



**Expert Forum on
"Public Opinion Polling – German Experiences"**

Partner: **The Egyptian Cabinet Information and Decision Support Center (IDSC)**

Time / Place: **09. November 2009 / Hotel Marriott / Cairo**

Draft agenda (as of 3rd of November 2009)

Monday, 9th November

11.00 – 12.00

Chair:

Plenary Session: "Polling the Publics in Germany"

Dr. Andreas Jacobs, Resident Representative, Konrad-Adenauer-Stiftung, Egypt

Speakers:

Klaus-Peter Schöppner, Director, TNS Emnid, Germany

"Public Opinion Polling in Germany"

Dr. Helmut Jung, Managing Director, GMS Dr. Jung GmbH, Germany

"The Royal Road to a Deeper Insight - The Use of Qualitative and Quantitative Research for Political and Campaign Planning"

12.00 – 13.30

Chair:

Panel Session: "Public Opinion Barometer"

Dr. Qadry Hefny, Professor of Political Psychology, Faculty of Arts, Ain Shams University, Egypt

Speakers:

Dr. Basma Kodmani, Executive Director, Arab Reform Initiative, Egypt

Dr. Magued Osman, Chairman, IDSC, Egypt

State Secretary Wolfgang G. Gibowski, Plenipotentiary of Lower Saxony to the Federation and Founder of the "Politbarometer", Germany

"Presentation of Opinion Poll Findings on TV"

13.30 – 14.30

Lunch