

British Red Cross Media Day June 2nd, 2010 Agenda:

Facilitator:

Nigel Kay

Breakout group facilitators:

Moya Wood-Heath

Gerry Foitik

Michael Kemsley

Objective: To examine the feasibility of a UK media campaign in which the Red Cross seeks to build a network of community resilience volunteers.

11.30	Welcome and individual introductions	Moya Wood-Heath, British Red Cross
11.45	Introduction to Team CP and Team Oesterreich	Gerry Foitik, Austrian Red Cross, Martin Radjaby, Hitradio OE3
12.05	Context and current proposal	Ian Cameron
12.30	Team Oesterreich and Facebook	Gerry Foitik
12.40	Breakout 1: Three groups discuss opportunities and challenges of social networking in support of community resilience. Report back.	
1.20	Lunch	
2.00	ITV Fixers: Volunteer recruitment through the media	Margo Horsley, Chief Executive, Public Service Broadcasting Trust
2.10	Breakout 2: Creating an effective media campaign. Report back	
2.50	Breakout 3: Maintaining volunteer engagement. Report back	
3.30	Plenary session	Moya Wood-Heath Gerry Foitik
4.00	Close	