



# CIVIS Communication Unit & Team Meeting

12-14 June 2024 // National and Kapodistrian University of Athens, Greece

## Programme

<b>Wednesday 12 June</b>	Meet-up of the core Communication Team members (ULB, UB, NKUA) 14:30 – 18:00 & Dinner (19:00)
<b>Thursday 13 June</b>	Communication Unit meeting 9:30-18:00 & Dinner (19:00)
<b>Friday 14 June</b>	Communication Unit meeting 9:30-13:00 & Lunch box

## Practical information

### Arriving to Athens

*Useful link: Transportation in Athens for routes, tickets, and timetables: <https://www.oasa.gr/en/>*

Google play app: [OASA Telematics](#)

- **By plane at [El. Venizelos International Airport \(ATH\)](#)**

From the Athens airport to city centre, you can use the following means:

- **By metro:** The fastest way to get to the city centre. The ticket costs € 10, and it allows you to transfer lines or take another means of transportation for 90 minutes.

A transport ticket for two people costs € 14 and € 20 for three people. If you're over 65 years old, less than 18 or have a student's card, you can get a ticket for just € 4.

A 3-day tourist ticket (€ 22) also includes one round-trip journey between the city centre and the airport.

The first train departs from the airport at 6:35am and the last at 11:35pm. The journey from the airport to the Syntagma Square takes approximately 40 minutes.

- **By Bus (24h service): X95 SYNTAGMA – ATHENS AIRPORT (EXPRESS):** It takes approximately 1 hour and 10 minutes to get to Athens. The times may vary depending on the traffic.

All airport buses cost €6, and the ticket is only valid for that specific journey. Seniors over 65 years old, youth under 18 years old and university students under 25 only pay € 3.

The bus platforms are closer to the arrival terminals than the metro station.

- **By Taxi:** The journey in taxi from Athens International Airport to the heart of Athens costs € 38 during the day. Between midnight and 5am, the rate is € 53. The fares are fixed and are per vehicle.
- **By train at Athens central station "[Larissa Station](#)":** Next of the train station exist the "Stathmos Larisis" metro station (red line). Enter the metro towards direction "Elliniko" to reach the city center.

### Tickets for all public transport means

The following tickets are valid for the city's public buses, trolleybuses, metro, tram, and commuter trains during a given time:

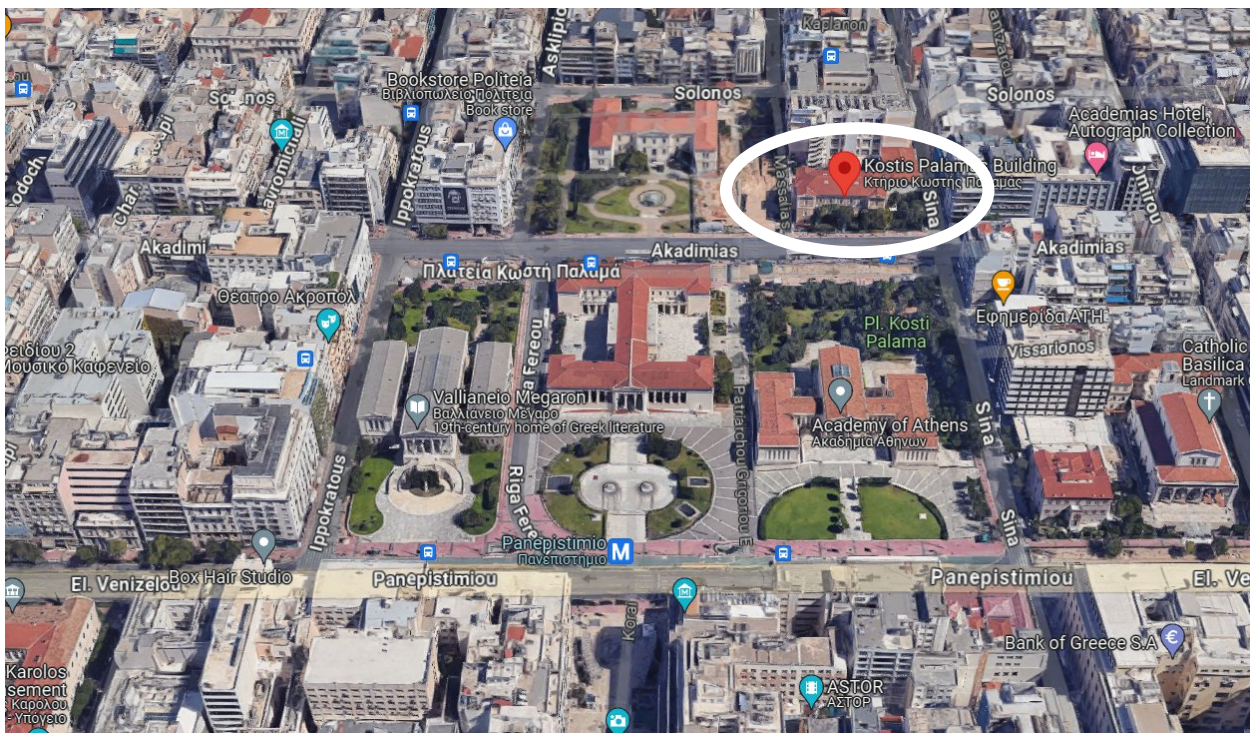



- 90-minute ticket: € 1.40
- 24-hour ticket: € 4.50
- 5-day ticket: € 9
- 3-day tourist ticket (includes return transport from the airport): € 22

Seniors over 65 years old, teenagers under 18 years old, university students under 25 years old can purchase reduced fare tickets. For example, the 90-minute ticket costs € 0.60.

## Meeting venue

The meeting will take place at the **City Center**, at the **Kostis Palamas building** behind the Rectorate building. The closest metro station is “Panepistimio (Πανεπιστήμιο)”.



venue	Address	Google Maps
Kostis Palamas building	<a href="#">Akadimias 48, Athens 10679</a>	



## Participants

Institution	Name	Function
AMU	Fanny Trifilieff	Communication Unit
NKUA	Marianna Kontolatou	Communication Unit & Team
PLUS	Leonie Young	Communication Unit
SU	Serena Nobili	Communication Unit
SUR	Barbara Sabatini	Communication Unit
SUR	Danny Cinalli	SUR Press & Communication Office
UAM	Andrea Hormaechea	Communication Unit
UB	Mircea Sava	Communication Unit
UB	Elena Mădălina Csiki	Communication Team
ULB	Maria-Isabel Soldevila	Head of Communication Unit
ULB	Jeanne Sadzot	Communication Team
ULB	Esther Malice	Communication Team
ULB	Séverine Vaissaud	Communication Unit
UNIL	Florence Emery	Communication Unit
UT	Tina Schäfer	Communication Unit

## NKUA contacts

For any further information please contact:

- Ilias Antoniou, Institutional Coordinator [ilantiou@uoa.gr](mailto:ilantiou@uoa.gr)
- Marianna Kontolatou, Communication Unit & Team member [makontolatou@uoa.gr](mailto:makontolatou@uoa.gr)



# Programme Day 1 (June 12, 2024)

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## Communication Core Team & WP13

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**14:30-15:00** Meet-up of the core Communication Team members (ULB, UB, NKUA)  
Catching up

**15:00-15:40** WP13 presents the priorities for Communication & Dissemination for:

- The CIVIS2 project
- The CIVIs alliance

**15:40-16:15** Q&A, comments, reactions

**15:00-15:20** María Isabel Soldevila presents a quick evaluation of the past 8 months together and the main objectives of the meeting and the expected outcomes.

**15:20-15:30** Q&A, first comments, reactions

**15:30-18:00 Taking stock: what we have accomplished, where we stand.**

1. Pilot projects: evaluation and ideas for improvement
  - CIVIS Highlights: Mădălina Csiki
  - Infographics & Ambassador Takeover campaign: Jeanne Sadzot & Esther Malice
  - Newsroom: Storytelling for CIVIS: Marianna Kontolatou.
  - Next steps: Improvement? New projects? Training?

**16:30-16:45 Break**

**16:45-18:00 Next steps, moving CIVIS forward:**

2. *CIVIS templates and guidelines* – organising the discussion (Guidelines on: Stories, Policy papers, Social media).
3. *Structuring our work*: workgroups within the Unit:
  - Social media managers network,
  - Editorial board,
  - Branding and Marketing Watchdog,
  - Continuous improvement (data analysis, measuring success and reporting)
  - + Expert group Communication Directors (biannual meetings).
4. EAIE24 & CIVIS Days – new projects and roles (CIVIS podcast? Video series?).
5. Website revamp.

**19:00** Dinner



# Programme Day 2 (June 13, 2024)

*Communication Unit (and special guests)*

**9:30-9:45 Welcome coffee**

**9:45-10:15**

- **Opening greetings with V.R. Sofia PAPAIOANNOU (NKUA)**
- **María Isabel Soldevila share the agenda and ambitions of the meeting** and presents a quick evaluation of the past 8 months together and the main objectives of the meeting and the expected outcomes.
- **Family photo**

**10:15-10:35 Presentations & Ice breaker (Séverine Vaissaud)** – The Comms Unit tradition, now in-person! –

**10:35- 11:00** WP13 presents the priorities for Communication & Dissemination for:

- The CIVIS2 project
- The CIVIs alliance

**11:00-11:10** Q&A, comments, reactions.

**11:10-11:20 Break**

**11:20- 12:10 Taking stock: what we have accomplished, where we stand.**

Pilot projects: evaluation and ideas for improvement

- CIVIS Highlights: Mădălina Csiki (10-minute presentation followed by 20-minute discussion) **11:20-11:50**
- Infographics & Ambassador Takeover c^ampaign: Jeanne Sadzot & Esther Malice (10-minute presentation followed by 20-minute discussion) **11:50-12:20**
- Newsroom: Storytelling for CIVIS: Marianna Kontolatou. (10-minute presentation followed by 20-minute discussion) **12:20-12:50**
- Next steps: Improvement? New projects? Training? **12:50-13:00**

**13:00-14:00 lunch**

**14:00-16:00 Group brainstorming – breakout sessions**

<b><i>CIVIS templates and guidelines– organising the discussion</i></b>	<b><i>Structuring our work:</i></b> workgroups within the Unit
Communicating CIVIS: Guidelines for great stories	Editorial board,
Promoting CIVIS courses to students	Branding and Marketing Watchdog,
Step-by-step guide to write and disseminate a CIVIS policy paper	Continuous improvement (data analysis, measuring success and reporting)
Guidelines for CIVIS Social Media channels	Social media managers network,
	Expert group Communication Directors (biannual meetings)
<b><i>Key questions:</i></b>	<b><i>Key questions</i></b>





What is "Civisness" to you? How does it express itself	How can the Unit members remain motivated and participate in working groups that allow them to grow as professionals and that facilitate their work?
How can we improve the guidelines provided? What would you add? Would you change the structure? Are the goals clear? What else should we focus on?	How do we involve our Expert group of Communication Directors in biannual meetings? To which end
How can we get them adopted and followed? Workshops? Publication? Email? Presentations?	How can this be a win-win for the Universities as entities, to CIVIS as an alliance, and for us as individual communicators (all while having fun and staying involved).

**16:00-17:00 Plenary session** (one member of each group presents their proposals)

**17:00-17:30 Info on the next steps and the session tomorrow**

**19:00 Dinner**

## Programme Day 3 (June 14, 2024)

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### Communication Unit & WP13

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**9:30-9:15 Welcome coffee**

**9:15-9:30 – Summary of the previous session.**

**9:30-10:30 – Open discussion** with decisions about the continuation of the pilot projects and Setting up a tentative timeline and SMART goals for the next Newsroom project, the takeovers and the implementation of the changes to the Highlights.

**10:30-11:30 – Open discussion** with decisions about the structure of our work together

<b>Structuring our work: workgroups in the context of the Unit meeting (3 to 4 times a year)</b>
Editorial board,
Branding and Marketing Watchdog,
Continuous improvement (data analysis, measuring success and reporting)
Social media managers network,
<b>Expert group Communication Directors (annual or biannual meetings)</b>

**11:30-12:30 – Next steps, upcoming challenges, and events:**

- CIVIS rebranding
- Website revamp
- EAIE24
- CIVIS Days – new projects and roles (CIVIS podcast? Video series?)
- BIP/Staff week for the Communication Unit

**12:30 Lunch box -Departures**

