

Seminar on SAI's Communication Challenges

Prague, 4 – 6 June 2014

AGENDA

Host

The Supreme Audit Office of the Czech Republic

Venue and accommodation

Park Inn Hotel Prague – Svobodova 1961/1 Prague 2

Keynote speaker

Denisa Hejlová - Head of Marketing Communication and Public Relations Department, Charles University in Prague

Wednesday 4. 6. 2014

Arrival of participants

19:00 - 21:00 Welcome reception

- Welcome reception in the Park Inn Hotel Prague

Thursday 5. 6. 2014

9:00 - 9:20 Opening and Welcome
(Mr Miloslav Kala - President SAI Czech Republic)

9:30 - 9:50 Presentation - Content and Target Groups
(Ms Olga Málková - SAI Czech Republic)

9:50 - 10:10 Discussion

- Supply and Demand - Creating SAI's public image - Dos and Don'ts
- Influence on successful communication - timing, regularity, quality of speakers, etc.
- Audit output vs. media output - factors influencing the final media output
- Possibilities of diversification of media outputs in relation to target groups
- Mass vs. targeted communication - effectiveness and impact difference

10:10 - 10:30 Presentation - Digital Media
(Ms Helena Piron Mäki-Korvela - European Court of Auditors)

10:30 - 10:50 Discussion

- Social networks - Communication channel of the future? - Pros and Cons - Gains and Losses
- Social networks - Successful online community management - Risks
- SAI's online presence and digital communication - the www experience

10:50 - 11:15 Coffee break

11:15 - 12:30 Workshop - Meaning and Improvisation within Communication
(Ms Denisa Hejlová - Charles University in Prague)

12:30 - 13:30 Lunch

13:30 - 13:50 Presentation - Speakers

(Ms Juuli Hurskainen - SAI Finland)

13:50 - 14:10 Discussion

- The right person for the job
- The right number of speakers for establishing a cohesive SAI's identity
- Speaker's formation - training costs and added value
- Speaker's positioning - clerk vs. expert

14:10 - 16:45 Workshop - Debate league on a chosen topic

(Ms Olga Málková - SAI Czech Republic)

16:45 - 17:15 Coffee break and group photo

18:00 - 19:30 Social programme

- Guided tour to Vyšehrad Castle

19:30 - 21:00 Official dinner

- Restaurant Rio's Vyšehrad, Štulcova 102/2, Praha 2

Friday 6. 6. 2014

9:00 - 9:30 Presentation - Trust management

(Ms Denisa Hejlová - Charles University in Prague)

9:30 - 10:15 Discussion

- Trust - its establishment, aspects and management
- Factors influencing trust - political, economical, social, etc.
- Communication of success and failure - risks and gains in trust domain
- Risks and gains of cooperation with political elite

10:15 - 10:35 Presentation - SAI's Marketing

(Ms Martine Hendriksen and Mr Marco Buzing - SAI Netherlands)

10:35 - 11:00 Coffee break

11:00 - 11:45 Discussion

- What are new possibilities of marketing?
- When, how and where to present activities, how to improve the level of awareness of useable products?
- New forms of information sharing- are they exploitable in the area of EUROSAI community? (Facebook, Pleio, LinkedIn, Skype, Teleconference)
- How to prepare activities to encourage EUROSAI members to take part in cooperative activities?

11:45 - 13:00 Lunch

13:00 - 14:15 Knowledge sharing debate - Internal Communication (Ms Olga Málková - SAI Czech Republic)

- What channels of internal communication does your SAI use?
- What are the obstacles of internal communication at your SAI?
- Do you consult internal communication issues with external agencies?
- Which of internal communication channels do you find the most efficient?
- Do you consider enhancement of your internal communication and why?

14:15 - 14:30 Conclusion

All participants are kindly requested to bring their laptops.

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