

## How should the European Commission communicate with the Young ? A dialogue with students in (international) communication

**For:** Students enrolled for COMMB570 International Communication; Master students in *Communication Multilingue*; Master students in Communication (*finalité Communication Corporate et Marketing – finalité Communication politique et lobbying – finalité approfondie en communication*). Journalism students are welcome as well.

**When:** September 28th 2022 between 12:00 and 14:00

**Where:** Campus Solbosch - S.K.4.601

### What ?

On **September 28th**, Richard Kuehnel, Director Representation & Communication in Member States, of the European Commission, enters into **dialogue with ULB students** in the context of the **course International Communication (COMMB570)**.

After a brief **explanation** of the online and offline communication-related strategies and activities of the European Commission, Mr. Kuehnel will offer some **cases** to be discussed during an informal **brainstorm and discussion session**.

The **goal** is to get a **student's perspective on the EC's communication-related activities**. Students are invited **to think and debate with Mr. Kuehnel** about what can and should be done differently when communicating with young European citizens.

This event gives students **a unique glance at how and why the European Commission communicates** the way it does with EU member states, with citizens and with local networks and organizations.

The presentation takes place in English but students are free to ask questions in both English and French. The session is organized and moderated by Jan Zienkowski.

### Who is Richard Kuehnel

Richard Kuehnel is Director for Representation and Communication in Member States within the Directorate-General for Communication of the European Commission. He is responsible for the Commission's Representations and networks in all EU Member States, and also for the outreach and engagement with citizens across the Union. This includes the Conference of the Future of Europe and its follow-up.

In 2004, Richard Kuehnel joined the European Commission as Member of Cabinet of the EU Commissioner for External Relations and European Neighbourhood Policy, Benita Ferrero-Waldner. Between 2008 and May 2014, he was Head of Representation of the European Commission in Vienna, Austria and later on he held the same function in Berlin, Germany until August 2019.

Before joining the European Commission, Richard Kuehnel served in the national diplomatic service of Austria. He served at the Austrian Embassy in Tokyo and at the Permanent Mission of Austria to the United Nations in New York. In 2003, he returned to Vienna, first as Advisor to the Director-General for Development Cooperation and then as Member of Cabinet of the Foreign Minister.

Richard Kuehnel is a lawyer by training, with an emphasis on international and European law.

### **Why participate ?**

This dialogue **addresses multiple topics** that will be dealt with in the **course International Communication (COMMB570)**, including matters of disinformation, soft power, and public diplomacy. It gives you a glance into EU international communication strategies and practices.

Some of the Master students will have the **opportunity to participate in the team building day** of the Directorate Representation and Communication in the Member States of the European Commission's Directorate General for Communication on **November 8th 2022**. This is an excellent networking possibility for those interested in international, corporate, strategic and/or political communication. Please **send a motivation of max 500 words** to [jan.zienkowski@ulb.be](mailto:jan.zienkowski@ulb.be) **before October 7th, 2022**.

It is also useful to point out that the DG Communication of the European Commission 'offers several apprenticeship opportunities. For more information on these opportunities, please contact Olympia Papayannakopoulou via [Olympia.PAPAYANNAKOPOULOU@ec.europa.eu](mailto:Olympia.PAPAYANNAKOPOULOU@ec.europa.eu).