



C-E.N.T.E.R.
"Competence, Cooperation, Communication
in the C-E.N.T.E.R. of Dissemination and Exploitation of EU Project Results"



INVITATION and PROGRAMME

"On the wings of Hermes"

The role of new media in EU Projects dissemination

Friday, October 22nd 2010 – 9.30-17.00h
Firenze, Italy (IT)

Tk Formazione Srl - in cooperation with: **Europe Direct Firenze – Municipality of Florence; Fondazione Rinascimento Digitale – Ente Cassa di Risparmio di Firenze; LLP National Agency – Italia** - has the pleasure of inviting you to the 2nd thematic dissemination conference in the framework of the European project *C-E.N.T.E.R.*.

Topic and objectives

Dissemination and exploitation are of vital importance in European projects and have to be taken into account by all project managers and their teams. Different tools and instruments are available for this purpose but there is a need of information and good practices in order to plan, implement and monitor these activities.

The conference will offer participants the opportunity to improve their knowledge of dissemination possibilities in European projects discussing on the following topics: Which are the most used communication/spread tools and how do they work? How to select the right target? Which is the best strategy to reach that target? Which is the information to be spread in order to arouse interest and increase the curiosity of potential stakeholders?

The conference aims at promoting the debate on the topics, exchanging experiences and establishing new contacts. Furthermore, the conference will support the dissemination of project results that have been developed within projects funded in the framework of any European programme.

During the conference there will be also the official presentation of the new European Magazine "Focus Europe".

Target groups

The target group of the conference are organisations and people working in the field of EU projects; bodies/subjects interested in European projects' development and results; bodies/subjects interested in exchange/cooperation at European level; bodies/subjects working in the education field as well in the field of new technologies, communication or other related sectors; public/private bodies interested in creating new networks, etc.



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PROGRAMME

The conference will be organized in a plenary session with different speeches followed by a final discussion

09:30 Participant Registration

10:00 Welcome – Tk Formazione Srl, Dott. Gianluca Milanese

10:15 – Regione Toscana - Area coordinamento Orientamento, Formazione e Lavoro – Dott.sa Sabina Stefani

10:45 Presentation of project C-E.N.T.E.R. – ENTER – European Network for Transfer and Exploitation of EU Project Results, Mag. Petra Kampf – coordinatrice del network

11:15 Coffee break and "project fair"

11:45 Europe Direct Firenze (Comune Firenze)

12:15 Speech: Fondazione Rinascimento Digitale – Ente Cassa di Risparmio di Firenze, Dott. Marco Rufino

12:45 Buffet and "project fair": stands for materials and results of European projects

14:00 Speech: "La Banca Dati EST (European Shared Treasure)", D.ssa Lorenza Venturi, Agenzia Nazionale LLP – Italia.

14.30 Technical Speech about new media dissemination - Dott. Florentin Hortopan

15:00 Discussion

15:45 "Project fair" – stands for materials and results of European projects

17:00 Conclusion

Roundtable chair: **Tk Formazione Srl** (IT)

Venue:



Palagio di Parte Guelfa - Via Pellicceria (Piazza di Parte Guelfa 2-red) - 50123 Firenze

- **FREE ENTRANCE** -



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- REGISTRATION AND CONTACTS-

Free entrance and registration required

Registration form will be sent by **20 Ottobre 2010**

To Carlotta Bizzarri
 e-mail marketing@tkformazione.it
 fax +39 055 2260696
 or ordinary mail

Registration form available on <http://www.c.enter-network.eu>.

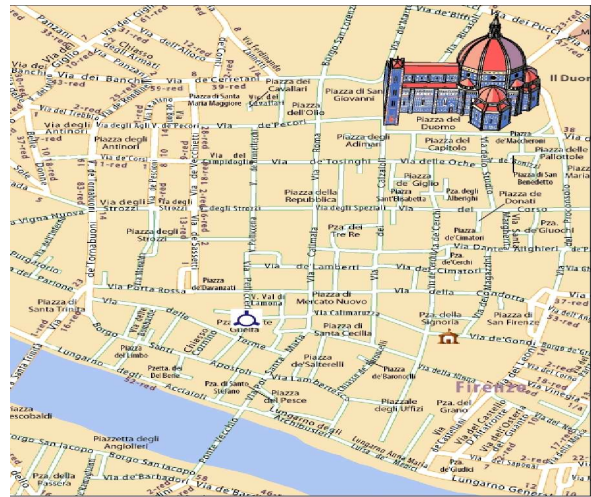
**To reach
 Palagio di Parte Guelfa:**

http://www.walkaboutpass.com/nqcontent.cfm?a_name=palace_of_quelph_party

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