



FOCUS

CONFERENCE ON INNOVATION AND COMMUNICATION IN
PUBLIC ADMINISTRATION AND PUBLIC SECTOR COMPANIES

November 25-26, 2020

ONLINE CONFERENCE PROGRAMME

WEDNESDAY *November 25, 2020*

TIME	LECTURE	LECTURER
09:30	Opening ceremony	Danijel Koletić, President <i>Apriori-Institute for Integrated-Inclusive Communications Southeast Europe</i> Holger Haibach <i>Director of the Konrad Adenauer Foundation Office for Croatia and Slovenia</i>
09:40-09:55	Communication in political foundations	Holger Haibach <i>Director of the Konrad Adenauer Foundation Office for Croatia and Slovenia</i>
09:55-10:10	Ten key points of the transformation of counties in the function of citizens	Goran Pauk <i>President of the Croatian Association of Counties</i>
10:10-10:25	Elections in the Age of the Coronavirus Pandemic	Violeta Cvetkovska <i>PR manager in the municipality of Karpoš</i>
10:25-10:40	Citizen dialogue in the EU's regions and cities	Christian Spahr <i>Secretary General, Assembly of European Regions (AER); former Spokesperson of the European Commission; former Head of the KAS Media Programme South East Europe</i>
10:40-11:00	Key communication challenges of the city of Labin	Nino Bažon <i>Information Advisor, Administrative Department for the Affairs of the Mayor, City Council and General Affairs of the City of Labin</i>
11:00-11:15	Key communication strategies of the European Union	Tina Zournatzi <i>Director of the Strategic Communications Department at the European Commission</i>
11:15-11:30	What did Croatia do during its presidency of the European Union?	Krešo Glavač <i>Head of the Public Relations Department of the Ministry of Foreign and European Affairs</i>
11:30-11:45	Transparent education of local government	Jovana Važić <i>Head of Communication and Coordination Department of the National Academy of Public Administration of the Republic of Serbia</i>
11:45-12:00	Strategic directions of public administration communication of the Republic of Slovenia	Boštjan Koritnik <i>Minister of Public Administration of the Republic of Slovenia</i>
TIME	PANEL	PARTICIPANTS
12:00-13:00	The media perspective of public administration communication messages Moderator Dražen Dretar <i>Interim head of the Administrative Department for the Affairs of the Mayor and the City Council of the City of Varaždin</i>	Jadranka Rabrenović <i>Journalist in the daily newspaper and portal Pobjeda</i> Robert Čoban <i>President of Color Press Group and Director of Color Media Communications</i> Siniša Vukelić <i>Editor-in-Chief of the portal Capital.ba</i> Boris Vlašić <i>Journalist of Jutarnji list</i>
13:00	Official end of the first day of the conference	

THURSDAY *November 26, 2020*

TIME	LECTURE	LECTURER
09:30	Greetings	Danijel Koletić, President <i>Apriori-Institute for Integrated-Inclusive Communications Southeast Europe</i> Holger Haibach <i>Director of the Konrad Adenauer Foundation Office for Croatia and Slovenia</i>
09:40-09:55	Communication at the local level - examples and experiences from Germany	Jürgen Banzer <i>Vice-president of the CDU Representatives' Club in the provincial parliament of the German federal state of Hessen</i>
09:55-10:10	Key messages on the importance of transparent communication in the field of public relations	Nevenko Herceg <i>Prime Minister of the Herzegovina-Neretva County / Canton</i>
11:10-10:25	The vision that positioned the city of Žalec	Janko Kos <i>Mayor of the City of Žalec, Republic of Slovenia</i>
10:25-10:40	Key services of the Government of the Republic of Slovenia	Tadej Gabrijel <i>Secretary in the Department for Information Society and Information of the Ministry of Administration of the Republic of Slovenia</i>
10:40-11:00	Digital communication of the City of Crikvenica	Ivona Matošić <i>Deputy Mayor of the City of Crikvenica</i>
11:00-11:15	Key communication strategies of the European Union	Vincenzo Le Voci <i>Secretary General of the Venice Club</i>
11:15-11:30	Key points of transparency in communication	Erik den Hoedt <i>Director of the Public Communications and Information Service of the Government of the Netherlands</i>
11:30-11:45	External and internal communication in public administration	Jelena Hrgović Tomaš <i>Deputy Mayor of the City of Split</i>
TIME	PANEL	PARTICIPANTS
11:45-12:45	Characteristics and Challenges of Communication in Political and Public Institutions Moderator Holger Haibach <i>Director of the Konrad Adenauer Foundation Office for Croatia and Slovenia</i>	Melita Pavlek <i>Secretary General of the Croatian Association of Counties</i> Almedina Porča <i>Assistant Mayor for Public Relations and Information System of the Municipality of Stari Grad</i> Jelena Parezanović <i>Ministry of State Administration and Local Self-Government of the Republic of Serbia - Department for Cooperation with the Media; special adviser to the Minister</i> Vesna Škare Ožbolt <i>Former Minister of Justice of the Republic of Croatia</i>
13:00	Closing remarks and closing of the conference	

There is no registration fees for this conference.

Official online registration will start 16.11.2020. at 2 pm on the official website: www.focus-conference.com.

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