

Czech-German Young Professionals Program, Year 2010/2011  
**Speaking Politics: Communication, Responsibility and  
Opportunities in the Media Society**

**Program**  
**Second unit: Berlin**  
**February 3 – 6, 2011**

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**Whom do they talk to?**  
**Agenda-Setting and Communication**  
**Interests in Politics, Media and Civil**  
**Society**



Robert Bosch **Stiftung**

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The Czech-German Young Professionals program is funded by the Robert Bosch Stiftung and the Czech-German Fund for the Future and is organized by AMO and DGAP.

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## **2. I. Czech-German Young Professionals Program**

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The **Czech-German Young Professionals Program** brings together twelve future leaders from Germany and the Czech Republic for one year. During four program units the participants have a unique opportunity to discuss relevant economic, political and social issues related to integration and globalization with distinguished experts and to get to know practical approaches towards these aspects in both countries. The program enables participants to enhance their expert knowledge and to learn more about the contemporary situation in the neighboring country. They can thereby obtain practical impulses for their professional conduct and future tasks. The **Czech-German Young Professionals Program** represents an outstanding platform, which brings emerging leaders from both countries into a common and durable network.

The theme of the program year 2010/2011 is:

**Speaking Politics: Communication, Responsibility and Opportunities in the Media Society**

**Second unit: Berlin, February 3 – 6, 2011**

**Whom do they talk to? Agenda-Setting and Communication Interests in Politics, Media and Civil Society**

During the second workshop we are going to analyze the communicative relations between politics, media and civil society in Berlin. German federalism as well as European integration somehow limits the structural importance and political weight of the capital city. However no bigger enterprise, political organization or NGO dares to omit having their representatives in Berlin. All these institutions are striving to be close to political decision makers and to pursue their own interest, but also to find partners and support. This multiplicity of voices causes a constantly tense atmosphere and at the same gives a big power to the recipients of this buzzing: the electorate, the consumers, the readers and listeners, the civil society.

During the seminar the invited experts will tell us more about communicating schemes and procedures in Berlin as well as about the triangle of politicians, media and business. They will also present to us alternative forms of democratic decision-taking, which takes into account the growing claim of citizens for participation. Furthermore we will get to know innovative approaches in business communication and the role of Social Media as communicative means for institutions on the one hand and for civil society on the other.

## II. Program of the second unit

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### Thursday, February 3:

Arrival of the participants at the hotel

*Hotel Park Inn, Alexanderplatz 7, 10178 Berlin*

from 8 p.m. Informal meeting

### Friday, February 4:

8.30 a.m. Official start and overview over the program unit

*Foyer, Hotel Park Inn*

8.50 a.m. Departure from the hotel

9.30 a.m. Expert discussion and site visit: **Communication “from above”? The activities of the Federal Press Office**

with Sabine Heimbach, Deputy government spokeswoman

*Federal Press Office (Bundespresseamt), Dorotheenstr. 84, 10117 Berlin*

11.00 a.m. Departure

11.15 a.m. Expert discussion and site visit: **Communicating economic interests in the political capital**

with Dr. Joachim Lang, Head of Representative Office

*E.ON AG, Repräsentanz Berlin, Unter den Linden 38, 10117 Berlin*

12.30 p.m. Departure

1.00 p.m. Lunch

*Café am Neuen See, Lichtensteinallee 2, 10787 Berlin*

2.15 p.m. Discussion with expert: **Communication between politicians and media in Berlin**

with Sebastian Lange, Chief editor of magazine politik&kommunikation  
*DGAP, Rauchstr. 17/18, 10787 Berlin*

3.30 p.m. Departure

4.00 p.m. Discussion with expert: **Managing conflicts and consensus building in an active civil society**

with Dr. Danuta Kneipp, Consultant  
*IFOK GmbH, Reinhardtstr. 58, 10117 Berlin*

5.30 p.m. Return to the hotel, departure from there at 6.30 p.m.

7.00 p.m. Reception

with Mr. Milan Čoupek, Deputy Chief of Mission  
*Embassy of the Czech Republic in Berlin, Wilhelmstr. 44, 10117 Berlin*

**Saturday, February 5:**

- 9.00 a.m. Departure from the hotel
- 9.30 a.m. Discussion with expert and site visit: **Communication goes dramatic. Business theatre as means of PR**  
with Dr. Claudia Borowy, CEO of Inszenio, agency for scenic communication  
*Inszenio, Schwedter Str. 13, 10119 Berlin*
- 10.45 a.m. Departure
- 11.15 a.m. Discussion with expert: **Social Media Campaigning: Do good, have fun, make money**  
with Daniel Kruse, agency Nest (Social Media, Campaigns, Fundraising)  
*Betahaus, Prinzessinenstr. 19-20, 10969 Berlin*
- 12.45 p.m. Brunch  
*Rote Harfe, Oranienstr. 13, 10999 Berlin*
- 2.00 p.m. Departure
- 2.15 p.m. Discussion with experts: **Connecting with Social Media to Drive Change. Bottom Up Communication and Participation**  
with Katarina Peranic, Technical Program Officer at Stiftung Bürgermut  
*Projektbüro Weltbeweger, Schlegelstr. 27, 10115 Berlin*
- 3.30 p.m. Departure

## 6

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4.00 p.m. Internal workshop: **Short presentations of communication-related tasks in CGYPs' working fields and following discussion**

*DGAP, Rauchstr. 17/28, 10787 Berlin*

7.00 p.m. Departure

7.30 p.m. Dinner

*Transit, Rosenthaler Str. 68, 10119 Berlin*

### **Sunday, February 6:**

9.30 a.m. Feedback, discussion and afterwards departure

*Hotel Park Inn*

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## **8. IV. Participants of the CGYPP 10/11**

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### **Milena Bajajova**

works as a Senior Specialist in the Regulatory Affairs department of RWE Transgas a.s., the Czech Republic's largest gas trading company. She is responsible for following developments in energy policy at the EU and Czech level. She studied Law in Giessen, Prague and Passau and spent part of her legal training at the German Embassy in Bratislava and the European Commission in Brussels. By joining the CGYPP, she wants to deepen her understanding of today's state of Czech-German relations and the role media plays in political decision-making. She is very keen on exchanging views with other young professionals interested in Czech-German issues.

### **Ines Heger**

works as a Communication Specialist and Spokesperson for the German Blades Unit of Vestas, the world leader in wind energy technology. She is also pursuing a PhD at the University of Leipzig in Political Communication. She studied Communication Management and European Studies in Leipzig, Miami, Aix-en-Provence and Brussels. In her previous work she implemented communication campaigns, among others for the European Commission. She applied to the CGYPP to become part of an initiative that fosters cross-border exchange. She wants to learn more about the interdependent relations between media and political actors and discuss about key drivers in today's political agenda-setting process.

### **Ondřej Hradil**

is Deputy Project Director of CEITEC – Central European Institute of Technology –, which is one of the major scientific projects in the new EU member states. He graduated from the University of Economics in Prague majoring in Business Administration and Management. He is an expert in EU affairs and EU funding. Before joining CEITEC, he spent approximately five years in Brussels representing interests of Czech companies vis-à-vis the EU as Brussels' delegate of Czech Chamber of Commerce in CEBRE (Czech Business Representation to the EU). He joined the CGYPP to gain insights into political communication as well as to get to know new people.

**Pavel Chovanec**

works for the governmental investment promotion agency CzechInvest, where he facilitates cooperation between Czech companies and foreign investors as Senior Project Manager of Sourcing Section. On previous posts, he was responsible for savings search in former Siemens VDO Automotive. He graduated from the University of Economics, Prague, specializing in Economic Policy. He is interested in investment promotion and related approaches in communication. By participating in the CGYPP he would like to compare Czech and German approaches and extend his knowledge of current opportunities and challenges.

**Jana Kheková**

works within the Ministry of Foreign Affairs of the Czech Republic as Desk Officer in the Common Foreign and Security Department with responsibility for Africa and the Middle East. After graduating from Prague College for Social and Legal Affairs she went on to study History at the Silesian University of Opava, from where she earned her Masters. She applied for the CGYPP, because she is very much interested in the role of media in Czech-German relations as well as its role in international relations in general. And as she knows from her private and professional experience that relationships can best be developed when people are brought together, she especially appreciates the opportunity to get together with highly qualified people, who are willing to cross borders for present communication and also for future cooperation.

**Anke Mansar**

works for Brussels Philharmonic as a Press Officer. She graduated in History at the Johann Wolfgang Goethe-University Frankfurt/Main and enrolled in a postgraduate program in Communication at a Brussels based academy afterwards. She applied for the CGYPP to see how colleagues in other sectors deal with the challenges of setting up tailored communication strategies and engaging their client's / voter's / audience's sympathy. Besides, she is eager to connect with social, political and economic topics of the Czech Republic – a country she has so far primarily held in high regard because of its impressive musical heritage.

**Markéta Miková**

works as PR & Marketing Manager at King Sturge Prague, an international property consultancy. She is responsible for the company's external and internal communication and coordinates the firm's CSR activities in the Czech Republic. She has got eight-year-experience in marketing communication. Marketa graduated from Charles University in Prague where she studied International Area Studies with a focus on German speaking countries. She is happy to attend the CGYPP program year on media-politics-communication as it offers a unique opportunity to meet interesting people and to discuss attractive topics from different angles.

**Peter Onneken**

works with the German Television (ARD) in Frankfurt. He is an author for the economy and consumer magazine „Plusminus“, the most widely seen magazine in public television in Germany. He also works as a Duty Editor for “Mex - das Marktmagazin“, an economy and consumer TV magazine for the region Hessen. He produced films on young Europe and worked as an editor, writer, stock market reporter and presenter for Bloomberg TV in Frankfurt and London. Peter studied in Leicester (UK) and Frankfurt and holds a degree in Political Science. He is happy to participate at the CGYPP to share and discuss ideas cross border, and to be part of a growing Czech-German network.

**Marco Schwarz**

works for the European NGO Europa-Union Deutschland (Union of European Federalists Germany) where he deals with the democratization of the European Union and public participation in Europe. As assistant to the director his tasks include public relations, event organization and coordination of the different sections of the NGO. He studied Political and Social Sciences in Germany, Spain and the Czech Republic and graduated from the University of Göttingen in 2008. During the time he spent at Prague's Charles University, he developed a particular interest in the European integration process and especially in the history, politics and culture of Central and Eastern Europe.

**Jiří Šimek**

is the Vice Chairman of the Board of E.On Energie, a.s., a sales company of E.On group in the Czech republic. He is responsible for the purchase of gas and the sale of both power and gas. Before, he worked for Jihočeská plynárenská, a. s., a south bohemian gas distribution company, as a sales and marketing manager. He studied Business Administration at the University of Johannes Kepler in Linz/Austria. He applied to the CGYPP to understand the relationship between the Czech Republic and the German-speaking countries from different perspectives.

**Marion Steinberger**

works at the International Bureau of the German Federal Ministry of Education and Research where she coordinates several EU projects promoting research cooperation with non-European countries, in particular East Asia. She graduated in Sociology from the University of Munich and holds a diploma in Economics as well as a Master in European Studies from the College of Europe in Warsaw. She also has several years of work experience with the EU institutions, mainly in the areas of social, research and educational policy. She applied for the CGYPP because it brings together her interests in political communication and European cooperation.

**Zuzana Válková**

works as an independent PR consultant for a variety of Czech and foreign businesses and as occasional columnist for several Czech dailies (e.g. Právo, Lidové noviny). She majored in Journalism at Charles University in Prague and later extended her specialization at the London School of Public Relations. Her experience includes a two-year collaboration with Czech TV as a presenter and contributing as a foreign correspondent to US Weekly Magazine, Czech-English interpreting and lecturing. Currently she seeks opportunity to enter the NGO market helping it communication-wise. She applied for the CGYPP because of its immensely convenient focus relating to her experience to-date and her lasting partiality for the German-speaking environment.

The **German Council on Foreign Relations (DGAP)** is Germany's national foreign policy network. As an independent, non-partisan and non-profit organization, it actively takes part in the political decision-making process and promotes the understanding of German foreign policy and international relations.

The **Association for International Affairs (AMO)** is a Czech independent non-governmental organization that promotes international cooperation, conducts research, and hosts educational programs in the fields of international affairs and Czech and European foreign and security policy.

The **Robert Bosch Stiftung** is one of the major German foundations associated with a private company. It represents the philanthropic and social endeavors of Robert Bosch and fulfils his legacy in a contemporary manner. It works predominantly in the fields of international relations or health and education.

The **Czech-German Fund for the Future** is to support understanding between Czech and Germans in various ways, increase the number of bilateral meetings and expand co-operation through support of joint projects, thus actively contributing to the renewal and strengthening of Czech-German relations.

## Notes

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