

## PROGRAMME

Thematic Dissemination Conference:

### “Giving Sisyphus a Hand”

### Challenge and Reality in EU Project Marketing

Friday, March 12<sup>th</sup> 2010 - 9.00-15.00h  
Graz, Austria (AT)

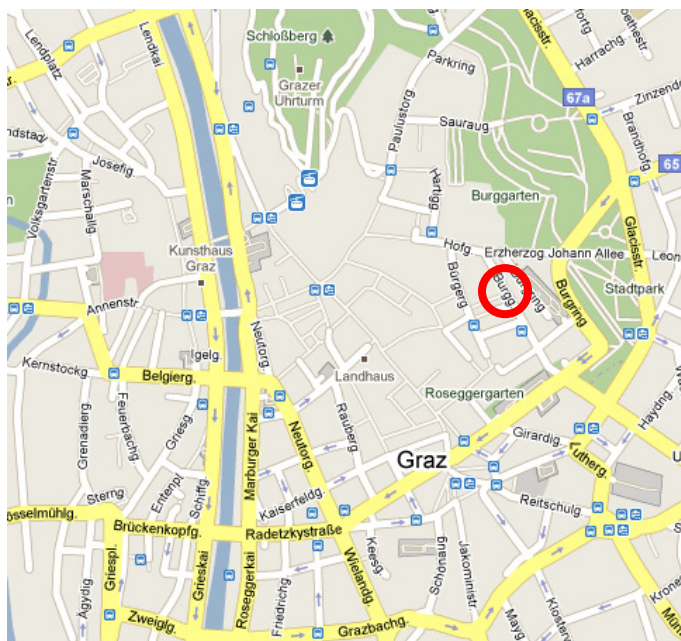
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| <b>9.00 – 9.30</b>   | <b>Registration and display of products for project fair</b>  |
| <b>9.30 – 9.45</b>   | <b>Official address of welcome by Europe Direct – Informationsnetzwerk Steiermark / Land Steiermark</b><br><i>Ludwig Rader – Head of Department for European Affairs and External Relations<br/>Office of the Regional Government of Styria</i> |
| <b>9.45 – 10.15</b>  | <b>Introduction and C-E.N.T.E.R. project “Sisyphus at Work – or how to promote EU projects properly”</b><br><i>Michael Schwaiger – Member of Board<br/>E.N.T.E.R.</i>   |
| <b>10.15 – 10.45</b> | <b>“Valorisation of products and results and how ADAM can support your work”</b><br><i>Karl Andrew Müllner<br/>OeAD – Nationalagentur Lebenslanges Lernen</i>   |
| <b>10.45 – 11.15</b> | <b>“Communication policy of the European Commission”</b><br><i>Karl G. Doulík – Advisor<br/>European Commission DG Communication</i>  |
| <b>11.15 – 11.45</b> | <b>Coffee break and project fair</b>  |
| <b>11.45 – 12.15</b> | <b>“Marketing for cultural projects”</b><br><i>Hansjürgen Schmölzer - Managing Director<br/>BSX Bader &amp; Schmölzer GmbH</i>  |
| <b>12.15 – 12.45</b> | <b>“Marketing for “Wiener Zucker” a traditional Austrian brand. How to promote a basic food product.”</b><br><i>Selma Illitz – Marketing Manager<br/>AGRANA Zucker GmbH</i>   |
| <b>12.45 – 13.30</b> | <b>Panel discussion – Marketing of products vs. dissemination of EU project results</b><br><i>Key note speakers and members of E.N.T.E.R.</i>   |
| <b>13.30 – 15.00</b> | <b>Project fair and buffet lunch</b>  |
- Moderation:** *Georg Müllner – Head of Board, E.N.T.E.R.*

### Hosted by

E.N.T.E.R. on behalf of the C-E.N.T.E.R. Project Consortium in cooperation with Europe Direct Informationsnetzwerk Steiermark – Europaabteilung Land Steiermark

### Venue

Amt der Steiermärkischen Landesregierung  
Landesbuchhaltung Graz, Großer und Roter Saal (1.Stock), Burggasse 13, 8010 Graz.



### How to get to the event?

- Public Transportation:**  
 By train: arrive at Graz Main Station (Hauptbahnhof Graz), then take the tram lines 3 and 6 to Jakominiplatz  
 Within Graz: all bus & tram lines to Jakominiplatz
- By car:**  
 A2 – Exit Graz Ost, (Exit 179) Park & Ride, available at "Murpark", then take the tram line 4 to Jakominiplatz

Parking garages close to the venue: Karmeliterplatz, Kastner & Öhler, Operngarage

For further information please visit: <http://www.graz.at/cms/ziel/364976/DE/>

### Travel and Accommodation

Graz is the second largest city in Austria and can be reached easily by air, rail and road. For further information or accommodation options please follow this link: [www.graztourismus.at](http://www.graztourismus.at).

### Extended deadline for Registration

Wednesday, 3<sup>rd</sup> of March 2010

### Contact

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### Project fair

Participants are very welcome to display project promotion material (flyers, posters, brochures...) and products (handbooks, DVDs, manuals, strategy papers, guidelines etc.), to exchange and to discuss this material with other conference participants. For this purpose there will be stands (tables of approx. 1m length) available in both rooms. In order to reserve a table for your exhibition of project material and results please fill in the related tables in the registration form or contact Petra Kampf.

### Further information and updates can be found under:

<http://www.enter-network.eu/news.php5>