



EUKI Communication Strategy Workshop 2026

*The Legacy House, Gazelei Street No. 44,
Bucharest*

Tuesday, June 16 | 09:00 - 17:00 EEST

09.00 **Arrival**

09.30 **Welcome**

10.00 **Introduction to Strategic Communication**

- How to Identify Your Target Group
- The Strategic Communication Process
- Application to Your Own Project

11.00 **Coffee Break**

11.15 **Develop a Strategic Communication Campaign | Part 1**

12.45 **Lunch**

13.45 **Connection and Refresher Game**

14.00 **How to Give Feedback and Work in Teams**

14.15 **Ask Me Anything With Mass Media Representatives**

- Florin Zubaşcu, Executive Editor of Science | Business
- Dan Duca, Editorial Director of HotNews & Co-founder of SNOOP

15.45 **Coffee Break**

16.00 **Storytelling About Climate Campaigns**

16.30 **Reflection and Wrap Up**

18.30 **Dinner**

**16 & 17
June
2026**



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Wednesday, June 17 | 09:00 - 16:00 EEST

- 09.00** **Arrival**
- 09.30** **Reconnection and Recap**
- 10.00** **Strategic Communication to Tackle Climate Misinformation**
- 11.00** **Ask Me Anything With Social Media Content Creators**
- Faiär Silviu, YouTuber, Twitch Streamer & Social Activist
- 12.30** **Round-Up Strategic Communication Recommendations**
- 13.00** **Lunch**
- 14.00** **Develop a Strategic Communication Campaign | Part 2**
- 15.00** **Presenting the Strategic Communication Campaigns**
- 15.30** **Reflection and Wrap Up**

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