



Latvian Presidency  
of the Council of the  
European Union

EU2015.LV



Ministry of Culture  
Republic of Latvia

# LATVIAN PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION

**Madara Apsalone**

**Ministry of Culture of the Republic of Latvia**

October 15, 2015



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# AIMS AND POLITICAL PRIORITIES





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# AIMS AND POLITICAL PRIORITIES



Competitive

Digital

Engaged

Europe



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# PROGRESS ACHIEVED



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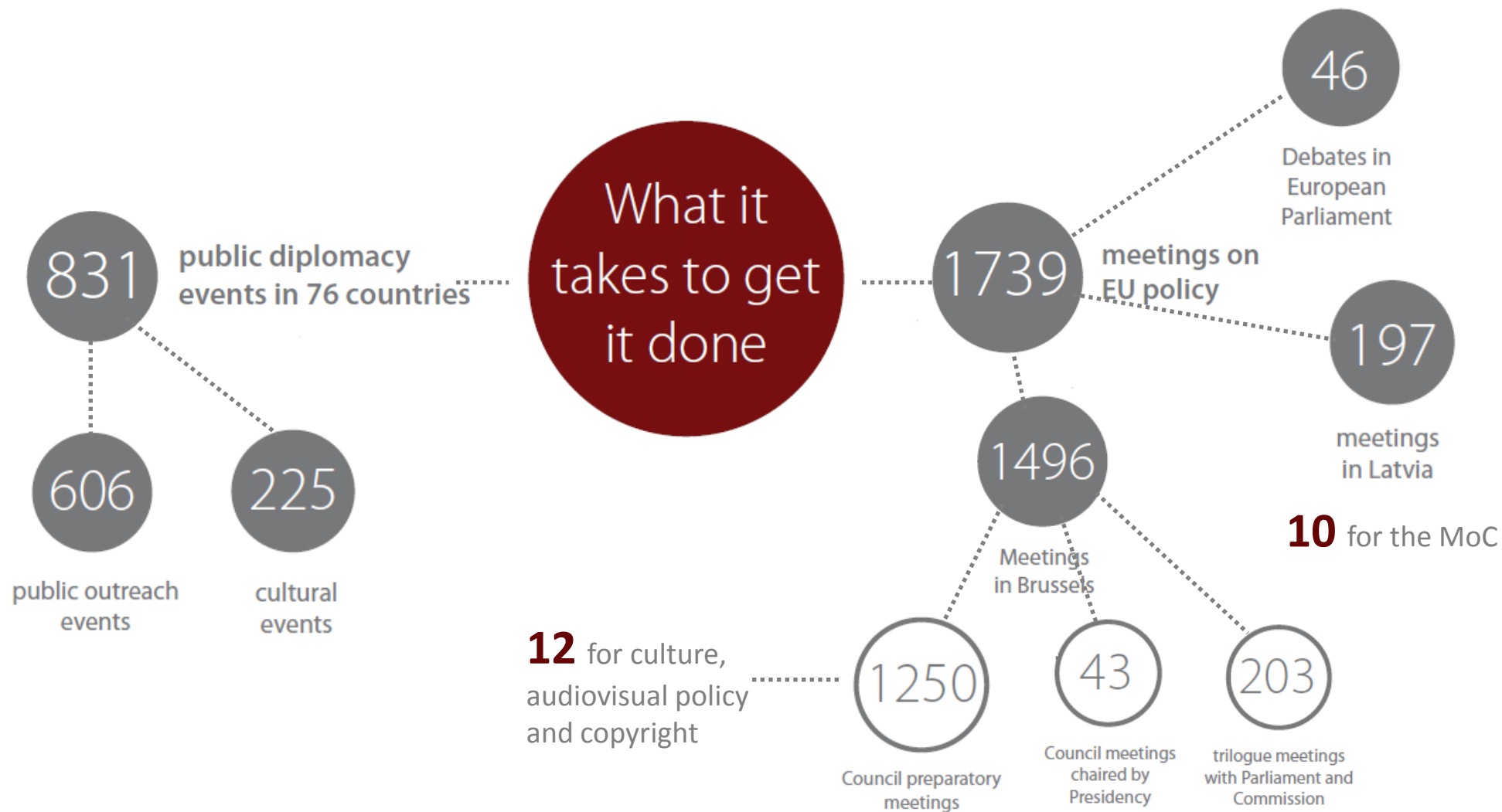
Stronger  
economy  
(European  
fund for  
strategic  
investments)

More  
digitalized  
society (data  
protection  
regulation)

Eastern  
Partnership  
and EU  
strategy  
towards  
Central Asia

Safer and  
more  
sustainable  
Europe

# A FEW NUMBERS



# ORGANIZATIONAL STRUCTURE AND COOPERATION

## Presidency Coordinating Council

- Ministers, strategic decisions

## Presidency Secretariat

- Coordinates preparation and the daily work of the Presidency, centralized budget and logistics, communication, culture and public diplomacy program

## Meeting of Senior Officials on the European Union Issues

- Inter-ministerial coordination body

- ✚ Meeting of Presidency communicators
- ✚ Security working group
- ✚ Ad-hoc structures for various policy issues



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# ORGANIZATIONAL STRUCTURE AND COOPERATION (MOC)

Strategic Working Group

Senior Official

Presidency Coordinator

Working  
groups

Events and  
logistics

Communication

Inter-  
ministerial  
cooperation

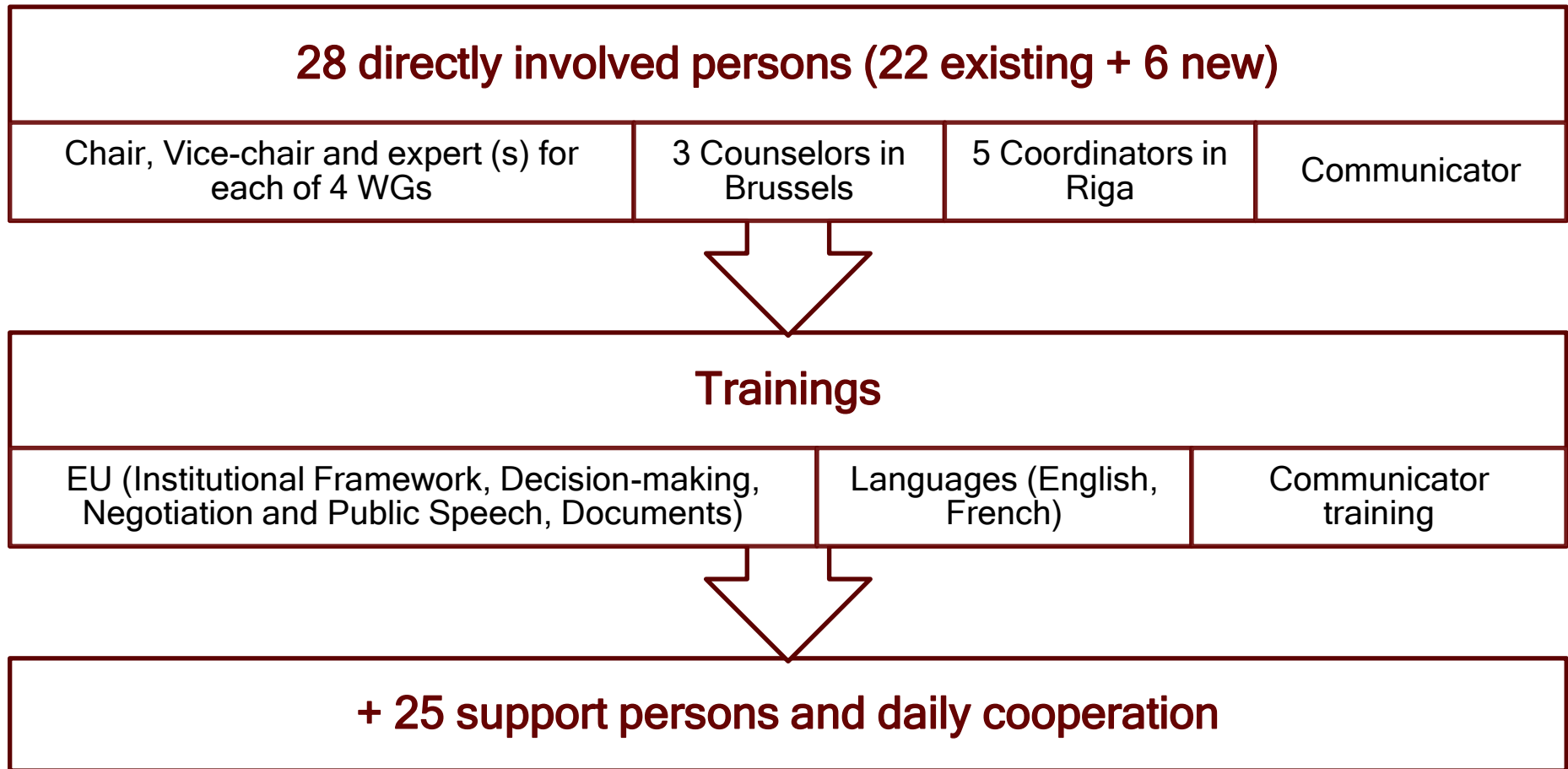


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# OUR TEAM (MOC)







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# PRESIDENCY EVENTS





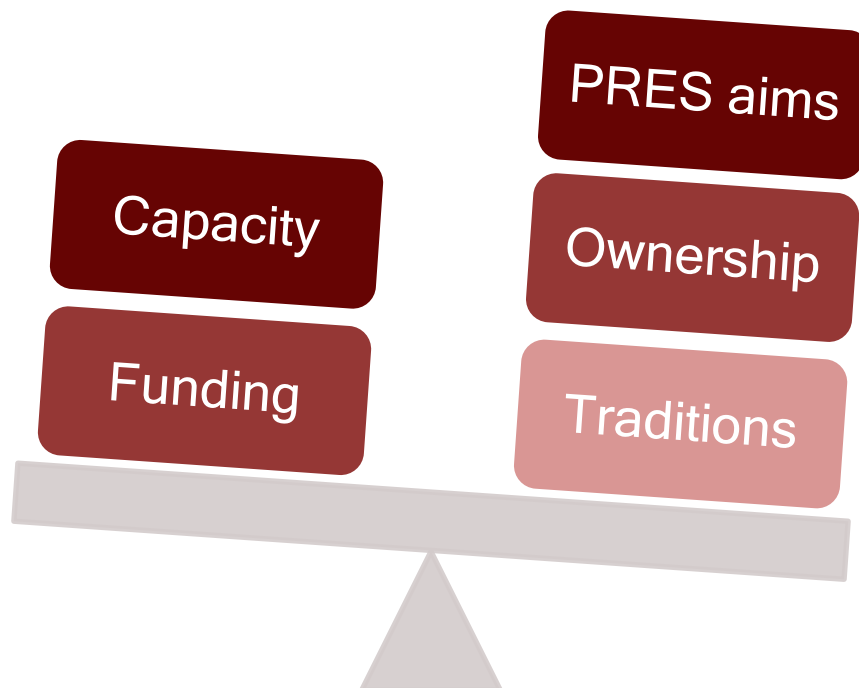
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# THE CHOICE





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# THE VENUE



One central venue

Centralized security

Centralized logistics



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# CALENDAR (MOC)

## JAN'15

pr	ot	tr	ce	pk	se	sv
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16 CAC	17	18
19 CULT	20	21	22	23	24	25
26	27	28	29 CDPY	30	31	

## FEB'15

pr	ot	tr	ce	pk	se	sv
						1
2	3	4	5	6 CAC	7	8
9	10	11	12	13	14	15
16	17 CDPY	18	19	20	21	22
23 SQWP	24	25	26	27	28	

## MAR'15

pr	ot	tr	ce	pk	se	sv
						1
2	3	4	5	6	7	8
9 AV	10 AV	11 Crosscut	12 Crosscut/ Mantojums	13 Mantojums	14	15
16	17 Europeana	18 Europeana	19	20	21	22
23	24	25 CAC	26 CDPY	27 CDPY	28	29
30	31					

## APR'15

pr	ot	tr	ce	pk	se	sv
		1 AUDIO	2	3	4	5
6	7	8 EP/ SQWP	9 EP	10	11	12
13	14	15	16	17 cac	18	19
20	21	22	23	24	25	26
27	28 CAC/ AUDIO	29	30			

## MAY'15

pr	ot	tr	ce	pk	se	sv
				1	2	3
4	5	6	7	8 EBLIDA/ NAPLE	9	10
11	12	13	14	15	16	17
18	19 EYCS	20	21	22	23	24
25	26	27	28	29	30	31

## JUN'15

pr	ot	tr	ce	pk	se	sv
1	2	3	4	5	6	7
8	9	10	11	12 CAC/ AUDIO	13	14
15 BJS	16 BJS	17 DA	18 DA	19 BNA/ EAG/ EPSCO	20 EBNA/	21
22	23	24	25	26	27	28
29	30					

# PLANNING – EVENT HANDBOOK

Date		Latvian Presidency event - HANDBOOK Conference "CULTURAL AND CREATIVE CROSSOVERS"				DRAFT: 04.02.2015.		
2015.03.11.	Weeks before event, MoC	Block	The task (MoC)	Weeks before, secretariat	The task (Secretariat)	Responsible (Secretariat)	Responsible (MoC)	Status
2014.09.24.	24	LOGISTICS description	Submitted for the Presidency calendar	24	Included in the presidency calendar as KM_0311_D	Antra Ruiķe	Madara Apsalone	COMPLETED
2014.11.26.	15	Co-funding	Prepared budget for co-funding				Zanda Tamuļone, Madara Apsalone, Baiba Zakevica	COMPLETED
2014.12.03.	14	Venue	Submitted venue specifications	14	Allocated venues	Guna Pavlovskā	Madara Apsalone	COMPLETED
2014.12.03.	14	Culture program	Submitted the concept for the Creative Fusion	13	The Railway museum reserved	Agnese Aišpure	Zanda Tamuļone, Madara Apsalone	COMPLETED
2014.12.03.	14	Translation	LV, ENG, FR translation requested	13	LV, ENG, FR translation allocated	Dace Kazāka	Madara Apsalone	COMPLETED
2014.12.17.	12	Accommodation	Requested accommodation for speakers	9	Submitted in the hotel reservation system	Indra Kolkovska	Madara Apsalone, Ginta Mežinska	COMPLETED
2015.01.07.	9	Contracts	Co-funding request submitted to the COM				Zanda Tamuļone	COMPLETED
2015.01.07.	9	Registration	Pre-registration		NOVENTO		Sintija Lase	COMPLETED
2015.01.14.	8	Catering	Catering request submitted	8	Catering request agreed	Maija Bebre	Ginta Mežinska	COMPLETED
2015.01.14.	8	Online communication	Information submitted	8	Included in the presidency calendar	Sandra Bukovska +	Sintija Lase	COMPLETED
2015.01.21.	7	Co-funding	<b>Co-fund agreement received from the COM</b>				<b>Zanda Tamuļone, Anna Pavlina</b>	<b>Official start of the project - 21.01.2015</b>
2015.02.04.	5	Technical support	Detailed technical information submitted	5	Technical preparations	Artūrs Krusts	Madara Apsalone, Ginta Mežinska	COMPLETED
2015.02.04.	5	Transports	Flight tickets booked for the speakers and the moderators				Zanda Tamuļone, Ginta Mežinska	<b>To be discussed with accounting</b>
2015.02.18.	3	Protocol	Protocol request for VIP guests	3	Protocol request accepted	Jana Trahimoviča	Madara Apsalone	



# PLANNING – LOGISTICAL DESCRIPTION

## General info

- Event title and code
- Meeting group (A to D)
- Main contacts
- Co-funding

## Venue

- Start/end times per room
- Table/chair arrangement
- Technical specifications
- Press conference
- Catering
- Translation
- Additional (work, briefing) rooms

## Delegations

- The number of delegations/ participants
- The level of participants
- VIP guests
- Liaison officers
- Protocol
- Accommodation
- Transport

Signed by the Secretariat and the responsible Ministry  
+ more detailed plans shortly before the event



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# CULTURAL AND CREATIVE CROSSOVERS RIGA, MARCH 11-12





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# PLANNING – BUDGET & CO-FUNDING

## Centralized services

- Badges and accreditation
- Catering
- Premises, equipment, services
- Souvenirs and gadgets
- Online streaming

## Co-funding

- European Commission - EU programs and DG direct support
- Other public and private sources

## Own resources

- Staff costs
- Additional support for catering, culture program, VIP guests, gadgets, special features





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# SOUVENIRS





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# PUBLIC COMMUNICATION

## CENTRALIZED

### Communication guidelines

- general principles and coordination
- visual guidelines, templates

### Platforms

- [www.eu2015.lv](http://www.eu2015.lv), [@es2015lv](https://twitter.com/es2015lv)

### In Brussels

- centralized communication

### In Latvia

- Media center and accreditation
- **online streaming**
- proofreading press releases
- main press conferences

## MINISTRY LEVEL (MOC)

### Communication plan

- discussed by the Strategic WG

### Events

- **press releases** before and after events
- **online streaming**, open for media
- tweets before, during and after events
- one **press conference** for all the PRES priorities

### Video stories

- souvenir creation story
- story about creativity



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# PUBLIC COMMUNICATION



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LV EN DE FR

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## Events calendar

Find event

MAR  
10

**Conference on "Strengthening the European Audiovisual Media Market for the Development of the European Identity"**

Conferences and seminars  
 National Library of Latvia  
 March 09 - March 10

MAR  
11

**Conference on "Cultural and Creative Crossovers"**

Conferences and seminars  
 National Library of Latvia  
 March 11 - March 12

MAR  
12

**Conference on "Cultural Heritage, Contemporary Architecture and Design in Interaction"**

Conferences and seminars  
 Art Academy of Latvia  
 March 10 - March 10

### FILTER EVENTS

10.03.2015

30.06.2015

- Political meeting
- Culture event

### BY TYPE

- European Council
- Council Meetings
- Informal meetings of ministers
- COREPER and PSC meetings
- Expert and political meetings
- Conferences and seminars
- European Parliament
- Parliamentary Dimension
- Other meetings



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# PUBLIC COMMUNICATION

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## Political meeting



### Conference on "Cultural and Creative Crossovers"

Conferences and seminars



#### VENUE

National Library of Latvia  
Mūkusalas iela 3, Rīga LV-  
1423, Latvia  
[Show on map](#)



#### EVENT DATES

March 11 - March 12

[Add event](#)

Last updated on 13 March 2015, 12:57

The conference will debate the contribution and impact of cultural and creative industry crossovers for the development of the national economy, innovations and the well-being of society. The conference aims to raise awareness of the potential of cultural and creative industry crossovers as an input for the development of other sectors such as the economy, technologies and social innovation, to foster social cohesion and cultural diversity, and to boost smart urban planning and regional development with the overarching goal of sustaining the well-being of society.

Best practice cases will be examined at the conference to create a truly interactive and reflective environment.

The conference takes place during the "Radii" 2015 Annual Creativity Week.

[Conference Programme](#)  
PDF, 606.04KB

[Media programme](#)  
PDF, 222.17KB

[Videos from the conference](#)  
[https://www.youtube.com/playlist?list=PLodeDt40MJHID0AID0s0hSsnUdHivO7w\\_V](https://www.youtube.com/playlist?list=PLodeDt40MJHID0AID0s0hSsnUdHivO7w_V)

## Contacts

MADARA APSALONE

SINTIJA LAŠE

#### UPCOMING EVENTS

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[Political](#) / [Cultural](#)



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## Strengthening the European Audiovisual Media Market for the Development of the European Identity



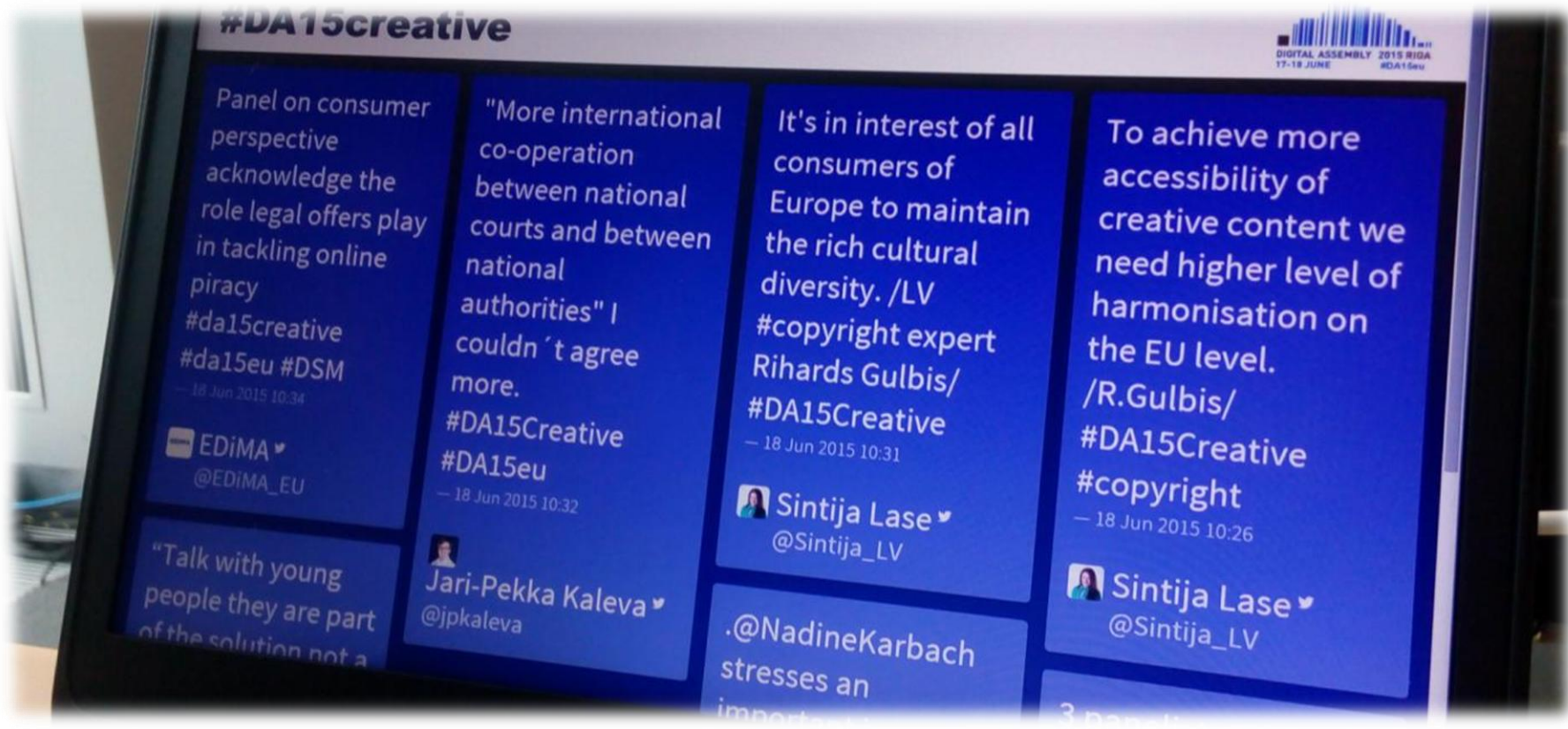
Online streaming, Riga, March 10

## Press conference, Cultural and Creative Crossovers, Riga, March 12



# PUBLIC COMMUNICATION

Twitter #DAcreative, Digital Assembly, Riga, June 17-18





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# FINALLY - TIPS

Early start

Good project  
management

Clear aims  
and agenda

Balanced pool  
of speakers,  
interactivity

Cultural  
program &  
creativity

Flexibility





THANK YOU!