

Dr Jörg F. Maas

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EURead Annual General Meeting 2017, October 18-20 Programme

“Chance and Challenge of Digitisation”

Place: BDA | Confederation of German Employers' Associations, Rue Marie de Bourgogne 58,
1000 Brussels, Belgium

Wednesday, October 18

- 14.45** **Arrival**
- 15.00** **Opening Session**
- Welcome by Arne Franke, Head of Office BDA Brussels
 - Welcome by Dr Joerg F. Maas, Chair of EURead
- 15.20** **Introduction of participants**
- 15.50** **How new media alters our reading behaviour – challenges and opportunities for reading promotion in the digital era**
Petra Kammerevert, Chair, Committee on Culture and Education,
European Parliament
- 16.15** **Coffee break**
- 16.35** **Digital media in reading promotion**
Members of EURead
- 17.35** **STEM Volunteer Readers – make nature and technology a listening adventure**
Andrea Servaty, Head of Public Relations, Deutsche Telekom Stiftung
- 18.00** **Summary**
- 20.00** **Dinner at Rugbyman n° Two** (Quai aux Briques 12, 1000 Brussels)
Dinner-Speech by Frank Kühne, Editor in Chief Children Books and Member of
the Board about Book Publishing for Bilingual Children in Germany

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Thursday, October 19

- 9.30** **Success factors of digital learning for adult learners and youngsters with low levels in education**
Maurice de Greef, Vrij Universiteit Brussels
- 10.15** **Digital Skills**
Frida Elisson, Head of Digital Skills, Google
- 11.00** **Coffee break**
- 11.30** **Gamification**
Marcin Skrabka, good books
- 12.15** **Discussion**
- 13.00** **Lunch**
- 14.00** **A passion for the future of reading - a mission for hybrid libraries: ekz.bibliotheksservice GmbH, a German library supplier**
Andreas Mittrowann, Director, ekz.bibliotheksservice GmbH
- 14.30** **Discussion**
- 15.00** **Coffee Break**
- 15.30** **Living experience – Bookstart spin-offs: Bookstart, Boekstart, Bogstart, Lesestart etc.**
Peter Jenkins, Booktrust UK
- 16.00** **European Reading for Pleasure Day: Concept and next steps**
Daan Beeke, Stichting Lezen
Tine Kuypers, Communications Officer, Iedereen Leest, Flanders
Marc Lambert, CEO, Scottish Book Trust
- 17.00** **Summary**
- 19.00** **Get-together at Delirium (Impasse de la Fidélité 4, 1000 Brussels)**

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Friday, October 20

- 9.30** **Action Plan 2018 (members only)**
- 10.00** **Annual General Assembly (members only)**
- 12.30** **Lunch (optional)**
- 13.00** **Departure**

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