**- AECM Working Group Communication & Marketing –**

Monday, 12 December 2022, h. 14:00 – 17:30

At the premises of the Verband Deutscher Bürgschaftsbanken (VDB)

Schützenstrasse 6A, 10117 Berlin

**14:00**  Welcome words by WG Chairwoman **Éva Búza, Garantiqa**

**14:05** Podcast "The Enablers", VDB experience, **Ory Daniel Laserstein**, **Verband Deutscher Bürgschaftsbanken,** followed by a session of questions and answers

**14:30** Best practices on press release distribution and social media tools, **Jose Maria Sánchez del Monte**, **Iberaval,** followed by a session of questions and answers

**15:00 Coffee break**

**15:30** Presentation on the activities of European Association of Communication Directors, **Phil Riggins, EACD,** followed by a session of questions and answers

**16:30** Marketing events and anniversaries, BpiFrance experiences **Caroline Dubois**, **BpiFrance** followed by a session of questions and answers

**17:00** Roundtable discussion - including an update and a video about Garantiqa’s 30th Anniversary celebration provided by **József Orosz, Garantiqa**

**17:30** End of the meeting

**17:30 networking exchange - visit of a Christmas market**

**19:30 Dinner**