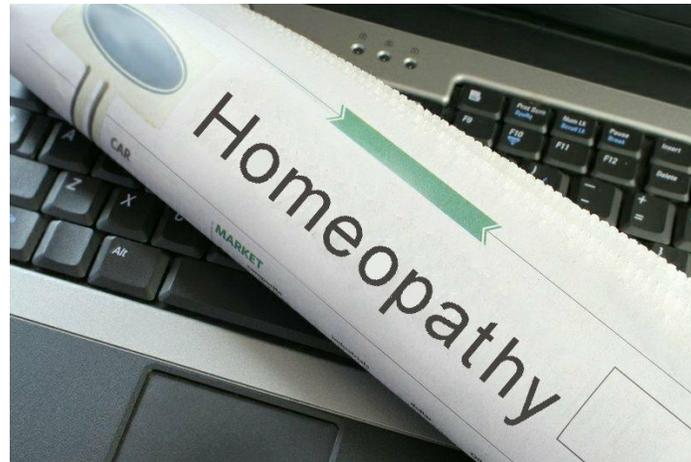


ECCH & ICH International Symposium Homeopathy and the Media

26 – 27 May 2011

Leuven, Belgium



Reaching and informing
the public



Reaching and informing the public

ECCH & ICH International Symposium: Homeopathy and the Media

26 – 27 May 2011, Leuven, Belgium

The European Central Council of Homeopaths (ECCH) and the International Council for Homeopathy (ICH) jointly organise a symposium for the sharing of knowledge and experience in the area of information distribution and media management. The public is currently uninformed, ill-informed and at times mis-informed about homeopathy. This symposium, which is **open to all homeopaths, homeopathy course providers and homeopathy association representatives**, will take place over 1.5 days in beautiful Leuven, home to Belgium's oldest University and the successful 2009 ECCH/ICH Education Symposium. Leuven is easy to get to, being just 20 minutes by direct train from Brussels airport.

This event will include presentations and facilitation from **experts** as well as a range of presentations by **homeopaths** who have competence and experience in the area of the media. There will be ample room for **plenary** and **group discussions**.

Do you have experience and knowledge that you would like to share?

We invite you to share your valuable knowledge and experience in dealing with the media and the internet. If you would like to give a 10 minute presentation, then please send a ½-1 page abstract to us at homeopat@email.com AND ecch@gn.apc.org (please use **BOTH** email addresses) with your proposal for a topic, brief description and short biopic describing your background (in particular with reference to anything of relevance for your presentation). All contributions are voluntary. Abstracts for presentations will be considered if handed in **by 31 January 2011**.

The full programme will be sent out at a later stage. Should you have any questions, then please feel free to contact us by e-mail (see above) or at: ECCH & ICH Secretariat, School House, Market Place, Kenninghall, Norfolk, NR16 2AH, United Kingdom. Telephone/Fax: + 44 1953 888 163

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Programme

Thursday 26 May 2011

| | |
|---|----------------------|
| Registration | 08.30 – 09.00 |
| Welcome Stephen Gordon (UK), ECCH/ICH General Secretary | 09.00 – 09.15 |
| A. Informing the public through the media | |
| Challenges of getting your story to the public Rob De Spa (NL), Media Professional | 09.15 – 10.00 |
| Break | 10.00 – 10.30 |
| Homeopaths' experiences with the media | 10.30 – 11.15 |
| Participant presentation (details to be announced) | 10.30 – 10.45 |
| Participant presentation (details to be announced) | 10.45 – 11.00 |
| Participant presentation (details to be announced) | 11.00 – 11.15 |
| Discussion Group session | 11.15 – 12.30 |
| Summary of group discussion Plenary session | 12.30 – 13.00 |
| Lunch | 13.00 – 14.30 |
| B. Dealing with criticism | |
| Handling the media effectively John Whyte-Venables (UK), Media Professional | 14.30 – 15.30 |
| Break | 15.30 – 16.00 |
| Talking the talk – Workshop John Whyte-Venables (UK) | 16.00 – 17.30 |
| Plenary discussion – How can we improve the profession's media strategies? | 17.30 – 18.00 |

Friday 27 May 2011

| | |
|--|----------------------|
| C. Informing the public through the internet | |
| Introductory presentation Keynote speaker to be announced | 09.00 – 09.45 |
| Break | 09.45 – 10.00 |
| Homeopaths' experiences with the internet | 10.00 – 10.45 |
| Participant presentation (details to be announced) | 10.00 – 10.15 |
| Participant presentation (details to be announced) | 10.15 – 10.30 |
| Participant presentation (details to be announced) | 10.30 – 10.45 |
| Break | 10.45 – 11.15 |
| Discussion Group session | 11.15 – 12.00 |
| Summary of group discussion and closing Plenary session | 12.00 – 12.30 |



Reaching and informing the public



Practical – Register now !

Venue: Salons Georges, Hogeschoolplein 15, 3000 Leuven, Belgium. Tel: 0032 16 23 75 75

How to get there: Leuven is on a direct rail line 20 minutes from Brussels airport and 30 minutes from Brussels centre. The venue is 15 minutes walk from Leuven railway station in the city centre. Buses run from the station to the centre.

Price: Euro 120 (coffee/tea breaks and lunch on the first day).
Information on how to pay will be provided when you have registered.

HOTEL / ACCOMMODATION

If you would like to book a hotel room for this event, then please contact Edvard Bjoerklaas at info@accommodate.no. He will be able to set you up in a comfortable 1-3 star hotel at prices ranging from approx. 45–150 Euro per night in a single room. The sooner you book, the more likely you are that you will get a room that suits your needs and your wallet.

There are no additional charges for this service. Booking deadline: 15 April 2011

Registration form

Quick registration is recommended as this will be a popular event!

To register: Send the required registration information by e-mail to ecch@gn.apc.org or fill in the form in this brochure and send it by post or fax to:
ECCH & ICH Secretariat, School House, Market Place, Kenninghall, Norfolk,
NR16 2AH, United Kingdom. Telephone/Fax: + 44 1953 888 163

Name: _____

Professional body: _____

Course/school: _____

Street: _____

City/town & Postcode: _____

Country: _____

Telephone: _____

E-mail: _____

Website: _____

Years in homeopathy practice: _____

Special dietary needs: _____

Yes, I would like to give a presentation: _____

No, I don't want to give a presentation: _____

How to pay will be notified to you on receipt of your registration
For updates consult ECCH website www.homeopathy-ecch.eu

Presentations

Welcome Stephen Gordon

Stephen Gordon is one of the founders of the European Council for Classical Homeopathy (ECCH) and has served as ECCH's General Secretary since its establishment in 1990. He runs the ECCH Secretariat and carries out lobbying activities for ECCH on a European level, including the institutions of the European Union in Brussels and Strasbourg. He has practised homeopathy for 29 years.



The challenges of getting your story to the public

Rob de Spa – The perspective of a media professional

“Reaching and informing the public is crucial, for you homeopaths as well as for us media professionals! In this new digital world where social networks are bigger than any news organisation, we share the same challenge to reach a fragmented audience. The media professional of today has extensive knowledge of the different media platforms. All platforms should be used to reach the audience. So the a key question is: “What are the 'DNAs'? The technical and behavioural do’s and dont’s of these platforms.”

Rob de Spa has considerable experience in a whole range of media areas. He is responsible for editorial development of Koninklijke (Royal) Wegener NV. This is the largest publisher of regional daily newspapers and free door-to-door newspapers in the Netherlands: 7 dailies (circulation some 800.000) and 225 free papers and weeklies (8,6 million copies per week). Majority (87%) shareholder in Wegener is the London based Mecom Group plc.

Rob de Spa was Editor in Chief of the Dutch press bureau ANP for 10 years and has worked in the public broadcasting industry. He has been in charge of the transformation of a newspaper production house to a multimedia service provider.

He is a founding father of the MINDS-project, a European programme to develop applications for 3G phones, as well as a board member of a photo agency for the benefit of people in developing countries.

Rob de Spa is currently a board member of

- The European Newspaper Publishers' Association (ENPA)
- Stichting PRO, a Publication and Reproduction Rights Organisation
- Nederlands Dagbladpers, the Dutch industry and employer association of newspaper publishers

Handle the media effectively

John Whyte-Venables – Presentation and workshop



Talking the talk: The importance of media strategies

As homeopathy faces increasingly vociferous opposition Europe's homeopaths need to put across their case clearly and persuasively. Knowing what to say, when and how, is vital if we are to communicate our arguments powerfully and convincingly. Media trainer and former BBC journalist John Whyte-Venables explains how to create a media strategy that builds bridges with the audience and controls the agenda in media interviews.

Working with key messages

Handling the media effectively is all about preparation, working out beforehand what you want to say and why. In this workshop media trainer John Whyte-Venables shares top tips on how to develop and present key messages. The workshop includes a chance to practice new found skills in a simulated radio interview with full individual feedback.

John Whyte-Venables is a former BBC journalist and has worked for many UK radio, television and online news programmes, including the prestigious national breakfast show 'Today' and the BBC News website. Now a PR consultant he has trained and mentored a wide range of clients including UK Government Ministers. He is an authority on news values and has written several books on the media. John is currently a student of George Vithoukas.

Informing the public through the Internet

Name of speaker to be announced

Getting the most out of email, websites, facebook, Youtube and other internet based media

Information on homeopaths' presentations will follow in the next version of the programme. Feel free to send us an email by 31 January to homeopat@email.com AND ecch@gn.apc.org with your proposal to give a 10 minute presentation to share your experiences.



Reaching and informing the public

