



4th October 2008

European Commission Representation Ireland
European Union House
18 Dawson Street
Dublin 2
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Email: philippe.carr@ec.europa.eu

Links to the live stream will be posted on www.euirland.ie/conference

10.15 Pre-conference seminar, "What makes a good blog?" with Cian O Flaherty irishelection.com and Damien Mulley www.mulley.net

For those who want to learn how to start. All bloggers will be welcome to share their opinion. Please bring your own laptop

10.35 Arrival and sign up

10.45 Rundown of the days programme.

10.50 Video welcome from European Commission Vice President Margot Wallström Commissioner for Institutional Relations and Communication Strategy.

<http://blogs.ec.europa.eu/wallstrom/>

11.00 Blogging and Social Media in an institutional setting
How are major media and institutional players using social media? What is the impact?

Donnacha DeLong
Amnesty International –Human Rights in the Blogosphere
<http://donnachadelong.wordpress.com/>
<http://blogs.amnesty.org.uk/>

Joe Zefran
RTE head of internet development and Senior Editor

12.00 Guerrilla Media – Social activism and the social media – using blogs and the internet to organise and influence

Damian O Broin,
NGO Technology Consultant with Ask Direct www.askdirect.ie
Damian will discuss 50 great online advocacy, fundraising and relationship building ideas and why Irish nonprofits aren't getting them.

13.00 Questions and break for lunch and *Digital Soapbox*

A light lunch will be provided on the day. During this period delegates are invited to make a presentation on their organisation/ blog/website/project. This is open to all

Contributors include:

Nearfm.ie: Local radio station which uses information technology to allow local people develop their communications skills and achieve their communications needs.

Globalvoices.org, Global Voices aggregates, curates, and amplifies the global conversation online – shining light on places and people other media often ignore.

European Parliament TV: A showcase of the new online TV station that tracks the debates, votes and decisions of the European Parliament.

If you would like to present your blog, website or organisation on the digital Soap Box. Please email the conference organiser. This should be no more than 3-4 mins long and can be a youtube video!

13.50 Optional afternoon workshops (please select on the day)

1. Breakout on law and blogging

Simon McGarr, Solicitor
Fergal Crehan, Barrister at Law

www.tuppenceworth.ie/blog/

2. Workshop on Journalism and Blogging

Harry McGee,
Political Commentator, Irish Times

www.harrymcgee.com/

Damien Mulley,
Technology journalist and blogger
www.mulley.net

3. Sources of information on the European Union

Ruth Deasy, Press Officer, European Commission Representation

Christiane Kirketerp, Blogger for Commissioner Mariann Fischer Boel
<http://blogs.ec.europa.eu/fischer-boel/>

Lars Stephan, European Parliament Offices Dublin
Europarl TV and other sources of info on the European Parliament
www.europartv.europa.eu/

14.50 Report back on the workshops

15.00 Keynote speaker: Zack Exley,

www.huffingtonpost.com/zack-exley

Zack directed the online campaign for the British Labor Party's 2005 re-election, and was Director of Online Organising and Communications at Kerry-Edwards 2004. Before that, he served as Organizing Director at MoveOn.org, and was an adviser to the early Dean campaign.

He is going to speak about the US experience and the rapid development of social movements and social media there – having watched the development in the UK and paid attention to Ireland too he will be looking at where there are gaps and engaging with the audience afterwards.

16.30 Roundtable to finish – Discussion and reaction to the issues raised

Suzy Byrne, Mamanpoulet.com is one of Irelands foremost political and commentary blogs. Suzy is going to chair a final roundtable with some of the day's participants where we give some critical responses to what was discussed.

Tom Duke, Director Digital Revolutionaries www.revolutionaries.ie

Senator Dominic Haniggan, Labour Party,
www.dominichannigan.blogspot.com

Dominic was with us for the first conference and will be interested to give his feeling on the change in politics, politicians and blogging over the past year and a half.

Zack Exley, back to conclude.

Damian O Broin and others who participated

17.30 Reception

A short reception will be held. Delegates are invited to stay, enjoy a glass of wine and continue the debate