



## EUROPEAN GRAPHICMEDIA INDUSTRY NETWORK

### Thursday April 10

Plenary sessions are in room **ULM**

- 10.00 hrs.           **Opening of The Annual Conference 2014**  
*Anders Mosumgaard, Chairman of EGIN*
- 10.05 hrs.           **A welcome in Germany**  
*Karl-Heinz Kaschel-Arnold ver.di union Germany*
- 10.10 hrs.           **The German educational system, latest developments**  
*Thomas Hagenhofer, ver.di & ZFA, Germany*
- 10.35 hrs.           **The Annual Report 2013**  
*Anders Mosumgaard, Chairman of EGIN*
- 11.00 hrs.           **Networking break**
- 11.30 hrs.           **2020 starts tomorrow**  
Meet the employees of media and communication companies in 2020  
*Henk Vermeulen, GOC The Netherlands*
- 12.00 hrs.           **Ideas and proposals for new projects**  
*Benchmarking: the work of many for the quality of all,*  
**Luc Bouters, the Artevelde University College (AHS) in Ghent (BE)**  
  
*Kosmopolis TV, Sjoerd Wanrooij, Grafisch Lyceum Rotterdam (NL)*  
*Edge, the project **Presenter unknown yet***
- 12.30 hrs.           **Lunch**
- 13.45 hrs.           **New competences for the media sector in Germany**  
Research results and vocational education  
*Dr. Heike Krämer, Bundesinstitut für Berufsbildung (BIBB) Germany, The Federal Institute for Vocational Education and Training Germany*  
Key elements of the presentation  
1. Convergence of media production (cross media, media independent production, late binding etc.);  
2. Growing importance of not-journalistic writing in the media sector (Web 2.0, social media, platform management, etc.);  
3. antagonism between broad and specialized education and how to solve in practice;  
4. Media competences for the future.
- 14.30 hrs.           **Questions and answers on Key note speech**
- 14.45 hrs.           **Networking break**
- 15.15hrs           **Workshops on Key note speech**
- 16.15 hrs           **Results of the workshops**



17.00 hrs

**Closing of the first day**

**Program Thursday April 10 continued**

18.30 hrs.

**EGIN Drinks outside in the foyer in front of the restaurant**

19.30 hrs.

**EGIN Dinner in the restaurant**

**Friday April 11**

09.30 hrs.

**Opening of day 2 of the Conference**

09.35 hrs.

**The development of the German Print and media sector, state of the art and future**

*Thomas Hosemann, Verband Druck und Medien Bayern, Germany  
Karl-Heinz Kaschel-Arnold ver.di Bayern*

10.30 hrs.

**Plenary discussion on the presentation of the social partners**

11.00 hrs.

**Networking break**

11.30 hrs.

**Member's time, EGIN ideas, projects, events, seminars**

**Graphic Knowledge Positioning System**

*Luc Bouters, the Artevelde University College (AHS) in Ghent (BE)*

**Corporate Social Responsibility & Green Marketing**

*Eva Bouwman and Frank den Hartog, Dienstencentrum / Stivako (NL)*

**Interactive Media Designer, a new occupation in Switzerland**

*Peter Theilkäs, Rogier Spindler and Daniel Kehl*

**Being in service for our clients; two EU projects, ECOFLEXOBAG and EMSPI (Energy Management Standardization in Printing Industry)**

*Peter Tegel, Dienstencentrum NL*

12.30 hrs.

**Lunch**

13.45 hrs.

**Project Future Skills for the Graphical Industry**

*(EGIN website "[activities](#)" and "[news](#)")*

*Rense van der Heide, EGIN*

*Hands-on work on filling in a survey*

14.45hrs.

**Formal closing of the Conference**

15.00 hrs.

**Visit to "Berufliches Schulzentrum Alois Senefelder München"**

*Guided tour and a demonstration on augmented reality applied in education.*

*Thomas Hagenhofer ZFA-ver.di*

*We are on walking distance of the school and the weather will be fair.*

16.30 hrs.

**You will be released.**