

 	<i>FOEDUS - Facilitating exchange of organs donated in EU member states</i>			
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	Title	Preliminary Notes to the 1 <sup>st</sup> media workshop 02.-03. July 2014 Ljubljana, Slovenia		
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**Dear FOEDUS WP7 partners,**

We are looking forward to meet you at the first Media Workshop in Ljubljana on 2nd and 3rd of July 2014. The workshop will take place at Hotel Mons in Ljubljana:

<http://www.fourpointsljubljanamons.com>

Participants are invited to reserve accommodation at the same hotel for convenience. Hotel Mons is holding a limited number of rooms until Tuesday, 3<sup>rd</sup> of June for a reduced price of 74 EUR.

Please use the attached Hotel reservation form to make a reservation.

Transfer from airport:

- Hotel Mons offers transfer from the airport for 35 EUR/one way directly to the hotel– you can make a reservation on the Hotel reservation form.
- by Taxi for approximately 25 EUR/one way directly to the hotel.

You can check all airport transfer options on the following link:

<http://www.lju-airport.si/en/passengers-and-visitors/getting-here/>

Please check Visit Ljubljana web page for more information on the city of Ljubljana:

<http://www.visitljubljana.com/en/>

Please note that travel and accommodation expenses will not be covered by work package leaders. Arising costs should be covered by E.2 Travel costs and subsistence allowances.

**INVITATION**

All participants are invited for a visit to the old town of Ljubljana in the evening of 2<sup>nd</sup> July.

## Objective of the Media Workshop

The objective of our first media workshop is

- to spread knowledge among PR and medical experts regarding communication strategy in the field of organ donation. Special issues:
  - How to communicate with media on organ donation in general
  - How to communicate through traditional and new/social media to raise public awareness in organ donation
  - How to communicate cross border organ exchange
- to develop messages for traditional and new media
- to learn about the general principles of crisis communication

## Explanations on the agenda

The media workshop starts with several key lectures on different aspects of communication in organ donation under the broader topic of social marketing.

The purpose behind this structure is to bring all participants to the same level of knowledge.

A theoretical introduction to social marketing is followed by a presentation of special aspects, which apply in the field of organ donation. The question to be answered within this session is, whether the concept of social marketing can be applied in the field of organ donation. After that, an overview will be given on frequently used communications strategies. In doing so, the meaning of the advertising and campaigns will be clarified. The key lecture session ends with a presentation on crisis communication in health care settings.

The actual working session begins after the introductory session.

All participants are assigned to four groups according to different subject areas. (as the subject area “general information” appears to be very broad, it was decided to subdivide the group into 1a “organizational aspects” and 1b “medical aspects”)

Each group is supervised by a group leader, who acts as a coordinator and moderator. The group leader gives a short introduction to the subject area.

Main task of each working group is to discuss and narrow their corresponding subject areas.

Every group must clearly focus and define all relevant issues in order to develop effective messages. In the end of the workshop, each working group presents their results.

All messages will be analysed by experts in the second workshop, which will be organized in autumn 2014 in Germany. Main purpose of the second workshop will be the preparation of an empirical study to test the developed messages.

### The media workshop

- ➔ is a working session, where contents will be produced.  
This requires active participation of every member!
- ➔ aims at providing a systematic approach to professional media communication.  
This aim is considered to be more sustainable than the provision of several practical recommendations for day-to-day-management.

→ will be the first of two workshops.

Within this workshop contents will be developed. Those contents will be prepared for an actual implementation within a second workshop.

### Day 1:

Time	Presentation
9:00 – 9:10	Welcome Words
9:10 – 9:30	Short introduction of participants
9:30 – 10:15	Social marketing - General principles and special aspects in organ donation <i>(Tanja Kamin, PhD, Chair of Marketing Communications and Public Relations; University of Ljubljana, Faculty of Social Sciences)</i>
10:15 – 10:30	Discussion
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 11:30	Special aspects in the communication of health topics in traditional and new media - Opportunities and limitations <i>Sabine Freude, Head of Marketing, German Bone Marrow Donor Center</i>
11:30 – 11.45	Discussion
11.45 – 12:30	Crisis communication <i>Juliette Van Der Laan, Manager Communications, Eurotransplant</i>
12:30 – 13:00	Discussion
13:00 – 14.30	<i>Lunch</i>
14:30 – 15:15	Overview on communication strategies in organ donation <i>(Susan Morgan, PhD, professor, Department of Communication at Purdue University, USA: video-conference)</i>
15:15 – 15:45	Discussion
15:45 – 16:00	<i>Coffee Break</i>
16:00 – 16:15	Start of the group work
16:15 – 16:30	Introduction of group leader
16:30 – 18:00 incl. break	Work in groups to define the basic content of information General discussion Group members will give a short introduction to the topics.  Group 1: General information 1A) organizational issues (organization, coordination...): <i>Sabine Freude, Mirela Bušić</i> 1B) medical issues (brain death, DCD, allocation...): <i>Tanja Kamin, Danica Avsec</i>  Group 2: Crisis communication and events with negative impact on ODT/obstacles (organ trafficking, scandals): <i>Juliette van der Laan, Thomas Breidenbach</i>

	Group 3: Cross-border organ exchange and legislation: <i>PR expert</i> ( to be confirmed), <i>Audrone Buziuviene</i> Presentation of the topics to be addressed (15 min for each group) Discussion
18:00-18:30	Closing remarks
19:00	<i>Dinner</i>

Day 2

<b>Time</b>	<b>Presentation</b>
8:30 – 8:45	Introduction
8:45 – 12:00 incl. coffee break	Continuation of work in groups Development of basic messages in order to increase public awareness
12:00-13:00	Presentation of the developed messages
13:00 – 13:30	Closing remarks
13:30	Lunch