NGO web 2.0
Bucharest – November 17, 2008

~ AGENDA ~

Location: Paris Rive Gauche Conference Room, Hotel Novotel, Calea Victoriei 37B
http://www.novotel.com/novotel/fichehotel/gb/nov/5558/fiche_situation.shtml

MORNING SESSION – OPEN CONFERENCE

09.30 – 10.00 Participants’ Registration
Welcome coffee break

10.00 – 10.15 New Media: Advocacy through Blogging
Short introduction into the project
• Mirela Rus – Program coordinator, Soros Foundation Romania
• Mihaela Danga – Deputy Director, Center for Independent Journalism
• Iulian Comanescu – Training coordinator for the program

10.15 – 10.45 The Power of Social Media for Social Change
Using social media tools for successful nonprofit campaigns
• Special Guest: Beth Kanter, professional blogger (Boston, USA)

10.45 – 11.00 What is web 2.0
Platform types and tools
• Iulian Comanescu – Owner, Comanescu - Media Consultancy

11.00 – 11.30 Q&A

11.30 – 11.45 Coffee Break
Le Foyer

11.45 – 12.00 Civil Society Catalogue
NGOs Online
• Ciprian Cioca – PR & Marketing Manager, Foundation for Civil Society Development

12.00 – 12.15 Blogging the Dream
Mental disabilities community learns how to blog
• Gabriela Tanasan – Executive Director, Orizonturi Foundation, Campulung Moldovenesc

12.30 – 13.00 We Have a Blog. What Next?
Integrated communication strategies for NGOs
• Sorin Adam Matei – Associate Professor, Purdue University, Indiana, USA

13.00 – 13.30 Q&A

13.30 – 14.30 Lunch
Cafe Theatro Restaurant (Hotel Novotel)

AFTERNOON SESSION – WORKSHOP
NGO representatives only (by invitation)

14.30 – 15.35 Social Media Game (part I)
Trainer: Beth Kanter, professional blogger (Boston, USA)

15.35 – 15.50 Coffee Break
Le Foyer

15.50 – 16.40 Social Media Game (part II)

16.40 – 17.00 Q&A

For further information, please contact Mirela Rus, Communications Manager, mrus@soros.ro, +40-723/532.030.