

**Programme 2017**

|                                 | Monday                                                                                                         | Tuesday                                                                    | Wednesday                                                                                               | Thursday                                                                        | Friday                                  |
|---------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------|
| <u>WEEK 1:</u>                  | Monday<br>July 3rd<br>Introduction                                                                             | July 4th<br>Digital society & social media                                 | July 5th<br>Digital society & social media                                                              | July 6th<br>Digital economies                                                   | July 7th<br>Digital economies           |
| Morning<br>09:30 – 11:00        | 9:30 Technical meeting<br>9:50 Campus presentation<br>10:20-11:20<br>Introductory lecture and program overview | Politics and advocacy in an Internet age<br><b>Moira Whelan</b>            | <u>Workshop:</u><br>Managing your and your organisation's social media presence<br><b>Kateryna Kruk</b> | Study Visit<br>National Bank of Poland                                          | Digital economies<br><b>Peter Chase</b> |
| Late morning<br>11:30 – 13:00   | <b>Łukasz Król</b><br>11:30 Departure to Wilanów Palace museum                                                 | The political impact of social media<br><b>Moira Whelan</b>                | Social media and strategic communications<br><b>Jakub Janda</b>                                         |                                                                                 | Digital economies<br><b>Peter Chase</b> |
| Afternoon<br>14:00 – 15:30      | 14:30 Return to campus<br>14:30-15:30 Lunch                                                                    | <u>Lecture:</u> Ukraine's social media experiences<br><b>Kateryna Kruk</b> | <u>Lecture:</u> E-government, e-governance, and e-democracy<br><b>Liia Hänni</b>                        | Competition law and other digital economy challenges<br><b>Mario Mariniello</b> | Soft skills workshop                    |
| Late afternoon<br>16:00 – 17:30 | 17:00<br>Opening ceremony<br><b>Keynote speaker - Jerzy Kwieciński</b>                                         | 16:00 Campus tour                                                          | <u>Fireside chat</u><br><b>Moira Whelan</b>                                                             | Soft skills workshop                                                            | Soft skills workshop                    |
| Evening<br>19:00 – 20:30        | 17:45<br>Family photo<br>18:00<br>Dinner in the Natolin Palace                                                 |                                                                            | <u>Introductory lecture:</u><br>The rise and rise of the digital economy<br><b>Mario Mariniello</b>     | Soft skills workshop                                                            |                                         |

**Programme 2017**

|                                 | Monday                                                                                                                                     | Tuesday                                                                                                     | Wednesday                                                                      | Thursday                                                                       | Friday                                                                         |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <u>WEEK 2:</u>                  | Monday<br>July 10th<br>Strategic communication                                                                                             | Tuesday<br>July 11th<br>Strategic communication                                                             | Wednesday<br>July 12th<br>Cybersecurity                                        | Thursday<br>July 13th<br>Cybersecurity                                         | Friday<br>July 14th<br>Conclusions                                             |
| Morning<br>09:30 – 11:00        | Strategic Communication – the EEAS perspective<br><b>Janis Rungulis</b><br>Strategic Communications Expert, EEAS                           | Strategic Communication – the NATO perspective<br><b>Mark Laity</b><br>Chief Strategic Communications, NATO | Two dimensions of cybersecurity<br><b>Kim Zetter</b><br>Independent Journalist | Best cybersecurity practices<br><b>Tin Geber</b><br>Strategic planner, tin.fyi | <b>Agnieszka Stapor</b><br>National Polish National Police. Cybersecurity Unit |
| Late morning<br>11:30 – 13:00   | <u>Workshop:</u><br>Spotting fake news and propaganda<br><b>Mariia Zhdanova</b><br>Social Media and Audience Development Manager, StopFake | State-sponsored hacking in international relations<br><b>Edward Lucas</b>                                   | The impact of cyberattacks and security breaches<br><b>Kim Zetter</b>          | <u>Workshop:</u><br>Improving personal cybersecurity                           | All-day simulation on internet governance                                      |
| Afternoon<br>14:00 – 15:30      | <u>Fireside chat</u><br><b>Janis Rungulis</b>                                                                                              | <u>Fireside chat</u><br><b>Edward Lucas</b>                                                                 | Data verification and citizen journalism<br><b>Christiaan Triebert</b>         | <b>Tin Geber</b>                                                               |                                                                                |
| Late afternoon<br>16:00 – 17:30 | The importance of reliable, fact-based journalism<br><b>Edward Lucas</b>                                                                   | <u>Presentation of the Oxford Internet Institute's work on Political Bots</u><br><b>Robert Gorwa</b>        | Learning from the best digital case studies                                    | Internet governance<br><b>Arno Lodder</b>                                      | Closing ceremony                                                               |
| Evening<br>19:00 – 20:30        | NATO strategic communication<br><b>Maksym Kyyak</b>                                                                                        | <u>Presentation of New Eastern Europe's work and publications</u> (optional event)                          | Res Publica/<br>New Europe 100                                                 | WEASA evaluation focus group                                                   |                                                                                |