



INVITATION

“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.

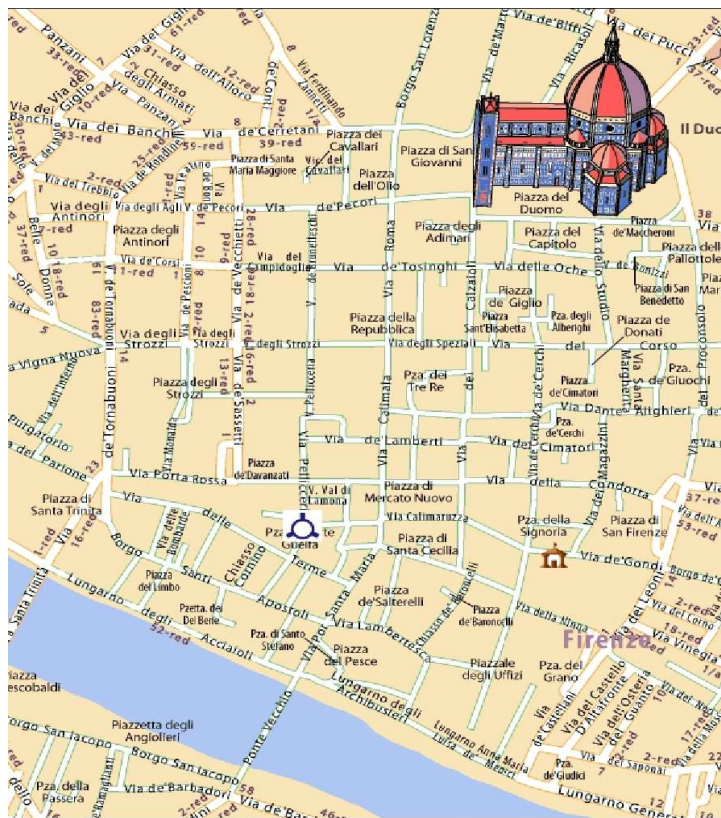
During the conference there will be also the official presentation of the new European Magazine “Focus Europe”.

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.

Venue

The conference will take place in the medieval Palagio di Parte Guelfa, Firenze (IT), Piazza di Parte Guelfa, 2-red. The venue is located in the city centre of Florence, close to the main cathedral. For further information please visit:



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

Working methods

The conference will consist of key note speeches in plenary sessions and discussion rounds. A European project fair will be held at the same time, where participants have the opportunity to promote their projects and to present, discuss and exchange products developed in European cooperation.

Working language

Italian. The conference material will be available also in English.

How to participate

Registration forms should be sent by email, fax or post by September 30th, 2010 to Michela Calabrese.

Registration forms are available for download under <http://www.c.enter-network.eu>.

- ADMISSION FREE -

Contact

Should you have any questions or require any further information please contact:

Ms. Michela Calabrese

Ms. Caterina Boschi

Tk Formazione Srl

Viale A. Gramsci 73 - 50121 Firenze, Italy

Tel: +39 055 2466005

Fax: +39 055 2260696

m.calabrese@tkformazione.it

c.boschi@tkformazione.it

www.tkformazione.it