



**EuroConference 2010, the anniversary edition:  
A stock-taking of the Brussels association environment**

**8:30 – 9:10: Registration**

**9:10 – 9:15: Welcome**

*Alfons Westgeest, Managing Partner Kellen Europe*

**9:15 – 10:00: Key note speech**

*Speaker to be confirmed*

**10:00 – 11:15: Plenary Session: 'The ever-changing European environment'**

*This session will focus on the ever changing European environment in which associations operate. We will be looking back at how associations have adapted thus far and we will take a forward-looking view at what the recent changes to the European Institutions will mean to those working with them.*

Speakers include:

Ruth Rawling, Vice President, Cargill

Kurt Vandenberghe, Head of Cabinet for the European Commissioner for the Environment, Janesz Potocnik

**11:15 – 11:30: Coffee break**

**11:30 – 13:00: Break out sessions**

- **What associations need to know on the new VAT legislation**  
*Rudi Hanssens, Senior Manager, Ernst & Young*
- **Maximising the efficiency of your advocacy channels**  
*Speaker to be confirmed*
- **Public Acceptance Campaigns: Set-up – Running – Risk Management**  
*Hans Karperien, Managing Director Insticom, Institute for Communications and PR*
- **How to develop new services and products in order to grow your association**  
*Speaker to be confirmed*

**13:00 – 14:00: Networking Lunch**

**14:00 – 15:30: Break out sessions**

**15:30 – 15:45: Coffee**

**15:45 – 16:45: Closing plenary**

*Speaker to be confirmed*

**16:45 – 18:00: Anniversary cocktail**

