

## South East Europe Government Communication Conference 2021

### *“Communication in times of the pandemic: Protecting lives, values, and togetherness”*

25th June 2021  
Tirana, Albania

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Thursday, 24 June 2021

19:00 **Dinner reception**

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Friday, 25 June 2021

09:00 – 09:30 **Registration**

09:30 – 09:45 **Welcome Notes**

**Hendrik Sittig**

Head of the Konrad-Adenauer-Stiftung Media Programme South East  
Europe, Sofia

**Ognian Zlatev**

SEECOM President; Head of the European Commission Representation  
in Croatia, Zagreb

Moderation:

**Vuk Vujanović**

SEECOM Secretary General, Podgorica

09:45 – 10:00 **Video-Keynote address**

**Olivér Várhelyi**

EU Commissioner for Neighbourhood and Enlargement

10:00 – 11:30

**Panel I: Containing the infodemic: Looking after the hearts and minds of Europeans**

How to deal with disinformation and anti-European narratives amidst the COVID-19 crisis?

**Damir Jugo**

Dean at the Edward Bernays University College, Zagreb

**Jasna Jelusic**

Head of the EEAS Western Balkans Task Force, Brussels

**Dr. Rumena Filipova**

Research Fellow, Center for the Study of Democracy (CSD), Sofia

**Adriatik Kelmendi**

Director at Klan Kosova TV, Pristina

Moderation:

**Dinka Živalj**

Head of Communication Section/Spokesperson, EU Special Representative in Kosovo, Pristina

11:30 – 12:00

**Coffee Break**

12:00 – 13:30

**Panel II: Promoting regional democracy, identity, and diversity**

How to engage with citizens on the local level and create regional brands

**Majlinda Bregu**

Secretary General, Regional Cooperation Council (RCC), Sarajevo

**Arben Cejku**

Executive Director at Albanian Center for Good Governance, Tirana

**Suzana N. Vasiljević**

Media Adviser to the President of the Republic of Serbia, Belgrade

**Sanja Škuletić Malagić**

Chief of Cabinet of the Prime Minister of the Canton Sarajevo, Sarajevo

Moderation:

**Christian Spahr**

SEECOM Board Member; Secretary General, Assembly of European Regions (AER), Brussels

13:30 – 15:00

**Lunch**

15:00 – 16:30

**Unconference: Relations between governments and journalists**

Balancing between health restrictions and civil liberties

Participants include prominent editors, journalists and government communicators

**Facilitation by:**

**Sandra Križanec**

News anchor and editor, N1 Zagreb

**Nebojša Regoje**

Head of Public Relations at the Ministry of Foreign Affairs of Bosnia and Herzegovina

16:30 – 17:00

**Closing remarks**

**Topic:**

**Turning Challenges into Action: Young Europeans as Advocates for the Future of Europe**

**Clara Föller**

President of the Young European Federalists Organisation (JEF Germany)

**Maja Kocijančič**

Member of Cabinet & Communication Advisor to EU Commissioner for Neighbourhood and Enlargement

19:00

**Dinner**

**Saturday, 26 June 2021**

09.00 – 10.30

**SEECOM General Assembly**

10.30 – 12.00

**SEECOM Partners Meeting**

**Organisation**

KAS Media Programme South East Europe  
Phone: +359 8999 12871  
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SEECOM – Vuk Vujnović, Secretary General,  
E-Mail: [office@seecom.info](mailto:office@seecom.info)

**Venue**

Rogner Hotel  
Golden Eagle Shpk, Bulevardi Dëshmorët e Kombit 9  
Tirana 1010  
Albania

**Language**

English

**Important note:**

*During the event multimedia will be used. With their registration the participants give consent about the usage of photos and videos made before, during and after the event, for an unlimited period of time and for both online and print materials. They will be used by the Konrad-Adenauer-Stiftung e.V.*