

UNI Communicators' Forum

Madrid, Spain – 20-22 June 2011

Operation: Innovation

Monday 20th June

- 9:45 -10:00 Registration / Badges**
- 10:00-10:30 START – Welcomes**
Jose-Maria Martinez, General Secretary Comfia CC.OO - ES
- 10:30-11:30 Musical Computers**
A networking exercise
- 11:30-11:45 Coffee Break**
- 11:45-12:10 Breaking Through**
Christy Hoffman
- 12:01-12:55 Innovation Experiences (Part I)**
Miquel Loriz, Kevin Slocombe, Jana Aaltonen
- 12 :55-13:30 Bus Stop Q&A**
Speakers will take up spots around the room for informal Q&A in groups
- 13:30-14:30 Lunch**
- 14:30-15:45 Innovation Experiences (Part II)**
Ignacio Guebara, Pietro Gentile, Matthew Browner-Hamlin
- 15:45-16:25 Spanish social movement and social media – Spanish Pirate Party**
Francisco George
- 16:25-16:45 Bus Stop Q&A**
Speakers will take up spots around the room for informal Q&A in groups
- 16:45-17:00 Coffee & Tea break**
- 17:00-17:30 Global Campaigning in action: Walmart**
Mike Abrahams and Jennifer Stapleton (via skype) w/ Q&A immediately following
- 17:30-17:45 Video from FILCAMS-CGIL-IT Italy**
Federico Tani
- 17:45-18:00 Bus Stop Q&A**
Speakers will take up spots around the room for informal Q&A in groups

DRAFT AGENDA

Tuesday 21st June

- 9:30 START**
- 09:45-11:00 Trade union response to the Global Economic Crisis – A Workshop**
Tell the story of the crisis effect on your country through the story of a worker.
Introduction and reports from various countries including U.S., Ireland, and Spain
Scott Shumaker, Marcus Mrowka, Joe Guinan, Patricia Garcia-Aranda
- Talkin' Bout Revolution**
A report on the Tunisian revolution and how trade unionists, young people and bloggers came together through the Internet
Morsi Abderrahim and Marouen Ben Salah
- 11:00-11:15 Coffee Break**
- 11:15-11:30 Keep Spanish Postal service public video**
Montserrat Mir Roca
- 11:30-11:50 Bus Stop Q&A**
Speakers will take up spots around the room for informal Q&A in groups
- 12:00-13:00 Workshop**
- *Discussion of how economic crisis is affecting affiliates/workers*
 - *Make plan for presenting personal stories – what are working families dealing with and what are the unions solutions*
 - *Share basic messaging that can be used internationally- what can be a global message?*
 - *How can we use this to support Breaking Through*
- 13:00-14:00 Lunch**
- 14:15-16:00 Create a small report from your Workshop Group with Deliverables:**
- *Collection of stories from various regions (portraits of the crisis in personal stories)*
 - *Tip sheet - what are the most effective ways to talk about the crisis among both workers and the public?*
 - *Discussion of UNI online action and how participants can encourage their own unions to participate*
- 16:00-16:15 Coffee & Tea break**
- 16:20-16:40 Breaking Through for GROW: Our Must Win Campaigns**
Olga Vinogradova
- 16:40-17:50 Social Networking – New ideas**
Cecile Monnier, Richard Elliott, Amparo Peiró, André Rossi
- 17:50-18:00 Bus Stop Q&A**

Wednesday 22nd June

- 9:30 START**
- 9:30-9:55 Top Social Media Tips for Unions**
Alex White (via skype) with Q&A directly after
- 10:00-10:30 Labour Film Shorts Festival**
An explanation and screening of some of the highlights
Cherisse Fredricks
- 10:30-10:45 UNI Europa Conference: Union Vision Action**
Oliver Roethig (via skype)
- 10:45-11:00 40 for 40 campaign**
Veronica Fernandez-Mendez (via skype)
- 11:00-11:30 Shoprite Checkers**
How does an alliance communicate with members and the public?
- 11:30-11:40 Future Fighters**
Jos Van Drogen
- 11:40-11:50 Cautionary Tales: What to do when things go bad online and how to fix it**
Peter Ross
- 11:50-12:05 Coffee & Tea break**
- 12:05-12:15 Cautionary Tales: What to do when things go bad online and how to fix it**
Rachel Cohen
- 12:15-12:25 Bus stop Q&A**
- 12:25-12:35 A graphical union goes online**
Javier Carles (video)
- 12:35-12:45 Post-it Note Survey**
- 12:45-13:00 Closing, Thanks and Plans going forward**
- 13:00 – END! Have a safe trip home!**



Tweeting from the forum? Please use **#unicommunicators**