

# Agenda

## Communicating Gender Equality

### Online discussion

#### 3 October 2014

Date: 3 October 2014

Time: 09.00am to 15.00pm (CET)

Place: [EuroGender](#)

#### **09.00am to 09.10am: Welcome**

*Welcome and Introduction*

#### **9.10am to 10.30am: EIGE's communication strategy 2013 – 2015 part 1: target groups**

*We will assess EIGE's communication strategy 2013 – 2015 to decide what needs to be changed or kept for the follow-up strategy 2016 – 2018.*

*Debate:*

*EIGE has drafted a very extensive list of target groups – both internal and external - which is included in the current strategy. Are there any target groups missing? Which ones should EIGE focus on now and in the future?*

*In how far is the general public a target group for EIGE's work?*

*With respect to journalists, EIGE has already built up a very complete database of journalists, clustered by themes for which thematic network meetings are organized on a regular basis. Is there anything else that EIGE should do with respect to communicating with journalists?*

#### **11.00pm to 12.30pm: EIGE's communication strategy 2013 – 2015 part 2: messages and tools**

*Debate:*

*Is the positioning statement that the European Institute for Gender Equality is striving to become and position itself as "the LEADING European knowledge centre on Gender Equality issues" still the objective for the next period? What other key messages could EIGE communicate to its stakeholders?*

*EIGE is currently using three main messages when communicating with external stakeholders:*

- 1. EIGE is established to become the key producer of reliable and relevant data and information for policy-making in the EU (institutional perspective)*
- 2. EIGE activities are contributing to better informed policy-making regarding gender equality in the European Union (support to better informed policy-making perspective)*
- 3. EIGE has much to offer for raising awareness on the advantages and challenges of gender equality issues among European citizens and beyond. (awareness perspective)*

*Do these messages need to be revised or more detailed per target group?*

*The main communication channels/tools EIGE is using at present include the website, an electronic newsletter, social media (Facebook, Twitter, Youtube, Wikipedia), Media database; Press releases; different event formats (press conferences, thematic network meetings...) and publications. Are these the right tools for the target group in question in your opinion? Are there any other tools which EIGE should use? What should be the **tactics** behind these tools (e.g. building a bigger community of gender equality experts through the social media...; rising the number of readers of the E-newsletter or the number of clicks on certain articles...)*

*Infographics seems to be a new trend in EU communication to present complicated content in an easy way. Should EIGE use them more in the future?*

*What about audiovisual media?*

### **13.30pm to 15.00pm: Gender and the media**

*Debate:*

*How can we assure a better gender balance in the media, e.g. in decision-making positions?*

*How can we avoid stereotypical presentations of men and women in the media?*

*Do the social media give the opportunity for an alternative presentation of men and women?*

*What is the role of journalists in changing stereotypical presentations of women and men in the media?*

*What can EIGE do in this area in addition to the already existing studies?*