

EPR Communications Network meeting

4th September 2024

10:00 - 12:00 CEST Brussels time

Online Meeting, Zoom

Aims of the Meeting

- Share **good practices** and experiences with both AI-enhanced and traditional communication strategies.
- Identify common **success factors** and address **challenges** in using various communication tools.
- Discuss the **benefits, risks, and ethical considerations** of AI in communications.
- **Promote networking** among EPR members, establish connections to collaborate on future communication projects

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 Office: Good Practices**
- 10:30** **EPR Members Good Practices**
 - Rehab Group
 - Fundación INTRAS
- 11:10** **The use of AI in communications. Where are we?**
 - Brief recap of the AI tools discussed in the previous meeting.
 - Open discussion: implemented AI-powered tools and experiences.
 - Open discussion: benefits and risks of AI-powered tools. Where do we stand?
- 11:50** **Conclusions and next steps**
 - Sharing reflections/ Follow up