

EPR Communications Network meeting

5th October 2023

10:00 - 12:00 CEST Brussels time

Online Meeting, Zoom

Aims of the Meeting

- Share **good practices** on communication strategies, tactics, and campaigns that have yielded positive results
- Identify **common elements of successful communication** practices
- Address **challenges and needs** of EPR members to disseminate and promote better their work online
- Update members with **new communication tools or technologies**
- **Promote networking** among EPR members, establish connections to collaborate on future communication projects

DRAFT Agenda

- 09:50** **Online check-up** (connection to Zoom)
- 10:00** **Welcome and introduction/ tour de table/ Agenda of the day**
- 10:10** **EPR Members Good Practices**
- Rey Ardid Foundation
 - AURA Foundation
 - Rehab Group
- 10:50** **How to implement ChatGPT and other AI tools in our social media**
- Open discussion about the use of AI as communication tools in organisations.
 - Sharing of other innovative communication tools and/or technologies used by EPR members recently, i.e. TikTok, Reels, Meetup, etc.
- 11:30** **New changes & threats in social media. Twitter's rebranding**
- Open discussion: how to adapt to upcoming changes on social media platforms; i.e. Twitter's rebranding; Threads, etc.
- 11:50** **Conclusions and next steps**
Sharing reflections/ Follow up

In the beginning of the meeting the group will decide if and when to take breaks

Preparation for the Meeting

Your Contribution

In order to make the most out of our online meeting, thanks for preparing the following information ahead of the day:

- Please register to the meeting [here](#).
- Please prepare some points you would like to share with the group at the meeting related to your organisation communications.
- To guide your preparation, you can use the following:
 - What communication tools are used in your orgs, ie. Canva, Mailchimp, Photoshop
 - Did you incorporate new communications tools or channels in the past year? i.e. TikTok, Reels, AI...
 - What's your organisation's position about the use of Artificial Intelligence in your work?
 - What's your organisation's position about the changes on Twitter, now called X? Do you have a contingency plan in case a social media platform vanishes?

Thank you for your collaboration!

EPR Secretariat