



## VMY INTERNATIONAL COMMUNICATION SYMPOSIUM

With the goal of strengthening international communication, expanding the reach of the Association worldwide, and providing training for communicators, on January 20 and 21, 2024, the International Vincenian Marian Youth (VMY) will host **the first edition of the Online VMY Communication Symposium**. This event is intended for communicators or those responsible for the Association’s social networks at the international, national, provincial, and regional levels. The symposium’s theme, *“For a Fully Human VMY Communication,”* aligns with the theme of World Communications Day 2024, as proposed by Pope Francis: *“Artificial Intelligence and Wisdom of the Heart: for a Fully Human Communication.”*

To accommodate participants from various time zones, the Symposium will present the same program on both days, scheduled at different times. **On January 20, Saturday, it will begin at 4 pm (Madrid, Spain time),** and on **January 21, Sunday, it will commence at 8 am (Manila, Philippines time).** The event will be hosted on the Zoom platform, providing simultaneous translation in the four official languages of the VMY: Portuguese, Spanish, English, and French.

Interested individuals can participate by registering on the VMY International website and completing the digital form by Saturday, January 13, 2024, using the following link: <https://forms.gle/qkd3vUWofPJHTgjAZ>. As this is an international event open to all Association communicators, slots are limited.

The symposium will cover a range of communication and marketing topics, including institutional communication, proper use and promotion of the VMY brand, digital content management and planning, tips on image editing applications and programs, design, video, and more. The event aims to facilitate integration among communicators from different countries, providing a valuable space for learning.

Check out the detailed program below:

1 <sup>st</sup> International Communication Symposium of the Vincenian Marian Youth (VMY)				
Saturday 20/01		Sunday 21/01		Activity
MADRID (SPAIN) TIME	16:00	MANILA (PHILIPPINES) TIME	08:00	Opening prayer and Welcome
	16:20		08:20	<b>Main topic: "Artificial intelligence and wisdom of the heart: towards a fully human communication"</b> (Theme of the World Social Communications Day 2024) By Elena Grazzini / FAMVIN
	17:00		09:00	<b>Webinar: "Branding and Institutional Communication, What VMY needs to know"</b> By Giselle Louany and Gal Kury
	18:00		10:00	Coffee break
	18:15		10:15	<b>Workshop 1: Content planning</b> By Débora Sipião (Jan. 20) / Jefferson Trinidad (Jan.21)

			<b>Workshop 2: Supporting applications and programs</b> <i>By João Ferreira</i>
	20:20	12:20	Evaluation, sharing and suggestions
	20:40	12:40	Final remarks
	20:50	12:50	Final prayer