



11th European Public  
Communication Conference



# 29 June 2020

# EuroPCom goes virtual

## Programme

Host: **Andrea Bodova**, Deputy Head of Events Unit, European Committee of the Regions

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The COVID-19 pandemic has revealed, amongst other things, the urgent need for Europeans at all levels to stay connected and to cooperate. Networking, sharing information and spreading good news about what works are key to respond positively to this crisis. In this webinar, we will share positive stories from the ground, highlighting successful communication projects that helped EU citizens to keep connected and positive.

Moderator: **María Andrés**, Head of the European Parliament Office for Spain

Speakers:

- **Massimo Gaudina**, Head of European Commission Representation in Milan, Italy
- **Andrea Horvat-Kramaric**, Head of Section Communication and Spokesperson - European Centre for Disease Prevention and Control
- **Ana Ferreira**, Head of Cabinet of the Mayor of Braga, Portugal
- **Kati Vähäsarja**, Manager of Civic Services Unit, Wellbeing promotion department in Kuopio, Finland





Stories from regions and cities:  
staying positive  
**29 June 2020 | 09:00-10:00**  
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María Andrés Marín is Head of the European Parliament's Liaison Office in Spain. Prior to that, she was head of press at the same Liaison office (2011–2015) and at the European Parliament in Brussels and Strasbourg

(2003–2011). She was also director of external action at the government of La Rioja (2002–2003). She holds a degree in journalism from the University of Navarra/University of Missouri – Columbia (USA) and a master's degree in European studies and international politics from the University of Bath (UK)/Sciences Po (FR).

Massimo Gaudina is Head of Milan Representation from September 2017. He brings over 30 years of experience, of which over 20 years of institutional communications in the EU context. For the past eight years,



Mr Gaudina has been head of the communication unit at the European Research Council (ERC) in Brussels. Between 2007 and 2009, he worked in the Commission's

Communication department. Between 2004 and 2007, Mr Gaudina worked in the European Commission Representation in Rome, Italy. Mr Gaudina started working for the European Commission in 1994 as a communication officer. Before joining the Commission, he was a journalist in Italy.



Andrea Horvat—Kramaric is the Head of Communication and Spokesperson for ECDC (European Center for Disease Prevention and Control) responsible for ECDC's strategies for media, digital media, risk communication, corporate and internal communication.

Before heading ECDC's communications, Andrea had a long career in the European Commission with her last position being the Head of Communication, Partnerships and Networks at the EC Representation in Croatia. She started her career in Croatian administration where she held positions of Head of Unit and Head of Service for Economy, International Relations and EU Affairs. Andrea holds degrees in Economics and European Studies.

Ana Ferreira is currently the Head of the Cabinet of the Mayor of Braga in Portugal. Previously she worked 14 years as assessor of the President of the Supreme Court of Justice in Lisbon. Since 2017 Ana has returned to Braga and started to work at INVESTBRAGA – Agency for the Economic Development of Braga where she be-



came director of the department of economic development. She graduated in Communication at University of Minho. She post graduated in business communication in SLA, Lisbon, and completed a master at the International School of Protocol in Madrid.

Kati Vähäsarja works as a manager of civic services unit in the Health Promotion Department of the city of Kuopio in Finland. Civic service unit includes the promotion of physical activity, culture, citizen democracy and participation, and the coordination of health and wellbeing promotion.



Kati (MSc in sport, PhD student in health sciences) has over 20 year experience of health promotion research and development with expertise in physical activity and behavior change and the special expertise in applying the health benefits of greenspace into promotion of health and wellbeing.

This session will tackle the challenges of addressing fake news and disinformation arising in times of COVID-19. Join this session to learn from some of the best approaches to help you fight disinformation in your own community, should you represent a public institution, a local/regional authority, a company or an NGO.

Moderator: **Janis Sarts**, Director of the North Atlantic Treaty Organization (NATO) Strategic Communications Centre of Excellence Riga, Latvia

Speakers:

- **Delphine Colard**, Head of the European Parliament Spokesperson's unit, Directorate-General for Communication
- **Simon Kreye**, Head of the Steering Group for Strategic Communication, Federal Foreign Office, Germany
- **Raimonda Miglinaitė**, Information and Communication Officer - European External Action Service (EEAS)

Jānis Sārts is a Director of the NATO Strategic Communications Centre of Excellence (Riga), - a multinational, cross - sector organisation providing comprehensive analysis, advice and practical support in strategic communications to the Alliance and the allied nations. Prior to that, he has been the State Secretary of the Ministry of Defence, Latvia for seven years, - leading defence sector reforms during an economic crisis period, developing a new state defence concept, and encouraging regional defence cooperation within NATO and the EU. He has also led the Latvian Government's efforts to increase its security and defence in cyberspace. As Chair of the National Cyber Security Board, he was responsible for formulating and overseeing the implementation of Latvia's cyber security policy, as well as for overseeing the work of the National Information Technology Security Incident Response Institution - CERT.LV.



Simon Kreye is currently serving as Head of the Steering Group on Strategic Communications at the German Federal Foreign Office in Berlin. In that capacity, he creates and implements strategic communication campaigns, helps developing technical and professional skills for communicating foreign policy and engages in dealing with the phenomenon of disinformation. Previous to his current assignment, Simon has worked at the German Embassies in Quito/Ecuador, Tel Aviv/Israel and Addis Ababa/Ethiopia as well as on the Iran desk at the Federal Foreign Office in Berlin. Simon has a background in law.



Delphine Colard is the Head of Unit in the Spokesperson's unit in the European Parliament also dealing with the fight against disinformation. Before that, she was press officer for Institutional affairs following the AFCO committee in the Press Unit. She joined the European Parliament's Secretariat in 2010 after serving in the Belgian diplomacy as Deputy Spokesperson of the Belgian Ministry for Foreign Affairs and Spokesperson of the Belgian Permanent Representation to the EU. Delphine studied Political sciences and specialised in European affairs.



Raimonda Miglinaitė joined the EEAS Strategic Communications and Information Analysis division in 2018. She is a part of the East Stratcom Task Force, established to monitor, analyse and challenge pro-Kremlin disinformation. Together with her team, she develops EUvsDisinfo awareness raising campaigns and analyses pro-Kremlin disinformation. East Stratcom Task Force has been working closely with the European Parliament and the European Commission to tackle disinformation ahead of the 2019 European Election as well as during the COVID-19 pandemic. Prior to moving to Brussels, Raimonda worked at the Press Service of the President of the Republic of Lithuania.

The COVID-19 crisis is an unprecedented challenge for public communicators as nobody can yet predict how long it will last and how much it will continue to affect the economy and public life. Local and regional governments have to make tough decisions and communicate them in a way that resonates with citizens. This webinar will look at the “next normal” in terms of crisis governance communication. It will also explore ways to communicate necessary measures in an effective manner.

Moderator: **Lene Næsager**, Director for Strategy and Corporate Communication, Directorate-General for Communication, European Commission

Speakers:

- **Stijn Pieters**, Co-founder and managing partner of PM • Risk Crisis Change
- **Dr. Hugo Marynissen**, Senior partner at PM • Risk Crisis Change

The banner features four panels: top-left with the 'EUROP COM series' logo; top-middle with the hashtag '#europcom' on an orange background; top-right with an icon of a person at a computer with a headset; bottom-left with the text 'Communication post-COVID: What is the next normal? 29 June 2020'; bottom-right with the European Union flag and the URL 'cor.europa.eu/europcom.go'.

11:30-12:30



Ms Lene Næsager is Director for “Strategy and corporate communication” in Directorate General for communication since 1 December 2019. She joined the Commission in 1994 and started in Directorate General for Competition. Ms Næsager has been leading outreach and communication activities in the Commission for nearly a decade – she first became head of unit in charge of relations with the other EU institutions and agricultural NGOs in the Commission’s agricultural department (DG AGRI) in 2010 and led the department’s “External communication and promotion policy” unit from 2015-2019. Before that, Ms Næsager served in the private offices of two Commissioners – Ms Ritt Bjerregaard and Mr Fischer Boel, in charge of environment and agriculture, respectively.

Stijn Pieters is co-founder and Managing Partner of PM • Risk Crisis Change. He is a crisis strategist who specializes in risk and crisis management for companies and governments. Stijn has a background in digital communication, strategic communication, public relations, social media strategies, crisis communication, crisis management and disaster management.



Hugo Marynissen is senior partner at PM • Risk Crisis Change. Since 2008 he has provided regular coaching and consultancy services in the field of risk and crisis management. During the terror attacks in Brussels (March 22, 2016), PM advised Belgium’s Prime Minister and his team on the crisis communication strategy. In addition, Hugo is the president of the CIP Institute, a non-profit organisation that brings together scientists and practitioners from various disciplines in an inspiring and innovative platform to exchange and develop knowledge about the Complex and Interactive Processes (CIP) in the field of crisis.