

TAKING
COOPERATION
FORWARD



Communication Seminar
19 November 2020



Events and media relations



Ms. Federica Bosello - *Head of Promotion and Communication Unit - North Adriatic Sea Port Authority*

HAPPY TO SHARE WITH YOU

What did we
do

How did we
go about it

What did we
learn





- WHEN: 16TH July 2020
- FORMAT: live-streamed from NASPA
- DURATION: 10:00-12:30
- PLATFORM USED:
creation of a dedicated microsite:
www.talknet-final-conference.it
and e-mail box
info@talknet-final-conference.it



TalkNET Transport and Logistics Stakeholders Network

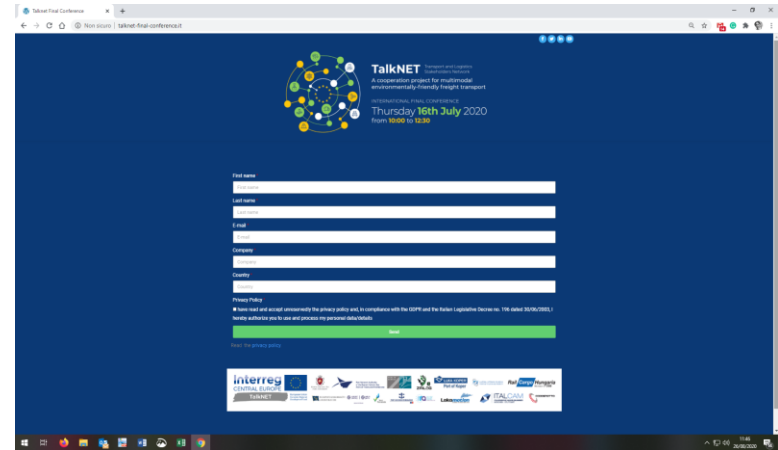
A cooperation project for multimodal environmentally-friendly freight transport

INTERNATIONAL FINAL CONFERENCE
Thursday **16th July 2020**
from **10:00 to 12:30**

Online www.talknet-final-conference.it

ABOUT TalkNET
www.interreg-central.eu/TalkNET
@TalkNETproject TalkNETproject
@TalkNETproject TalkNET Project

SAVE THE DATE



WHAT DID WE DO

1. CREATE A TEAM



2. NEW FORMAT



TalkNET Transport and Logistics Stakeholders Network
A cooperation project for multimodal environmentally-friendly freight transport

INTERNATIONAL FINAL CONFERENCE



TalkNET
Transport and Logistics Stakeholders Network
INTERNATIONAL FINAL CONFERENCE
Thursday
16th July 2020
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- h. 10:20 **Opening and introduction**
Moderator: Mr. Andrew Connors, Public Affairs & Innovation Manager, CMAI/EEA Logistics
- Opening by the Authorities**
Mr. Vitor Machado, President, North Atlantic Sea-Port Authority
Ms. Lara Espinosa, Head of Government, Interim CMAI/EEA Director, Regulatory Lead Secretariat
Mr. Simon Steiner, Director of European Transport Cooperation and Modalities, MoReD Report
- h. 10:30 **Keynote speech: sustainable global supply chains in Europe**
opportunities, challenges and policy action
Mr. Michele Arcara, Associate Professor of Airtime Logistics, Director of Flight Liberator for Shipping and Global Logistics
- h. 10:35 **Executive Chair "Eco-innovative solutions for freight transport"**
The current state of eco-innovative solutions of transportation, including the last-mile and how to create a more sustainable future
Mr. Carlos Pousak, Advisor, CMAI/EEA Report
Mr. Manuel Antunes, Operation Manager and Mr. Henrique Ribeiro, Logistics Manager, Foundation
Mr. André Paulo, Supply Chain Director, GDF Commerce and Logistics Sustainability Unit
- h. 11:00 **Executive Chair "Multimodal transport solutions"**
The sustainable use of getting freight transport from sea to rail
Mr. Alberto Alamo, Managing Director, Dalgas Group, Quaternaria Europa, Europa Freight Village
Mr. Işılca Şenel, Head of Operations, Kuvvetli, Fıratlıca M. Community
- h. 11:50 **Launch of the Digital Summary Book**
Mr. Alessandro Marino, Managing Director, Italian German Chamber of Commerce
- h. 12:10 **Closing remarks**
Mr. İsmail Zekiye, Advisor, Port of Budapest
- h. 12:30 **End of the Conference**

WHAT DID WE DO

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3. 2,5 hours and 13
INTERNATIONAL SPEAKERS

4. OVER 200
PARTICIPANTS

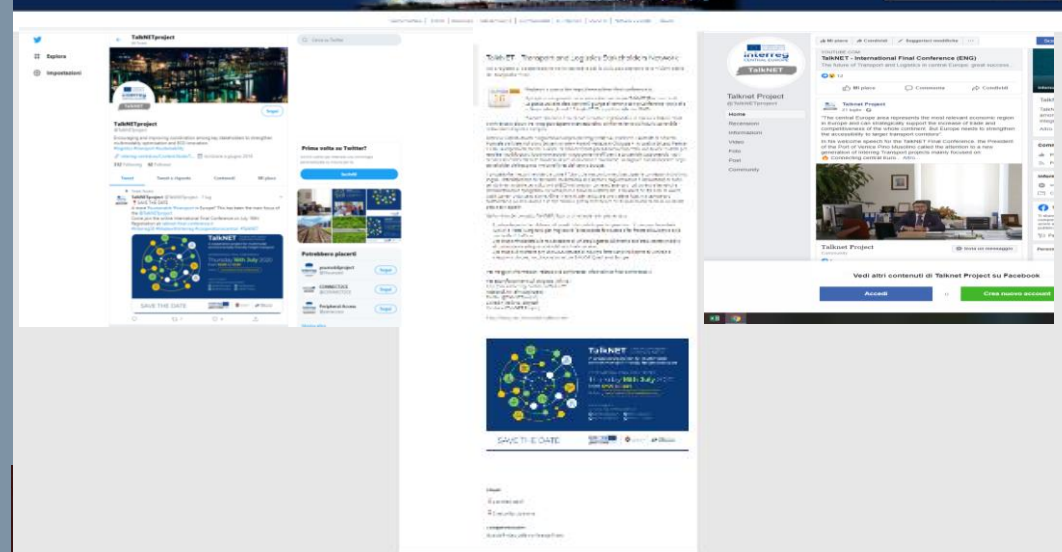
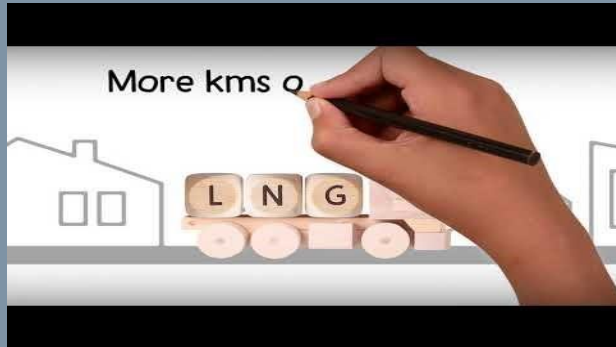


HOW DID WE GO ABOUT IT

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PREPARATION:

- THE PROMOTION
- THE SET
- THE SPEAKERS AND MODERATOR INTERACTION



CHALLENGES, PROBLEMS AND...THE UNEXPECTED

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- **CHALLENGES:** the creation of the right team...
- **PROBLEMS:** with the management of the e-mails of registration...
- **THE UNEXPECTED:** unlike the others, during the conference one of the speaker didn't present in English but in Italian without forewarning...

LEAD PARTNER



PARTNERS



WHAT DID WE LEARN

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1. IT WAS OUR FIRST EXPERIENCE FULLY REMOTE!
Time was important: Keep it simple and short
2. THE IMPORTANCE OF THE DIALOGUE WITH the speakers and the moderator TO FOCUS THE DISCUSSION.
3. Get your audience involved. Figure out what topics your audience wants.
4. BE VIRTUAL bring a lot of BENEFITS
5. THE IMPORTANCE OF THE TEAM
"Coming together is a beginning, staying together is progress, and working together is success." Henry Ford



WHAT WE WILL DO DIFFERENTLY NEXT TIME IS ...

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We don't know. We will do our best...unfortunately there is no surefire recipe for success...



ONLINE CONFERENCE INVITATION

The banner features a background map of the Adriatic region with the word 'ADRIATICUM' visible. A blue box on the left contains the date 'Tuesday 24th November 2020'. A white box on the right contains the title 'CULTURAL HERITAGE AS A DRIVER OF PORT CITIES' SUSTAINABLE DEVELOPMENT'. Below the map, text reads 'First talk promoted by Adriatic Ports Cultural Network language: English, Croatian, Italian'. At the bottom, there are eight colorful icons representing port cities: ANCONA (purple triangle), RAVENNA (teal 'R'), VENEZIA (blue inverted triangle), TRIESTE (orange 'T'), RIJEKA (purple 'R'), ZADAR (teal 'Z'), SPLIT (orange 'S'), and DUBROVNIK (blue 'D').

Tuesday
24th
November
2020

**CULTURAL HERITAGE AS A DRIVER
OF PORT CITIES' SUSTAINABLE
DEVELOPMENT**

ADRIATICUM

First talk promoted by *Adriatic Ports Cultural Network* language: English, Croatian, Italian

ANCONA RAVENNA VENEZIA TRIESTE RIJEKA ZADAR SPLIT DUBROVNIK

Registration is required under the link: www.adrijotalks.com

WE WAIT FOR YOU.....

Thank you for your attention!

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