

# #interactivocities KICK-OFF MEETING

## AGENDA

Alba Iulia, 20<sup>th</sup> - 23<sup>rd</sup>  
of September 2016

# URBACT INTERACTIVE CITIES.

## CONNECTED MOOD

[www.urbact.eu](http://www.urbact.eu)



ALBA IULIA  
MUNICIPALITY





**INTERACTIVE CITIES** is a networking exploring how digital, social media and user generated content can improve today's urban management in European cities. The partnership is composed by Genova (IT), Alba Iulia (RO), Varna (BG), Murcia (ES), Palermo (IT), Tartu (EE), Ghent (BE), CLLD in Lisbon (PT), SemaEst in Paris (FR), EDB in Debrecen (HU). The first meeting of the network will be held in the city of Alba Iulia, that is exploring how social media can support the promotion of the historic citadel.

**Interactive Cities Social Media**  
website: [urbact.eu/interactive-cities](http://urbact.eu/interactive-cities)  
Facebook: [www.facebook.com/interactivities](http://www.facebook.com/interactivities)  
Twitter: @interactivcit

**Alba Iulia Social Media**  
Official website of the City Hall: [www.apulum.ro](http://www.apulum.ro)  
Official Blog: [www.viziteazaalbaiulia.ro](http://www.viziteazaalbaiulia.ro)  
Website for tourists: [www.visitalbaiulia.com](http://www.visitalbaiulia.com)  
 **Municipiul Alba Iulia & Visit Alba Iulia**  
 **Municipiul Alba Iulia**  
  **Application Visit Alba Iulia**

## 20<sup>th</sup> of September

Afternoon: Lead Partner and Experts meet the Alba Iulia team to prepare all organizational details; organising team will have setup meeting rooms with necessary material (poster, tables and chairs in informal setting)

Evening: Informal dinner/drink

## 21<sup>st</sup> of September

**SOCIAL MEDIA CHALLENGE** of the day is how to communicate your city's assets in an attractive way? Each partner group will focus on the case of Alba Iulia and formulate a post on the Interactive Cities Facebook page. This exercise will enable all partners to understand Alba Iulia's local challenge in details, and to draw conclusions regarding their own local challenges. Partners will document the visit: the most engaging posts will be awarded at the end of the day.

9:00 - 10:10: Welcome and introduction – meeting point - National Museum of Unification Alba Iulia  
Greeting words from Alba Iulia representatives and URBACT Secretariat  
Presentation of plan and goals of the coming days by the Experts.

10:10 - 11:00: short visit of Alba Iulia fortress and social media challenge – Organized bike tour 45 min around the citadel (we will have 50 bikes to ride around the citadel)

Participants visit Alba Iulia's most important tourism asset and meet members of the ULG. Partners provide social media coverage about the visit and the related discussions.

\* To partners: bring comfortable shoes, a smartphone and a lot of energy!





11:15 - 11:30: coffee break

**Location: Apor Palace, 1 December University 1918, Alba Iulia, Gabriel Bethlen Str. 5, Alba Iulia**

11:30 - 12:30 Lecture by Julian Stubbs and discussion

How can cities use branding to target their audience and improve the communication?

- 45 mins presentation: “Targeting audience in city and place branding, inbound and Content Marketing - through social media platforms”
- 15 mins Q&A

12:30-12:35 Mayor’s word, Mircea HAVA, the Mayor of Alba Iulia Municipality

13:00 - 14:00 Lunch

14:00 - 15:45: Smart City and Communication: presentations and debate

What is the role of communication companies and government bodies in a city’s social media governance? With presentations by companies interested in sponsoring Alba Iulia Smart City 2018 projects.

- 20 mins presentation, Diana POP, Alba Iulia Expert Ministry of Information and Communication Society<sup>1</sup> **Smart City Concept in Romania**
- 20 mins presentation, Daniel ZAHARIA – Portfolio Consulting Professional, Siemens Romania, **Smart City Strategy for Aberdeen (UK), Bruxelles (Belgium), Istanbul (Turkey), London (UK) and Alba Iulia (Romania).**
- 20 mins presentation, Ron KEREN, IBM Country Leader Romania & Republic of Moldova, **Smart city in the vision of IBM**
- 20 mins presentation, Cristian PAȚACHIA, Development & Innovation Manager, Orange Romania, **Smart city in the vision of ORANGE, Romania**
- 15 mins presentation, Cristian MLADIN – representative of the creative sector in Alba Iulia – responsible with the creative industry strategy of Alba Iulia Municipality & Alexandra SUCIU, **Video mapping, Augmented reality in Alba Iulia**
- 10 mins Q&A

15.45-16.15 Coffe Break

16:15- 17:00: Attracting and involving the private sector: partner cases and discussion

*Each partner prepares statements and questions on how do they engage with the private sector in their local challenges. For example, how could private companies be interested in the getting involved in the maker spaces of Lisbon deprived neighbourhoods? How could these companies be interested in Ghent’s strategy to attract talents and investment?*

17:00 - 18:30: Targeting the audience: User Case Story presentation

Each partner will present their user case story for their city (revised according to Expert’s feedback)

- 5 mins Intro to Best Story Challenge (Experts)
- Poster presentation of the best stories (around the walls there will be the print outs of the 10 stories from partners)

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<sup>1</sup> Alba Iulia Municipality signed an agreement with the Ministry of Information and Communication Society during the implementation of the Interactive Cities project for implementing the pilot project Alba Iulia the first smart city in Romania by 2018. Everything will be financed with the help of the private companies which already shown interest in getting involved.





- 5 mins each presentation (each partner will have revised before the meeting the story they submitted in July based on the Experts comments)
- partners will present in the order of their thematic group and at the end of each thematic group presentation there will be the comments by the Experts
- Feedback and discussion about ways to identify and address the target audience.

18:30: Announcement of best post of the day in the social media challenge!

19:00 Dinner

## 22<sup>nd</sup> of September

SOCIAL MEDIA CHALLENGE of the day will be how to create interesting posts about group meetings and discussions. Multi-stakeholder decision-making processes, like the ULG, are at the core of many urban projects. These discussions produce a lot of interesting content: how to communicate these processes through social media?

**Location: Roman-Catholic Institute Conference Room, Gabriel Bethlen str. Nr. 3, Alba Iulia**

9.00 - 10:00: Partner presentations on targeting audience through the use of social media

- Alba Iulia: “Addressing local and international audience through social media campaigns – Brand strategist, Adrian DOCEA
- Genova: “The Social Media Team and its role in building city narratives”

15 min presentation and discussion on the presented cases in a fishbowl format.<sup>2</sup>

10:00 - 11:30: Thematic Group discussion “Targeting your audience”

How to better address your targeted audience? Based on the lecture and the comments of the previous day, discuss with peers of thematic group on how the social media could be used in the city to address local challenges.

- Tourism Attraction (Genova, Alba Iulia, Varna) facilitated by Simone
- Business Promotion (Ghent, Debrecen, Tartu, Semaest) facilitated by Levente
- Urban Regeneration (Murcia, Lisbon, Palermo) facilitated by Daniela

*Partners can take part in 2 thematic groups*

*TO DO:*

1. *Each group will be given a list of questions that came out during the discussion the day before.*
2. *Each partner will list tools and methods they have tested (or want to) in their city*

11:30 - 11:45: Coffee break

11:45 - 12:30 Social Media Marketplace for ULG Groups

The activity consists of an exchange of tools and methods using social media for the involvement of ULG in addressing the Target Audience. Each partner will have a “stall” with a collection of social media tools and methods they have used (or intend to use): all partners will go around and barter practices.

12:30 - 13:00: Plenary discussion

Plenary feedback to Thematic groups and Marketplace: what are the results of the thematic group discussions? What tools and methodologies would they use to address their audience?

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<sup>2</sup> Further information on the fishbowl format: [https://en.wikipedia.org/wiki/Fishbowl\\_\(conversation\)](https://en.wikipedia.org/wiki/Fishbowl_(conversation))





13:00 - 14:00 Lunch break

14:00 - 15:45: Summing up and next steps for “Governance”

- Gathering the main learnings of the session on Targeting Audience
- Introducing the topic of the next next topic "Governance: How to convey the messages within our organisation?"
- Going through the homework for the next transnational meeting (Lisbon January 2017): identifying the communication flow inside and outside the organisation.

15:45 - 16:30: Coffee break and Assisting to the change of the guard ceremony

16:30 - 18:30: Steering committee (parallel for project managers in partner cities)

Session managed by Gianluca Saba

Aim: develop the Steering Committee structure

16:30 - 18:30: Communication session (parallel for all other partners)

Session managed by Simone D’Antonio and Raffaella Cecconi (Communication Officer)

Aim: to improve strategy for the animation of the network’s social media.

Partner social media take over: A suggested strategy is for each partner to take over the social media accounts of Interactive Cities for one week. This allows for partners to better understand how different media works, to gather more friends/followers, create visibility in the different cities, allow for a diversity of narrations.

18:30 Announcement of best post of the day in the social media challenge!

Dinner : Interactive Cities farewell

## 23<sup>rd</sup> of September

Morning: site visit to Alba Iulia Library – the most important Library of Romania, visiting the surroundings  
Transfer of participants to the airport

18:00: for the remaining participants Reenactment activities with Roman and Dacians

