

GRAY RHINO, BLACK SWAN OR + ELEPHANT IN THE ROOM

OCTOBER
18TH, 2021

THE ROLE OF CRISIS COMMUNICATIONS IN DISRUPTIVE EVENTS

14:00 - 14:15

INTRODUCTION AND WELCOME

Matthias Glötzner, Engel & Zimmermann, Germany

14:15 - 14:50

CRISIS COMMUNICATIONS AT NATO - PREPARING FOR THE UNEXPECTED

Oana Lungescu, NATO Spokesperson

KEYNOTE

14:50 - 15:00

COMFORT BREAK

15:00 - 15:30

ANALYSING COMMUNICATION ABOUT COVID-19 IN THE EUROPEAN UNION: RESULTS OF THE EUROPE-WIDE ANALYSIS PROJECT COVINFORM

Dalila Antunes, CEO Factor Social, Portugal

KEYNOTE

15:30 - 16:15

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DIGITAL CRISIS COMMUNICATIONS

Greg Canty, Managing Partner
Fuzion Communications, Ireland

HOW TO CREATE FORESIGHT

Julien Draillard Losada, advisor &
junior researcher at PM • Risk Crisis
Change, Belgium

GOVERNMENT CRISIS COMMUNICATION IN THE CASE OF SLOVENIA: DECISIONS, RELATIONSHIPS AND CONTENT

Sandra Woudsma, advisor at
Vanhulzen Communications, The Netherlands,
and Prof. Dejan Verčič, University of
Ljubljana

COMMUNICATIONS AND LEGAL ISSUES IN A VUCA WORLD

María Luisa Moreo, CEO and partner
at Señor Lobo & Friends, Spain

PLEASE NOTE

ALL TIMES ARE CEST
-1HR FOR BST / IST

16:15 - 16:30

COMFORT BREAK

16:30 - 17:15

HOW CRISIS COMMUNICATION HELPS BUILD ORGANISATIONAL RESILIENCE

Bert Bruggemans, Antwerp Fire Chief, Belgium

KEYNOTE

17:15 - 18:00

PANEL DISCUSSION ON FAKE NEWS AND DISINFORMATION
Guy Berger, Director for Freedom of
Expression and Media Development at UNESCO. Danny Rogers, Editor in chief PRWeek. Eduard
Goll-Kevesic, Senior Account Executive at Talkwalker. Moderation by Mieke Dumont

18:00 - 19:00

QUICK RECAP FOLLOWED BY OPTIONAL INFORMAL DIGITAL GET TOGETHER