



AMSEP WAPES AMSPE

Thematic Days Brussels PES Promotion

21 & 22 June 2010

Programme & Practicalities

-Version 11.06.2010-



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World Association of Public Employment Services
Association Mondiale des Services d'Emploi Publics
Asociación Mundial de los Servicios Públicos de Empleo

**Thematic Days on
PES Promotion
Brussels, Belgium
21 and 22 June 2010**

Venue

ACTIRIS

Entrance on Rue du Marché aux Poulets 7
1000 Bruxelles, Belgique

Accommodation

For your hotel arrangements we recommend the following hotels:

www.hotel-leopold.be

www.hotelbedford.be

www.accorhotels.com/nl/hotel-1030-novotel-brussels-off-grand-place/index.shtml

www.ibishotel.com/nl/hotel-deals/destination/brussels/index.shtml

If you need help with the booking of those or other hotels, please contact us. We are happy to assist. The hotel cost, as well as travel cost, will be covered by the participants.

Working Languages

The working languages will be English and French and interpretation services will be provided between these 2 languages.

Immigration

For some participants visa might be necessary to enter Belgium. Please check and arrange with your nearest diplomatic or consular mission of Belgium.

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Target Group

Communication responsables of your PES on an expert or a managerial level are the ideal participants. The target group should be able to speak about day-to-day promotional practices, such as marketing campaigns, media coverage, and staff communication.

Objectives

These thematic days will allow PES to present and reflect on their communication strategy and learn from each other, how challenges in promoting the external image of the PES and the internal coordination of work processes could be further developed.

Some questions that will be tackled during these thematic days are...

PES2PES

- How do PES present themselves to the public?
- What is interesting about PES for the media?
- Can PES afford image promotion?
- Is there a need for a corporate identity?
- Why is internal promotion an issue?

PES2WAPES

- How can WAPES become more visible?
- How can the vision of WAPES be translated into actions?
- How can the internal communication in WAPES be improved?
- How can members be committed to the network?

A good outcome of the seminar is to establish a sustainable network of communication experts that once back in their PES offices, keep in touch with each other and who also professionally support the communication actions of the WAPES network. We are aiming to reach a commitment level in the future in which this network of communication experts considers itself as an active part of WAPES.



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Programme

Monday, 21.06.2010

Table 1

- 08:30 Reception of participants
- 09:00 Welcome by Emiel Meert, Director General ACTIRIS
- 09:10 *Introduction to the thematic days.* Patrick Venier,
WAPES Executive Secretary
- 09:30 *Communication with media.*
Helena Engqvist, Head of press, Arbetsförmedlingen Sweden
- 09:55 Discussion
- 10:15 Coffee Break
- 10:45 *Beyond Mediocrity - Branding in German PES.*
Carsten Heller, Head of marketing, Bundesagentur für Arbeit,
Germany
- 11:10 Discussion
- 11:30 *Employers Communications Campaign.*
Eamonn Davern, Head of international relations,
Job Centre Plus, UK
- 11:55 Discussion
- 12:15 Lunch
- 13:45 *Communication of Pôle emploi during reform*
Lysiane Soubeyrand, Head of communication,
Pôle emploi, France
- 14:30 *WAPES strategy lines 2010-2012*
- 15:00 Breakout sessions – *Drafting a communication plan for WAPES*
- 17:30 Conclusions 1. day
- 19:30 Dinner



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Tuesday, 22.06.2010

- 08:30 Impressions of 1. day – WAPES communication plan
- 09:30 *Management Information System between PES central office and regions.* Petr Hortlik, Specialist internal communication, Ministerstvo práce a sociálních věcí, Czech Republic
- 09:55 Discussions
- 10:15 Coffee Break
- 10:45 *The Impact of PES communication in sub-Saharan Africa: The case of NEF,* Okono Ango Irénée Etienne, Regional Director, National Employment Fund Cameroon
- 11:00 Discussion
- 11:20 *Role and place of information and communication strategies in Russian PES activities,* Mrs Irina Mikhina, adviser to Director General, Federal Service on Labour and Employment
- 11: 45 Discussion
- 12:00 Closing by Dr. Guenther Schauenberg, WAPES Vice-President region Europe
- 12:30 End of thematic days



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Brussels

As you might know Brussels very well by now, we recommend you some spots you might not have noticed yet and maybe want to visit, if there is time in between talking about promotion that is.

Hidden Park

Walk up *Place Rogier* towards *Botanique* metro station. Turn right onto *Boulevard de Berlaiemont*. Walk up the steps.

L´ Arcadi

Go behind *Place du Brouckere* and turn onto *Rue de l´Ecuyer*. Go to the top to this nice little café

Halles Saint Gery

<http://www.hallessaintgery.be/>

Notre Dame de Grand Sablon

The origins of this church can be traced back to 1303.

Also the neighbourhood is worth visiting.

<http://maps.google.de/maps?hl=nl&tab=wl&q=eglise%20sablou>

Mont des Arts

Location with an incredible amount of museums, such as for fine arts and film.

<http://www.kunstberg.com/en/museumquarter>

If you rather prefer some classical hints, please visit www.bruxelles.be or ask the WAPES Secretariat staff members.