



European  
Commission

**20-22 JUNE 2023**

## **EUROPEAN SUSTAINABLE ENERGY WEEK**

Accelerating the clean energy  
transition – towards lower bills  
and greater skills

# **Coordination Meeting 30 March 2023**



[EC.EUROPA.EU/EUSEW](https://ec.europa.eu/eusew)

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#EUSEW2023



# Marc Vanderhaegen

Head of Unit,

Programme support, coordination and communication

**European Climate Infrastructure  
and Environment Executive Agency  
(CINEA)**

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# EUSEW 2023 IN A NUTSHELL

- **17<sup>th</sup> edition** of the biggest conference dedicated to renewables and efficient energy use in Europe
- **Hybrid format edition**
- For participants whose work supports an **economy built on clean, secure and efficient energy**
- Discussing clean energy **production**, energy **saving**, energy supplies **diversification**, energy efficiency, the **European Green Deal**, the **REPowerEU Plan**, **skills** and much more



# AGENDA

- 1. Policy context of EUSEW 2023**
- 2. Campaign and event elements**
- 3. Onsite and online event management**
- 4. Interactivity tips**
- 5. Promoting your session**
- 6. Key deadlines and contact information**



# Join the conversation

You can directly use  
the **chat box in TEAMS**  
to ask questions



# Ewelina Hartstein

Acting Head of Unit,  
Communication and Outreach

**Directorate-General for Energy**

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# Recent proposals on energy (1/3)

- Adoption of the **package of proposals on European electricity market design** (Tuesday 14 March):
  - ✓ Three broad aims: to make energy bills more independent from short-term market prices; to speed up the deployment of renewables; and to improve consumer information and protection.
  - ✓ Measures, among others, to: incentivise longer-term contracts; stabilise electricity prices and curb excessive revenues of energy producers; and improve the forward electricity markets.
- Adoption of a **Recommendation on Energy Storage**, accompanied by a Staff working document on the energy storage - underpinning a decarbonised and secure EU energy system (Tuesday 14 March).





## Recent proposals on energy (2/3)

- **Communication on the European Hydrogen Bank** - supporting framework for the uptake of renewable hydrogen within the EU as well as imports from international partners. It aims to match renewable energy supply to demand while bridging the initial investment challenges (Thursday 16 March).
- Proposal of the **Net-Zero Industry Act** – a Regulation on establishing a framework of measures for strengthening Europe’s net-zero technology products manufacturing ecosystem. It aims to scale up the manufacturing of technologies which are key to achieve climate-neutrality, such as solar panels, batteries and electrolyzers, or key components of such technologies, such as photovoltaic cells or the blades on wind turbines. By simplifying the regulatory framework, the Act will help increase the competitiveness of the net-zero technology industry in Europe (Thursday 16 March).



# Recent proposals on energy (3/3)

- Proposal **to prolong emergency legislation on measures to reduce gas demand** by 15% for another 12 months (Monday 20 March).
- Communication on a ***strategic vision for carbon capture utilisation and storage*** (2023, Q4).
- Regulatory measure on (review) **ecodesign requirements for for air-to-air conditioners, air-to-air heat pumps and comfort fans** (review, 2023, Q3).



# Raffaele Ferrando

EUSEW Coordinator

**European Climate Infrastructure  
and Environment Executive Agency  
(CINEA)**

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# THE WEEK: POLICY CONFERENCE

- **7 plenary sessions**
  - Opening session (20 June)
  - Awards Ceremony (20 June)
  - Debate with Ambassador (20 June)
  - 3 keynote speeches (20-22 June)
  - Closing session (22 June)
- **60 policy sessions** in two venues (Charlemagne building and Martin's Hotel) and online (20-22 June)
- **European Youth Energy Day** (20 June)
- **Networking Village** (20-22 June)



# Ahead of the Conference

## Sustainable Energy Days (March to June)

→ local events taking place around the world

→ online and physical

European Sustainable Energy Week

Home | Policy Conference | Networking | Awards | Sustainable Energy Days | Partners | News | Resources

Home > Sustainable Energy Days > Find a Sustainable Energy Day near you

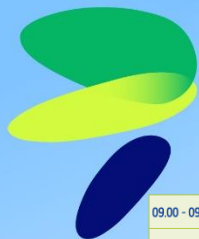
### Find a Sustainable Energy Day near you

Country	Number of Sustainable Energy Days
Germany	23
Italy	18
Portugal	21
Denmark	5
Austria	6
Slovakia	6
Hungary	4
Slovenia	4
Ukraine	8
Belarus	4
Sweden	5
Georgia	4



# ORGANISATION OF THE PROGRAMME: FIVE THEMATIC BLOCKS

- Skills for the clean energy transition (20 June)
- Energy Efficiency (21 June)
- Ensuring affordability and inclusion in the clean energy transition (21 June)
- Renewables (22 June)
- Decarbonisation of EU and international energy systems (21 June)



# EXAMPLE OF PROGRAMME

	DAY 1 TUESDAY 20 JUNE						DAY 2 WEDNESDAY 21 JUNE						DAY 3 THURSDAY 22 JUNE											
09.00 - 09.30	Welcome Coffee						<b>ENERGY EFFICIENCY</b>						<b>KEYNOTE SPEECH</b>						<b>RENEWABLES</b>					
09.30 - 10.00	Opening Ceremony																							
10.00 - 10.30	EUSEW Awards						POLICY SESSION						POLICY SESSION											
10.30 - 11.00	EUSEW Awards						POLICY SESSION						POLICY SESSION											
11.00 - 11.30	Coffee break						Coffee break						Coffee break											
11.30 - 12.00	Coffee break						POLICY SESSION						POLICY SESSION											
12.00 - 12.30	Debate with Ambassadors						POLICY SESSION						POLICY SESSION											
12.30 - 13.00	Debate with Ambassadors						POLICY SESSION						POLICY SESSION											
13.00 - 13.30	Lunch break						Lunch break						Lunch break											
13.30 - 14.00	Lunch break						Lunch break						Lunch break											
14.00 - 14.30	<b>KEYNOTE SPEECH</b>						<b>SKILLS</b>						<b>AFFORDABILITY AND INCLUSION</b>						<b>DECARBONISATION / INTERNATIONAL</b>					
14.30 - 15.00	POLICY SESSION																							
15.00 - 15.30	POLICY SESSION						POLICY SESSION						POLICY SESSION											
15.30 - 16.00	POLICY SESSION						POLICY SESSION						POLICY SESSION											
16.00 - 16.30	Coffee break						Coffee break						Coffee break											
16.30 - 17.00	POLICY SESSION						POLICY SESSION						POLICY SESSION											
17.00 - 17.30	POLICY SESSION						POLICY SESSION						POLICY SESSION											
17.30 - 18.00	POLICY SESSION						POLICY SESSION						POLICY SESSION											
ALL DAY	Networking village						Networking village						Networking village											
													<b>CLOSING SESSION</b>											





# Join the conversation

You can directly use  
the **chat box in TEAMS**  
to ask questions



# Gauthier Demaret, Robin Verlant, Alix de Montjoye

Project Managers

VO

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# ONSITE AND ONLINE Format

- This edition of EUSEW will be organised as a **hybrid** event: onsite and online.
- The **physical** part will take place at two nearby venues: the Charlemagne Building (Brussels) and the Martin's Hotel EU.
- The **virtual** part of the event allows speakers remote participation through a Teams link upon request.
- All speakers, moderators and session organisers are invited to come onsite for their session.



# Online-only sessions

- Same visibility as other sessions:
  - content integration on the event platform
  - live stream on the event platform
- Support is provided for:
  - creation and hosting of the digital room
  - technical support to ensure a smooth running of the session
  - support from session facilitators before and during your session
- Process to submit information on your session and material the same as for other sessions:
  - **deadline to update your form: 11 April**
  - **deadline to submit material: 9 June**



# ONSITE AND ONLINE Session elements

**Phase 1** - Session organisers to update main elements of their session.

- **What?** Sessions' title and description, speakers' names, pictures and bios
- **How to update?** Via "Sessionboard", a GDPR compliant online tool that allows to update all previously submitted information from the session application smoothly
- **Why?** Policy Conference programme will be published on EUSEW event platform for opening of registrations on 18 April
- **Deadline to update your form: 11 April**



# ONSITE AND ONLINE Materials

## Phase 2 – Session organisers to submit session materials

- PPT presentations, videos, graphics elements and last updates of sessions details
- Tool for submission: “Session board”
- Session show flow: detailed timeline in the form of a pre-filled excel file that gives the details of the content and chronological order of the speakers of the session (Order of intervention, timing of each intervention, integration of remote intervention, type of media used)
- The pre-filled session showflow may be downloaded from Sessionboard, completed with the various informations listed above and then uploaded again in Sessionboard.



# ONSITE AND ONLINE Materials

## Phase 2 – Session organisers to submit session materials

- A session facilitator will help you to update and fill this document during a one-to-one session
- The session facilitator will make contact with you to plan this session
- The session facilitator will be the go-to person available to assist in designing the session show flow, manage the media to be shared during the session, provide tutorials, assist during the event
- **Deadline to submit material: 9 June**



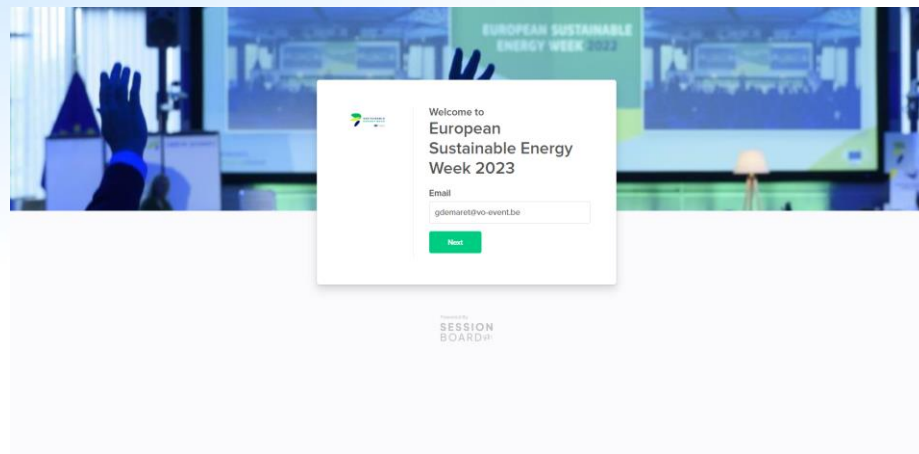


# ONSITE AND ONLINE Materials

Content gathering tool: Sessionboard

**Phase 1:** update your session's information

- **Step 1** - Login through the link you will receive via email that will lead you to the speakers' portal and create an account.





# ONSITE AND ONLINE Materials

- **Step 2** - define your password

Welcome to  
**European Sustainable Energy Week 2023**

Email  
demaretgauthier@hotmail.com

Password  
.....

- ✓ Password has more than 8 characters.
- ✓ Password has special characters.
- ✓ Password has a number.
- ✓ Password has a capital letter.

[Continue to portal](#) [Forgot your password?](#)

Powered by  
**SESSION BOARD**®



# ONSITE AND ONLINE Materials

- **Step 3** – Click on the session's title to view the submission.

European Sustainable Energy ...  
Gauthier Demaret

Home  
Logout

## European Sustainable Energy Week 2023

Welcome to the speakers portal of EUSEW 2023.

In the next few minutes, we will set up your account so you can submit or update your session title, description and the speakers informations.

We wish you a pleasant journey.

### My Sessions

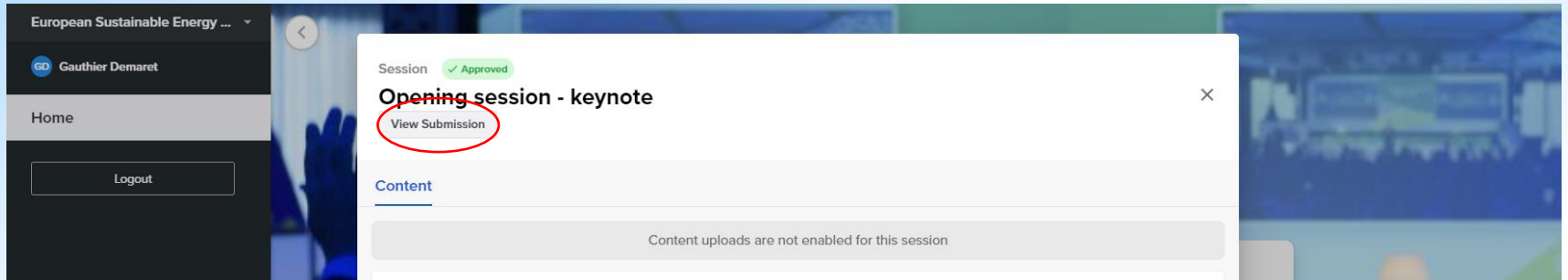
- ✓ **Opening session - keynote** Accepted  
Tue, Jun 20th, 9:00am - 10:00am | Room A No files uploaded!  
**Speakers:** Gauthier Demaret, Guillaume Morvan, Gauthier Demaret, Gauthier Demaret  
**Chairpersons:** Jean-Pierre Du Gazon  
**Track:** Track 1  
**Format:** Plenary Session

### Tasks



# ONSITE AND ONLINE Materials


- **Step 3** – After having clicked on the session title, click on view submission





# ONSITE AND ONLINE Materials

- **Step 3** – You can verify your session title and write your session description. Once done, click on “Next step”



◉ Welcome > ◉ Login > ◉ **Session Info** > ◉ Speaker Info

Edits to your submission will be accepted until Tue April 11, 2023, 11:59 PM CEST

You are editing your existing session submission

### Tell us about your session

We kindly ask you to update the session title and the session description below.

Please note that you can always edit the description or title by coming back to sessionboard at a later stage and clicking on view submission.

You are logged in as Gauthier Demaret.  
Not you? [Log out](#)

**Title \***

Opening session

96/255 Characters

**Description \***

<p>The opening session will discuss the topics of the European Sustainable Energy Market and its importance in terms of community and co-creation.

[← Back](#) [Next Step →](#)



# ONSITE AND ONLINE Materials

- **Step 4** – Update your speaker's details

Gauthier Guillaume Lucas Frank Elitsa Alix

**First Name \*** **Last Name \***

Gauthier Demaret

8/255 Characters 7/255 Characters

**Email \***

gdemaret@vo-event.be

**Mobile Phone**

+1

**Biography**

Maximum 1500 characters

Please update your picture

+ Add files to this submission


← Back Complete →



# ONSITE AND ONLINE Materials

- **Step 5** - You can see the overview of your session by going to Sessionboard at any time and see your “to-do list” and deadlines

### My Sessions

 **Opening session - keynote** Accepted

Mon, Jun 19th, 9:00pm - Tue, Jun 20th, 9:30am | Room A No files uploaded

**Speakers:** Gauthier Demaret, Guillaume Morvan, Lucas Bollette, Frank Siebern Thomas, Elitsa Hadzhieva, Alix De Montjoye

**Track:** Track 1

**Format:** Plenary Session

### Tasks

Search...


0% complete

**Complete the session title and description** Due in 12 days



# ONSITE AND ONLINE Materials

- In case of updates, you can come back to the portal at any time



● Welcome > ● Login > ● **Session Info** > ● Speaker Info

Edits to your submission will be accepted until Tue April 11, 2023, 11:59 PM CEST

You are editing your existing session submission

### Tell us about your session

We kindly ask you to update the session title and the session description below.

Please note that you can always edit the description or title by coming back to sessionboard at a later stage and clicking on view submission.

**Title \***

Opening session

16/255 Characters

**Description \***

<p>The opening session will discuss the topics of the European Sustainable Energy Market and its importance in terms of community and co-creation.

You are logged in as Gauthier Demaret.  
Not you? [Log out](#)

[← Back](#) [Next Step →](#)





# ONSITE AND ONLINE Materials

## Phase 2: Update your session's information

You will be able to upload your session documents by going to Sessionboard and uploading your PPTs, videos, etc.

The screenshot shows a web interface for the European Sustainable Energy Week 2023. The main heading is "European Sustainable Energy Week 2023" with a sub-heading "Welcome to the speakers portal of EUSEW 2023." Below this, there is a message: "In the next few minutes, we will set up your account so you can submit or update your session title, description and the speakers information. We wish you a pleasant journey." The interface is divided into two main sections: "My Sessions" and "Tasks".

**My Sessions**

- Opening session (Pending)

**Tasks**

Search... [magnifying glass icon] [Due Date] [All] [Pending] [Done]

50% complete [progress bar]

- Complete the session title and description (Due in 20 days) [Completed]
- Update your pre-filled showflow (Due in 3 months) [Mark as complete]

**Update your pre-filled showflow**

Kindly fill out the excel file to indicate the order in which speakers will speak during the session. Please indicate if they will be online or remote and if they will use a powerpoint presentation.

In case you are using slides, you can also indicate this in the session form.

You can mark the task as complete by clicking on task completed.



# ONSITE AND ONLINE Materials

## Step 1

- On the homepage of the speaker portal you will see an overview of your tasks. To upload your session form, click on "Showflow".

**Tasks**

Search...

0% complete

**Showflow Form** Open · Due in 4 days




# ONSITE/ONLINE: Materials

- **Step 1** - Session board – showflow update
- You may download your pre-filled session form and complete it with any further information you have.


Showflow Form  
Gauthier Demaret  
Submitted ▲ Pending Feedback

**1) Download form 2) Upload completed form**





SAMPLE DOCUMENT

 Showflow-Tem...  
VND.OPENXMLFORM...


Files


 Add files to create a new revision


VERSION HISTORY

 Showflow-Template-EAD-2023.xlsx	CURRENT	
 Showflow-Template-EAD-2023.xlsx		

Messages

 You  
Just sent this, hope I filled it out correctly.  
7 days ago

 You  
Changed something, sorry  
7 days ago

 Send a message...



# ONSITE/ONLINE: Materials

## Step 6 – Content gathering tool

- To upload content, you can click on the task “Submit Content” in the homepage of the portal

**Tasks**

Search... 🔍

Due Date All Pending Done

0% complete

🟡 📄 **Showflow Form** Open - Due in 4 days ⌚

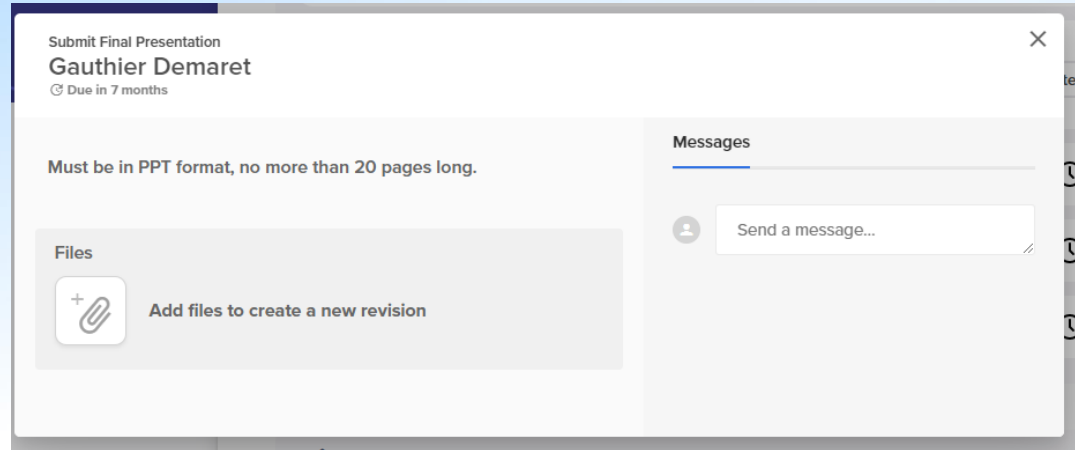
🟡 📄 **Submit Content** Open - Due in 7 months ⌚



# ONSITE/ONLINE: Materials

## Step 6 – Content gathering tool

- Upload your presentation and if needed leave a message for your session facilitator such as for example 'new presentation'





# Session information: milestones

- **31 March:** link of the session board sent by email
- **11 April:** main session elements to be updated on the Session Board
- **18 April:** Policy Conference programme on event platform
- **Mid-May to 9 June:** One-to-one sessions with your content facilitator to help you complete the showflow
- **9 June:** session materials and show flows to be submitted on Session Board
- **After 9 June** – time for any last questions and answers with your session facilitator and clarifications.



# SUPPORT AT EVERY STEP

- **Dedicated mailbox** ([conference@eusew.eu](mailto:conference@eusew.eu)) managed by EUSEW Secretariat for session organisers before and during the live sessions
- **Dedicated team** managing the Policy Conference sessions, their content and logistics
- 29 May – 13 June, **series of group training sessions with facilitators**, with in-depth presentation and Q&A
- Support of a dedicated **facilitator**, from trainings to live sessions
- Live session run by the **technical studio** that provides **permanent web support** for speakers connected remote
- Detailed **user guides** (different for speakers, moderators and session organisers) with all technical and logistical elements will be shared in early June



# Join the conversation

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to ask questions





# ONLINE: Registration and front-end

- Opening of the registration on the event platform:  
**18 April**
- Participants **must register** on the platform to attend sessions online and to network
- All speakers, session organisers and moderators **must register**
- Online registration is open **until the last day of the event** (22 June)
- **Remote speakers** will be able to connect to their session via a Teams link shared two weeks before the event



# ONSITE: Registration and front-end

- Participants **must register** online to attend the Conference in Brussels
- All speakers, session organisers and moderators **must register**
- Control of **ID/passport** at the entrance for onsite participants
- Onsite registration is open until 18 June



Participants register directly on the event virtual platform: [interactive.eusew.eu](https://interactive.eusew.eu)

[EC.EUROPA.EU/EUSEW](https://ec.europa.eu/eusew)  
[f](#) EUENERGYWEEK  
[t](#) @EUENERGYWEEK  
#EUSEW2023

A screenshot of the EUSEW 2023 event platform website. The page has a white header with the EUSEW interactive logo, navigation links for "Programme", "Sessions", "Speakers", "Energy Fair", and "Networking", and the European Union flag. A notification bar at the top right states "Registrations for EUSEW 2023 are now open" with a "Register now" button. The main content area features a large heading "Join the European Sustainable Energy Week 2023" and a sub-heading "Vote in the EUSEW 2023 Awards". A blue button with the text "Register for the event" and a right-pointing arrow is circled in red. Below the heading, there is text describing the event as a hybrid format from June 20-22, 2023, and an invitation to participate in Europe's biggest annual conference. The voting section lists three categories: "Woman in Energy", "Innovation", and "Energy Efficiency".

## Join the European Sustainable Energy Week 2023

The European Sustainable Energy Week (EUSEW) is taking place in a hybrid format from 20-22 June 2023.

Take part online or onsite in Europe's biggest annual conference dedicated to renewables and energy efficiency.

[Register for the event](#) →

### Vote in the EUSEW 2023 Awards

Meet the finalists making a difference in energy efficiency and renewables, then cast your vote in each of the three categories.

[Cast your vote](#) >

[Woman in Energy](#) →

[Innovation](#) →





# Event platform

## Main features:

- Programme
- Speakers page
- Energy Fair
- Networking

## Explore EUSEW 2023

Find out what to expect from this year's hybrid event and start planning your participation.



### Check out the programme

Discover key topics for this year's Policy Conference and bookmark sessions that interest you.

[About EUSEW Policy Conference](#) 

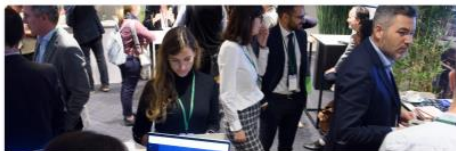
[Go to programme](#) →



### Meet the speakers

Learn about the inspiring energy experts who will be contributing to the Policy Conference.

[Meet the speakers](#) →



### Explore the Energy Fair

Find out who will be participating and plan your onsite visit.

[About EUSEW Energy Fair](#) 

[Explore the Energy Fair](#) →



### Discover the networking possibilities

Build connections with other participants and help strengthen your network.

[About Networking](#) 

[Discover more](#) →



# Event platform

## Programme overview

EUSEW Interactive


← Homepage

Home > Programme

### Programme

Tuesday 20 June    Wednesday 21 June    Thursday 22 June    [Download programme \(PDF\)](#)

TIME	STAGE A	STAGE B	STAGE C	STAGE D	STAGE E	STAGE F
10:00	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ★</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ★</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ★</p>
11:00	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ★</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ★</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ★</p>
12:00	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ★</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur.</p> <p> +20 ☆</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur. Lm Ips...</p> <p> +20 ★</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga eveniet aut corporis recusandae rem labore veniam sit tenetur. Lo Ips...</p> <p> +20 ★</p>
	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga</p>	<p>Lorem ipsum dolor sit amet. Et enim nobis aut fuga</p>



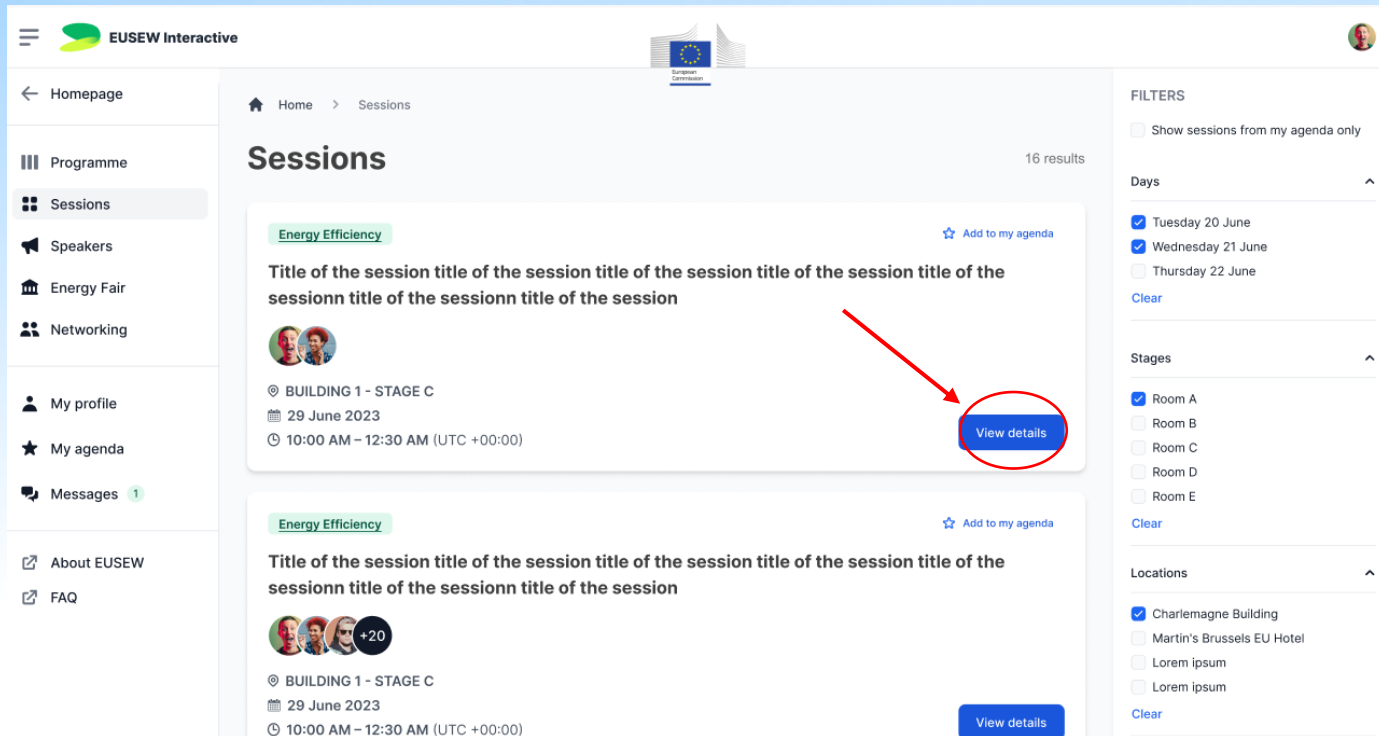
# Event platform

## Session list

Filter by:

- Day
- Stage
- Location
- Thematic block

[EC.EUROPA.EU/EUSEW](https://ec.europa.eu/eusew)  
[f](#) EUENERGYWEEK  
[@EUENERGYWEEK](#)  
#EUSEW2023



The screenshot shows the EUSEW Interactive session list interface. The top navigation bar includes the EUSEW logo, the European Commission logo, and a user profile icon. The left sidebar contains navigation options: Homepage, Programme, Sessions (selected), Speakers, Energy Fair, Networking, My profile, My agenda, and Messages (1). The main content area displays a list of sessions under the heading "Sessions" with 16 results. The first session is titled "Energy Efficiency" and is scheduled for 29 June 2023 at 10:00 AM - 12:30 AM (UTC +00:00) in Building 1 - Stage C. A red arrow points to the "View details" button for this session. The right sidebar contains filters for Days (Tuesday 20 June, Wednesday 21 June, Thursday 22 June), Stages (Room A, B, C, D, E), and Locations (Charlemagne Building, Martin's Brussels EU Hotel, Lorem ipsum).

**EUSEW Interactive**


Home > Sessions

### Sessions

16 results

**Energy Efficiency** [Add to my agenda](#)

Title of the session title of the session title of the session title of the session title of the session title of the session title of the session title of the session




📍 BUILDING 1 - STAGE C  
📅 29 June 2023  
🕒 10:00 AM - 12:30 AM (UTC +00:00)

[View details](#)

**Energy Efficiency** [Add to my agenda](#)

Title of the session title of the session title of the session title of the session title of the session title of the session title of the session



📍 BUILDING 1 - STAGE C  
📅 29 June 2023  
🕒 10:00 AM - 12:30 AM (UTC +00:00)

[View details](#)

**FILTERS**

Show sessions from my agenda only

**Days**

Tuesday 20 June  
 Wednesday 21 June  
 Thursday 22 June

[Clear](#)

**Stages**


Room A  
 Room B  
 Room C  
 Room D  
 Room E

[Clear](#)

**Locations**

Charlemagne Building  
 Martin's Brussels EU Hotel  
 Lorem ipsum  
 Lorem ipsum

[Clear](#)

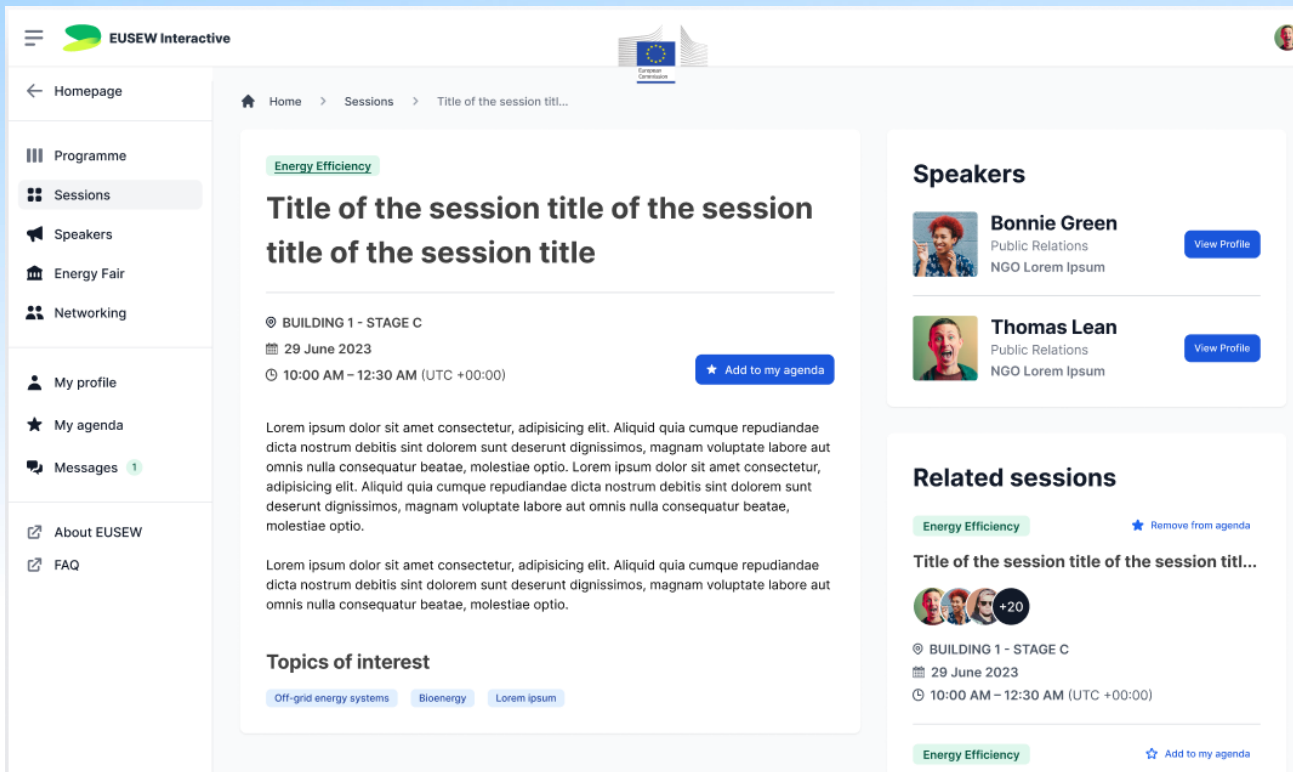


# Event platform

## Session details

- Title
- Time and location
- Description
- Thematic block
- Speakers lineup

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The screenshot displays the EUSEW Interactive event platform interface. At the top, there is a navigation bar with the EUSEW logo and the European Commission logo. The main content area is divided into three columns. The left column contains a sidebar menu with options: Programme, Sessions (highlighted), Speakers, Energy Fair, Networking, My profile, My agenda, Messages (1), About EUSEW, and FAQ. The middle column shows the session details for 'Energy Efficiency', including the title 'Title of the session title of the session title of the session title', location 'BUILDING 1 - STAGE C', date '29 June 2023', and time '10:00 AM - 12:30 AM (UTC +00:00)'. There is a blue button 'Add to my agenda'. Below the session details are two paragraphs of placeholder text and a 'Topics of interest' section with tags for 'Off-grid energy systems', 'Bioenergy', and 'Lorem ipsum'. The right column features a 'Speakers' section with two speakers: Bonnie Green (Public Relations, NGO Lorem Ipsum) and Thomas Lean (Public Relations, NGO Lorem Ipsum), each with a 'View Profile' button. Below the speakers is a 'Related sessions' section showing a similar session with a 'Remove from agenda' button and a '+20' indicator. At the bottom right, there is an 'Add to my agenda' button.

# Event platform

## Speakers' profile

- Speakers' profiles to be created ahead of registration by the organisational team based on information received.
- Speakers' profiles to be merged when actual speakers register on the platform

The screenshot displays the EUSEW Interactive website interface. On the left is a navigation menu with options: Homepage, Programme, Sessions, Speakers (highlighted), Energy Fair, Networking, My profile, My agenda, Messages (1), About EUSEW, and FAQ. The main content area shows the profile for Bonnie Green, Public Relations, with a placeholder for an NGO. It includes social media links for Facebook, Tweeter, LinkedIn, and Website, along with a 'Send a private message' button. Below the profile is a 'Biography' section with placeholder text and a 'Topics of interest' section with tags for 'Off-grid energy systems', 'Bioenergy', and 'Lorem ipsum'. On the right, there is a 'European Commission' section with a logo and a 'Read more' button, and a 'Speaks in sessions' section with a 'Remove from favourites' button and session details for 'BUILDING 1 - STAGE C' on '29 June 2023' from '10:00 AM - 12:30 AM (UTC +00:00)'. There is also an 'Add to my agenda' button.





# Event platform

## Speakers' list

EUSEW Interactive

← Homepage

Home > Speakers

### Speakers

16 results

- Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)
- Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)
- Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)
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NGO Lorem Ipsum

[Message](#) [View Profile](#)
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Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)
- Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)

**FILTERS**

Topic of interests

- Energy efficiency
- Renewable energy sources
- Energy systems
- Heating and cooling
- Off-grid energy systems
- Smart grids
- Bioenergy
- Transport and mobility
- Energy communities
- Energy transition
- Energy sources
- Energy communities
- Energy poverty
- Sector integration
- Building renovation
- Skills

[Clear](#)

Countries

**Suggestions**

- [Belgium](#)
- [Belize](#)



# Event platform

## Networking

EUSEW Interactive

Home > Participants

### Participants

16 results

**Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)

**Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)

**Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)

**Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)

**Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)

**Bonnie Green**  
Public Relations  
NGO Lorem Ipsum

[Message](#) [View Profile](#)

#### FILTERS

Topic of interests

- Energy efficiency
- Renewable energy sources
- Energy systems
- Heating and cooling
- Off-grid energy systems
- Smart grids
- Bioenergy
- Transport and mobility
- Energy communities
- Energy transition
- Energy sources
- Energy communities
- Energy poverty
- Sector integration
- Building renovation
- Skills

[Clear](#)

Countries

[Italy](#) [Germany](#)

[Reset countries](#)

Organisations type



# Event platform




## Networking

The screenshot displays the EUSEW Interactive event platform interface. On the left is a navigation menu with options: Home, Programme, Sessions, Speakers, Energy Fair, Participants, My profile, My agenda, Messages (highlighted), About EUSEW, and FAQ. The top header includes the EUSEW Interactive logo, the European Commission logo, and a user profile icon labeled 'RV'. The main content area shows a chat window for 'Guillaumee Morvan' (online). The chat history includes a message 'Hello' from Guillaumee Morvan at 17:54. The current chat shows a message 'Hello' from the user at 17:54, and a response 'How are you?' from Guillaumee Morvan at 17:54. A text input field at the bottom is labeled 'Type message'.



# Event platform

## Energy Fair



[← Homepage](#)

Home > Energy Fair

### Energy Fair

16 results

Lorem ipsum dolor sit amet consectetur, adipisicing elit. Aliquid quia cumque repudiandae dicta nostrum debitis sint dolorem sunt deserunt dignissimos, magnam voluptate labore aut omnis.

- Programme
- Sessions
- Speakers
- Energy Fair
- Participants
- My profile
- My agenda
- Messages 1
- About EUSEW
- FAQ

**European Commission**

European Commission

Read more

**European Commission**

European Commission

Read more

**European Commission**

European Commission

Read more

**European Commission**

European Commission

Read more

**FILTERS** 12 results

Fields of interests

- Energy efficiency
- Renewable energy sources
- Energy systems
- Heating and cooling
- Off-grid energy systems
- Smart grids
- Bioenergy
- Transport and mobility
- Energy communities
- Energy transition
- Energy sources
- Energy communities
- Energy poverty
- Sector integration
- Building renovation
- Skills

[Clear](#)

Fields of expertise

- Policy
- Research and development
- Technology
- Business and industry
- Data science

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# Join the conversation

You can directly use  
the **chat box in TEAMS**  
to ask questions



# AGENDA

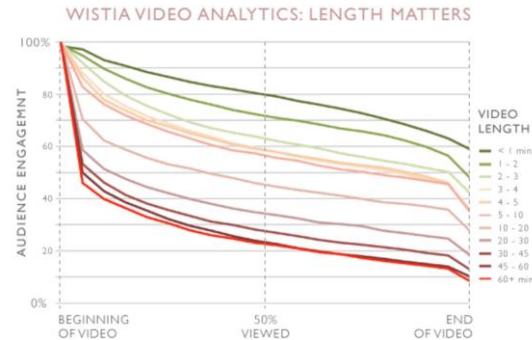
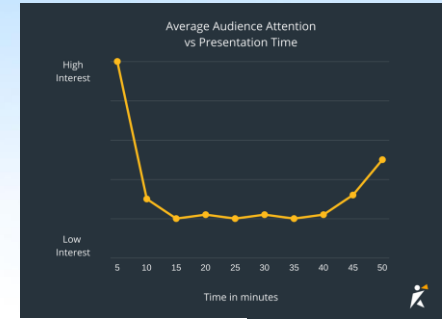
1. Policy context of EUSEW 2022
2. Campaign and event elements
3. Onsite and online event management
4. **Interactivity tips**
5. Promoting your session
6. Key eadlines and contact information



# AUDIENCE TIME

Attention drops *online and onsite* after 10 min - focus on recapturing the audience's attention every seven to ten minutes.

For online users watching videos, this is even shorter: **90 seconds** is the start of attention drop.





# FORMAT

## --> Inspiring visual content

- Visual presentation
- Images
- Videos
- Keywords
- Interactive occurrences

## --> Multiple speakers

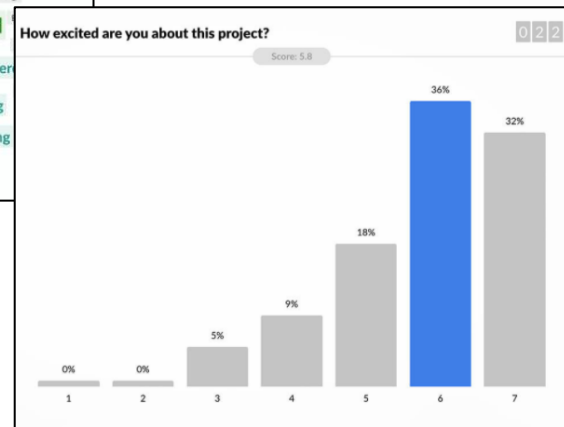
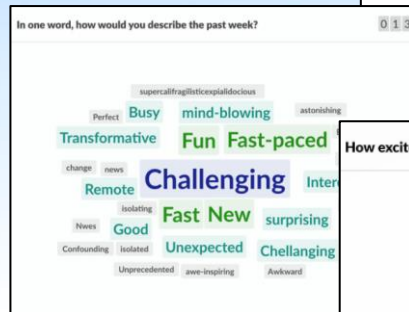
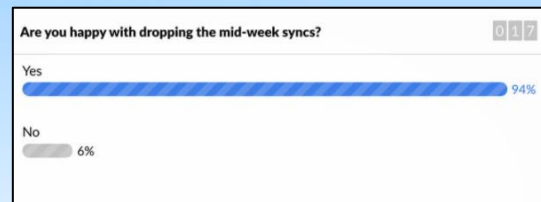
- Breaks up the uniformity
- Voice change
- Opinion change





# INTERACTIVE TOOLS

- Polls (Sli.do)
- Q&A *onsite & online* (Sli.do)
- Comments via other social media channels - Facebook and Twitter, using event hashtag **#EUSEW2023**





# IDEAS FOR BOOSTING

- Speakers should play on **tone of voice, use silences and accelerations** in their speech
- Speakers **should create a link with the audience through story-telling or start with an ice-breaker exercise**
- Ask speakers to **use questions from the audience** to regularly break the rhythm and get contact moments with the speakers. The moderator can discuss answers (sent in via the interactive tool) and get speakers' reaction



# IDEAS FOR BOOSTING

- **Personify stories by connecting** with the various types of attendees present in the audience
- Go to questions from the onsite audience **several times throughout the session**
- Shorten the format of the speech by alternating panellists or keynote speakers



# Join the conversation

You can directly use  
the **chat box in TEAMS**  
to ask questions



# Carmen Scioti

EUSEW Social Media and Community Manager

**European Climate Infrastructure  
and Environment Executive Agency  
(CINEA)**

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 [@EUENERGYWEEK](https://twitter.com/EUENERGYWEEK)  
[#EUSEW2023](https://twitter.com/EUENERGYWEEK)





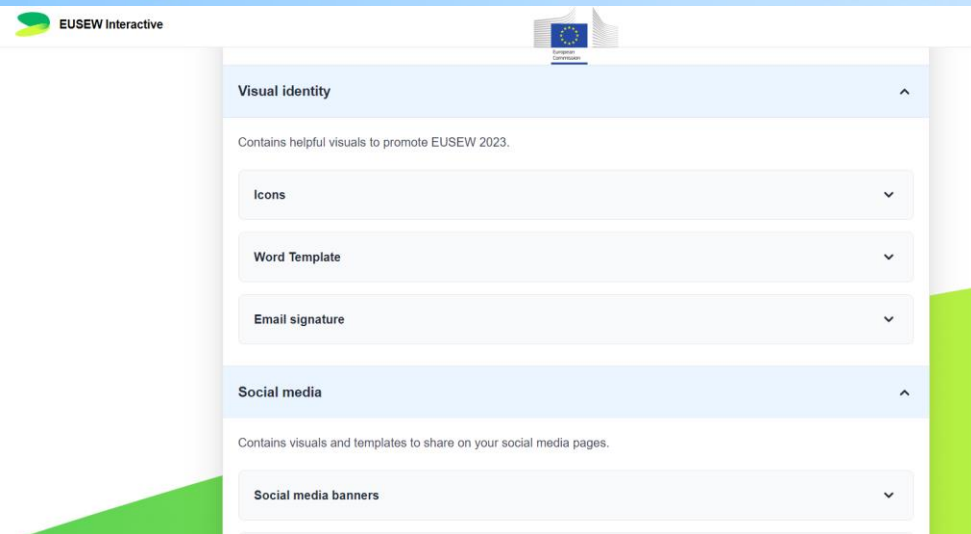
# AGENDA

1. Policy context of EUSEW 2022
2. Campaign and event elements
3. Onsite and online event management
4. Interactivity tips
- 5. Promoting your session**
6. Key deadlines and contact information



# SESSION ORGANISERS: ONLINE TOOLKIT

You will receive a link on the event's platform with relevant material for promotion purposes:



- **General Documents:** Manual, event description, factsheets, timeline and communication milestones with key dates
- **Visual identity:** icons, signatures, templates and guidelines for your event (PowerPoint, Agenda, Poster)
- **Social Media** posts and templates (Banners, ready to use posts, virtual background, media announcement)



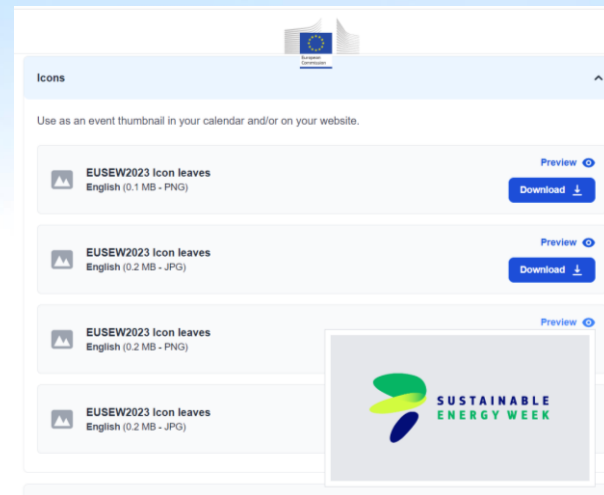
# SESSION ORGANISERS

## GIVE VISIBILITY TO YOUR SESSION

When creating content about your session, please *stay on brand* (EUSEW visual identity available in the toolkit)

Take advantage of the other toolkit elements: from ready-made content for your *social media, website and newsletters, to email signatures and virtual backgrounds*

The toolkits also include *background information about EUSEW*. Use it to engage your community.







# SESSION ORGANISERS TAKE IT TO SOCIAL MEDIA

Regularly post on personal and corporate **LinkedIn, Twitter and Facebook** accounts and make sure all partners and speakers have the branded content to inform their professional networks about the session

- *Before*: session announcement, speaker announcement, agenda items, preparation, travelling
- *During*: backstage footage - short clips or pictures - and quotes from the session itself
- *After*: thank your team and the audience, a recap of the experience, useful links



# SESSION ORGANISERS

## MORE PROMOTIONAL TIPS

- Use **#EUSEW2023** in posts about the topics of your session to already engage the EUSEW community in a conversation
- Tag **@euenergyweek** (Twitter, Facebook) and other relevant accounts
- Follow and engage in conversations with the **EUSEW partners list** on Twitter
- Send out **email invitations** to register for your session
- Suggest an announcement for your organisation/institute's **newsletter**
- Update your **email signature** with the session date
- Publish **a blog** on your corporate homepage about the session's topics, along with an invite to attend



# Join the conversation

You can directly use  
the **chat box in TEAMS**  
to ask questions



# Alisson Borel

EUSEW Head of Secretariat

**VO**

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 [@EUENERGYWEEK](https://twitter.com/EUENERGYWEEK)  
[#EUSEW2023](https://twitter.com/EUENERGYWEEK)





# AGENDA

1. Policy context of EUSEW 2022
2. Campaign and event elements
3. Onsite and online event management
4. Interactivity tips
5. Promoting your session
6. **Key deadlines and contact information**



# DEADLINES

**31 March**

Follow-up email to session organisers, including Sessionboard and toolkit link

---

**11 April**

Session organisers to submit/update on Sessionboard main elements of their session (session final title, speakers' line-up, picture and bios, short description of the session)

---

**18 April**

Opening of registrations

Programme online with session final titles, speakers' line-ups, pictures and bios, short session description

---

**9 June**

Final deadline for session organisers to submit their showflow and materials on Sessionboard

---



# DEADLINES

---

**29 May – 13 June**

Session organisers to review show flow with the assistance of session facilitators

Session organisers to receive detailed user guides (different for speakers, moderators and session organisers with all technical and logistical elements)

Series of group training sessions with facilitator, step by step presentation and Q&A

---

**20-22 June**

European Sustainable Energy Week 2023

---

Contact email: [conference@eusew.eu](mailto:conference@eusew.eu)



# FINAL Q&A

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# THANK YOU!

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