

EUROPEAN COMMISSION



EDUCATION AND CULTURE



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**Communicating Europe: Policies and Strategies for Increasing EU's Visibility among Member States** Jean Monnet European Module 2008 – 2013

„Communicating Europe” Conference

1st Edition, December 11-12, 2009,

Faculty of Communication and Public Relations, National School of Political and Administrative Studies, Bucharest

**Friday, December 11**

**Room 207**

**16.00 – 18.00**

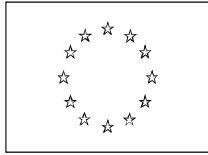
Opening Session

Paul DOBRESCU, Professor Ph. D., Rector of the National School of Political and Administrative Studies, „EU Communication Policy” course coordinator

Remus PRICOPIE, Professor Ph.D., Dean of the College of Communication and Public Relations

Alina BÂRGĂOANU, Professor Ph. D., Academic Coordinator of the Jean Monnet European Module, “Public Awareness and Publicity for EU-funded Projects and Programmes” course coordinator

Grigore GEORGIU, Professor Ph. D., “Culture, Communication and European Integration” course coordinator



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Round table

Awareness and Publicity Campaigns for EU-funded Projects and Programmes

Chair: Elena NEGREA, Ph.D., assistant to the Academic Coordinator

Participants: professors and students of the MSc. Programme in Project Management

**Saturday, December 12**

**Room 207**

**9.00 – 15.00**

Papers and discussions

Chair: Alina BÂRGĂOANU, Professor Ph. D

Elena NEGREA

Campaigning for EU-funded Projects and Programmes in Romania. The Case of the 2007-2013 SOP Environment

Roxana DASCALU

The Role of the Regional and Cohesion Policy in Europeanization. The Case of Romania

Adina MARINCEA

An Analysis of the Communication Strategy for the Regional Operational Programme

Eliza PISICĂ

The Awareness Campaign for the Regional Operational Programme. A Consultant's Point of View