

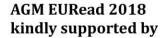
EURead Annual General Meeting 2018, October 17-19

www.euread.com



"Public vs. Private? Models of Funding in Reading and Literacy in Europe"

Place: Scotland House, Rond Point Schuman 6, Brussels 1040, Belgium







Management Board:

Dr Jörg F. Maas (Chair) Diana Gerald (Co-Chair) Gerlien van Dalen (Co-Chair)



Wednesday, October 17		
13.00	Arrival	
13.30	 Opening Session Welcome by Mike Neilson, Scottish Government Director, Brussels Welcome by Dr Joerg F. Maas, Chair of EURead 	
13.50	Introduction of Participants	
14.20	Back to basics: building solid foundations for the European Education Area Rodrigo Ballester, Member of Cabinet of Commissioner Tibor Navracsics Education, Culture, Youth & Sport, European Commission	
14.40	Coffee break	
15.00	Public vs. Private? Models of funding in reading and literacy Presentations by members of EURead	
16.15	Parental Empowerment in context of kindergarten – The importance of reading aloud for the educational achievement of children Jule Marx, Member of the Board, Educational Management Samira Pohl, Senior Educational Consultant FRÖBEL Bildung und Erziehung gemeinnützige GmbH	
16.35	The return on investment from cultural investments Prof Dr Frank Hakemulder, University of Utrecht	
17.20	Summary	
19.15	Dinner at Jardin Van Gogh (Place Sainte-Catherine 5/7, 1000 Brussels) Dinner Speech by Helga Trüpel, Vice-Chair, Committee on Culture and Education, European Parliament	





Management Board:

Dr Jörg F. Maas (Chair) Diana Gerald (Co-Chair) Gerlien van Dalen (Co-Chair)



Thursday, October 18

9.30	Investment in reading promotion and literacy – a business perspective Ulrika Caperius, Bonnier Carlsen
9.50	The importance of multilingualism – an inside perspective François Staring, Research Manager, ECORYS
10.30	Coffee break
11.00	Lue lapselle (Read to Children) – How to implement Bookstart with the help of the government Ilmi Villacis, Director, The Finnish Reading Center (Lukukeskus Läscentrum)
11.30	Boekstart – Development and growth of an established program Marijke Bos, Project Leader Boekstart Netherlands, Stichting Lezen
12.00	Discussion
12.30	Lunch
13.30	Campaign Europe Reads: Concept and next steps Daan Beeke, Stichting Lezen Tine Kuypers, Communications Officer, Iedereen Leest, Flanders Marc Lambert, CEO, Scottish Book Trust
14.45	Best practice from Austria: The Austrian Reading Days Dr. Rüdiger Salat, Chairman, Facultas Verlags- und Buchhandels AG Christian Pöttler, Shareholder and Managing Director, ECHO Medienhaus
15.30	Coffee break
16.00	Speed-dating on collaborations for funding from Erasmus+ 2019 Members of EURead
17.00	Summary
19.00	Get-together at Le Roy d'Espagne (Grand Place 1, 1000 Brussels)





Management Board:

Dr Jörg F. Maas (Chair) Diana Gerald (Co-Chair) Gerlien van Dalen (Co-Chair)



Friday, October 19

9.30 Annual General Assembly 2018 (members only)

- 1) Legal Matters (Agenda, Members, Finances)
- 2) Election
- 3) Action Plan 2019 (e.g. Campaign Europe Reads, Strategy on expanding the membership of EURead)
- 4) Bookstart Affiliates
- 5) Other topics (e.g. General Data Protection Regulation, Website)
- 6) Feedback on the meeting
- 7) Annual General Assembly AGM 2019 (date, venue, participation fee)

12.30 Lunch (optional) and departure

Please contact Vanessa Timter (vanessa.timter@stiftunglesen.de) if you want to participate or if you need any further information.

