

EPR Communications Network meeting

18th September 2025

10:00 - 12:00 CEST Brussels time

Online Meeting, Microsoft Teams

Aims of the Meeting

- Share **good practices** and experiences with new/emerging communication tools
- Identify common **success factors** and address **challenges** in general communication
- Discuss how to better communicate on services and the rights of persons with disabilities in an impactful, inclusive and accessible way
- **Promote networking** among EPR members, establish connections to collaborate on future communication projects

Agenda

- 10:00** **Welcome and introduction/ tour de table/ Agenda of the day**
- 10:10** **Icebreaker:** What communication challenge keeps you up at night?
- 10:15** **External Speaker**
- 10:30** **EPR Members Good Practices**
- 11:10** **The Battle for Attention: What works well in communicating on disability, services and social rights**
 - Breaking through information overload and digital fatigue
 - Framing disability-related messages in inclusive and empowering ways
 - Ensuring accessibility across multiple platforms
- 11:50** **Conclusions and next steps**
 - Sharing reflections/ Follow up