United Nations University

First Global Communications Meeting
15-16 May 2014

Maastricht, The Netherlands
INTRODUCTION

BACKGROUND

This event marks the first time that UNU comms staff from around the world have gathered in one location. It features more than 20 participants, coming from as far afield as Canada, Japan, Malaysia and Venezuela.

While fully supported by UNU Rector David Malone, the workshop has been organized from the “bottom-up” in order to address the particular needs of the institutes.

The meeting aims to share the state-of-the-art in communications, before exploring a range of new modus operandi. These new approaches could include building more systematic relations with journalists, policymakers and researchers, all with a view to increasing UNU’s visibility at a critical time for the UN family.

APPROACH

The workshop will be creative, engaging and interactive: a mixture of information sharing, team building and training. A number of external speakers have been invited to set the scene and, crucially, to provide alternative perspectives.

Each presentation will be followed by a dedicated roundtable led by a moderator and a commentator. Moderators will prepare short statements addressing key issues and how they perceive UNU is handling said issues. Commentators will then respond and raise additional points of concern. Of particular use will be practical examples of how institutes have solved various problems, which could then be applied throughout the UNU network.

Once the moderators and commentators have spoken, the floor will be open for general discussion. However, all delegates are welcome to raise relevant issues at any time. Participating institutes are kindly asked to prepare three points for each session (covering challenges, needs or success stories).

OBJECTIVES

The event aims to share the latest insights, tools and trends: from current best practice to matters of technical expertise. It aims to be action-oriented and to give rise to concrete next steps, notably in terms of:

- Global branding;
- Online-drive outreach;
- Media relations; and
- Repositioning UNU for the post-2015 agenda.
LOGISTICS

DIRECTIONS

Getting to Maastricht
For airport connections, please check: http://www.rome2rio.com/s/Nearby-Airports/Maastricht
There are three train stations: Maastricht, Maastricht Noord, Maastricht Randwyck.
Maastricht is the closest to the city centre and UNU-MERIT (see directions below).

Getting around Maastricht
Most places are reachable on foot within 15-20 minutes, e.g.:
Maastricht Station to UNU-MERIT: https://goo.gl/maps/f3DGb
Maastricht Station to Mabi Hotel: https://goo.gl/maps/MDcQo
Mabi Hotel to UNU-MERIT: https://goo.gl/maps/f29wg
Mabi Hotel to Livrei Restaurant: https://goo.gl/maps/9BnOj

ACCOMMODATION

Mabi Hotel, close to the Market Square in the centre of Maastricht.
Single rooms: €100 per room per night including breakfast and city tax.
Double rooms: €118 per room per night including breakfast + €5 city tax per person per night.
Reserved by UNU-MERIT, paid for individually by institutes on check-out.

SOCIAL / SUBSISTENCE

Wednesday evening
Optional drink or dinner. Pls contact Howard before 7pm: hudson@merit.unu.edu / +31631555887

Lunches on Thursday and Friday
Arranged and paid for by UNU-MERIT. Includes brief city tour on Thursday.

Thursday evening dinner:
Livrei Restaurant, 19.30 (see directions above). Arranged and paid for by UNU-MERIT.
**PROGRAMME**

**THURS 15 MAY**

09.30-10.00  
Ice-breaking juice, tea, coffee and pastries

10.00-10.40  
**SESSION 1: GLOBAL BRANDING**
+ 20m Q&A  
Jean-Paul Toonen, **T36 Media**  
(Re)shaping a Major Brand via Web and Video
- How to know and hook target audiences?  
- How to tailor narratives?  
- How to choose the right approach?

11.00-11.15  
Break

11.15-12.30  
**Branding Roundtable: Challenges and Success Stories**  
+ focus on multimedia, paper-based products and web  
*Moderator: Howard Hudson, UNU-MERIT*  
*Commentator: Curtis Christophersen, Office of Communications*

12.30-14.00  
Lunch (including walking tour of Maastricht)

14.00-14.40  
**SESSION 2: ONLINE-DRIVEN OUTREACH**  
+ 20m Q&A  
Rina Tsubaki, **European Journalism Centre**  
Social Media in the UNU Context
- How to grow followings?  
- How to bridge social media with face-to-face visits?  
- Learning from European and Japanese political and media organizations

15.00-15.15  
Break

15.15-17.00  
**Online Roundtable: Challenges and Success Stories**  
+ focus on targets, tools and best practices (e.g. DPI guidelines)  
*Moderator: Sean Wood, Office of Communications*  
*Commentator: Sueli Brodin, UNU-MERIT*

17.00-19.30  
R&R

19.30  
Dinner at **Livrei Restaurant**
Fri 16 May

09.30-10.00  Ice-breaking juice, tea, coffee and pastries

10.00-10.40  **SESSION 3: MEDIA RELATIONS**
+ 20m Q&A

Eric Karstens, European Journalism Centre

**Media Relations and Monitoring in the Run-up to 2015**
- How to establish, maintain and make the most of contacts with specialized journalists?
- How to prepare and follow-up on big events?
- What is success? How to make metrics meaningful?

11.00-11.15  Break

11.15-11.45  UNU Vice-Rector Jakob Rhyner: Update on CONDIR Comms Priorities (via Skype)

11.45-13.00  **Media Relations Roundtable: Challenges and Success Stories**
+ focus on databases, network coordination and press releases

*Moderator: Janine Kandel, UNU-ViE/EHS*
*Commentator: Aska Maki, Office of Communications*

13.00-14.00  Lunch (at UNU-MERIT)

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14.00-14.40  **SESSION 4: GLOBAL STOCKTAKE**
+ 20m Q&A

Roland Schatz, Mediatenor (via Skype)

**Repositioning UNU post-2015 (working title)**
- How to increase UNU’s exposure both in the media and among various stakeholders (funders, policymakers and the UN family)?
- How to reposition UNU vis-à-vis the above audiences, specifically as a post-2015 think tank?
- How to leverage UNU’s expertise in sustainability?

15.00-15.15  Break

15.15-17.00  **Final Roundtable: Macro and Micro Views**

*Moderator: Brendan Barrett, Office of Communications*
*Commentator: Daniel Powell, Office of Communications*

**Final Questions:**
- How to be more systematic and effective? How best to share information and events: past examples and future options?
- How to redraw comms as hubs? Focus on interaction with stakeholders, instead of linear service provision (giving feedback to researchers, connecting them with journalists and policymakers in workshops, etc.)
  > Current vs. expected returns on investments
  > Key takeaways and concrete next steps.

17.00  Farewell / さよなら
## Participants

1. Howard Hudson  
   UNU-MERIT  
   Session 1  Moderator
2. Curtis Christophersen  
   Office of Communications  
   Session 1  Commentator
3. Sean Wood  
   Office of Communications  
   Session 2  Moderator
4. Sueli Brodin  
   UNU-MERIT  
   Session 2  Commentator
5. Janine Kandel  
   UNU-VIE/EHS  
   Session 3  Moderator
6. Aska Maki  
   Office of Communications  
   Session 3  Commentator
7. Brendan Barrett  
   Office of Communications  
   Session 4  Moderator
8. Daniel Powell  
   Office of Communications  
   Session 4  Commentator
9. Dominik Etienne  
   UNU-WIDER
10. Annett Victorero  
    UNU-WIDER
11. Susan Servas  
    UNU-WIDER
12. Sijia Yi  
    UNU-VIE/EHS
13. Andrea Wendeler  
    UNU-VIE/EHS
14. Nicholas Turner  
    UNU-IAS
15. Khairul Bariah Mahmud  
    UNU-IIGH
16. Benjamin Zhu  
    UNU-FLORES
17. Leonie Maes  
    UNU-CRIS
18. Lunin Pereda  
    UNU-BIOLAC
19. Málfríður Ómarsdóttir  
    UNU-GTP
20. Carly Popenko  
    UNU-INWEH
21. Anna Franzil  
    UNU-GCM
22. Elaine McGregor  
    UNU-MERIT (Migration Group)
23. Terry Collins (via Skype)  
    UNU-INWEH
24. Jakob Rhyner (via Skype)  
    UNU-VIE/EHS