

**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](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 Ciucu** – 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](mailto:mrus@soros.ro), +40-723/532.030.*