude Burg 5 – tel. 050 44 51 11

**On foot:** 20-25 minutes (+/-)

**Bus 1:** get off at the Belfry on Wollestraat (third stop)

##### Directions to the STS venue - Verversdijk

**At the Bruges railway station (exit Bruges Centrum) you can take a taxi €10\* (+/-), a bus or walk to Verversdijk.** Please see the map of Bruges in attachment.

**College of Europe, Verversdijk Extension** – Verversdijk 16

**On foot:** 30 minutes (+/-)

**Bus 14:** get off at Koningsbrug (fifth stop), cross the bridge and turn left along the canal (Spinolarei). At the end of the street, turn right onto Verversdijk and continue until you reach the College of Europe building on the right-hand side.

We look forward to welcoming you to Bruges!

Kind regards,  
**Europe Direct Helpdesk**

\*prices may vary