

EPR Communications Network meeting

4th September 2024

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** **Red Cross EU: Communication Good Practices**
- 10:30** **EPR Members Good Practices**
- Rehab Group
 - Fundación INTRAS
- 11:10** **The use of AI in communications. Where are we at?**
- Brief recap of the AI tools discussed in the previous meeting.
 - Open discussion: implemented AI Tools and experiences
 - Demonstrations and discussion on the potential applications and benefits of these new tools.
- 11:50** **Conclusions and next steps**
Sharing reflections/ Follow up