



30 May 2012

8:00 - 9:30

BREAKFAST DEBATE

The Impact of Social Networks on MEPs Daily Work

The impact of social media on people's lives ranging from active participation in political dialogue to personal stories of families being reunited is unprecedented.

Social media are platforms on which active political dialogue takes place on a daily basis. Citizens can now speak directly to their leaders, new political movements are born online, and a single voice can reach an audience of millions.

This EIF Breakfast Debate, moderated by MEP Alexander Alvaro, will explore the impact of social media on the daily work of MEPs and the challenges they face in the digital age.

EIF BREAKFAST DEBATE- 30th May 2012

Welcome and introductory remarks:

Marietje Schaake, MEP and EIF Governor

Speakers

Alexander Alvaro, Vice-President of the European Parliament and EIF Governor

Franck Debié, Associate Professor at École normale supérieure, Paris

Matthias Lüfkens, expert of Twitter Diplomacy, Managing Director of Digital Practice EMEA at Burson-Marsteller and previously Associate Director-Media at World Economic Forum

Exchange of views with participants

Speakers



Ms Marietje Schaake

MEP, ALDE
European Parliament



Mr Alexander Alvaro

Vice-President (ALDE)
European Parliament



Mr Franck Debié

Chair of Inter-institutional
Working Group 2 on the future of
European Society
ESPAS



Mr Matthias Lüfkens

Expert of Twitter Diplomacy,
Managing Director of Digital
Practice EMEA
Burson-Marsteller and previously
Associate Director-Media at World
Economic Forum

Venue

European Parliament, Members' Salon, Rue Wiertz 60, Brussels, Belgium



European Internet Forum



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