

Proposal of social awareness event (draft of programme)

8.30 Registration of participants

Morning session: Organ and tissue donation in practice

Chair: Boletis

9.00 Welcome and support statement

Speakers: Karabinis

9.20 “Tour de table” with participants

9.30 Context of the event: project presentation

Speaker: Minogiannis

9.50 European activities in the field of Organ Donation and Transplantation

Message/presentation on behalf of policy officer for Organ donation and transplantation, European Commission

Speaker: Melania Istrate

10.10 Organ and tissue donation: state of art in the region and in Europe

Speaker: Konstantina Tsaroucha

- Questions & answers

10.30 Living donation. Benefits and risks

Speaker: Marinaki

10.50 COFFEE BREAK

11.20 Testimony of a living donor

Speaker: settled

- Questions & answers

11.40 Deceased donation (after brain death)

Speaker: Mandia Sotiriou

- Questions & answers

12.00 Testimony of a donor's family

Speaker: settled

- Questions & answers

12.20 Personal journey of an organ recipient

Speaker: settled

- Questions & answers

12:40: Testimony of an active member of a patient support group

Speaker: Kontopidis

- Questions & answers

13:00 Balloon launch in honour of donors*

13:30 LUNCH

Afternoon Session: The role and impact of media on organ and tissue donation

Chair: Menoudakou

14.30 The role of media in raising social awareness in organ and tissue donation

Speaker: responsible of communication department, Social services, Ministry of Health

Speaker: Menoudakou

- Questions & answers

15.00 Social media as new communication channels to raise awareness in donation.

Speaker: health expert in social network/

Speaker: Maria Kariotaki

15.30 How to manage adverse publicity

Speaker: Morellas

16:00 COFFEE BREAK

16.30 WORKSHOP: Relevant news published in different media over the past years.

17:30 Closing remarks and press conference

*As expression of gratitude, a white balloon will be launched for each donor in the hosting country for the last 3 years.

Nota bene: The possibility will be given to journalists to have bilateral interviews to be organised with key speakers in parallel to the main session