

Meeting of the Boards
Online Session (Zoom)
25 & 26 JANUARY 2024

Effective Communication for Associations of Music Schools

THURSDAY, 25 January
09.30 – 12.00

Day 1: The European level

- 09:30 – 09:40 **Welcome** by Philippe Dalarun, EMU President
- 09:40 – 09:45 **Presentation** on the results of the questionnaire by Aleksandar Djuric, EMU Board Member
- 09:45 – 10:20 **Presentation** of the communication activities of the European Music Council by Miceál Mullen, Communications Officer at the European Music Council
- 10:20 – 10:40 **Coffee Break**
- 10:40 – 11:55 Breakout Groups on the EMU's communication strategy chaired by EMU Board Members
- 11:55 – 12:00 **Closing**

FRIDAY, 26 January
09.30 – 12.00

Day 2: The national level

- 09:30 – 09:35 **Opening** by Till Skoruppa, EMU Secretary General
- 09:35 – 09:50 **Presentation** of the communication strategy of AIDSM by Paolo Ponzecchi, EMU Board Member
- 09:50 – 10:05 **Presentation** of the communication strategy of Cultuurconnectie by Jan-Willem Kluën
- 10:05 – 10:15 **Interactive Quiz** on the communication tools used by members chaired by Till Skoruppa, EMU Secretary General
- 10:15 – 11:00 **Presentation** on winning at social media by Britta Brandt, Digital Marketing Manager at SCHOTT Pharma
- 11:00 – 11:15 **Break**
- 11:15 – 11:45 **Breakout group discussions**
- 11:45 – 11:55 **Presentation** of results in plenary
- 11:55 – 12:00 **Closing** by Philippe Dalarun, EMU President