



**International
Crisis
Communication
Conference**

INSIGHTS ON

Cybercrime
CEO Communication
Climate Crisis
Marketplace Disruption
**Financial Crisis and
more**

4 TRACKS

Global Challenges
Leadership
Stakeholders
Media

INCLUDING

2 Keynotes
4 Workshops
7 Best Cases
Crisis Simulation

April 21/22, 2020 **Quadriga Forum, Berlin**

HOW TO CONTAIN CRISIS SHOCK WAVES



Quadriga University
of Applied Sciences

GET YOUR TICKET NOW
quadriga-university.com/crisis-communication



WHAT'S IN IT FOR YOU?

CONNECT

with crisis management & communication experts and professionals

ENHANCE

your skills in crisis communication management

LEARN

in our 16 sessions about current challenges in crisis communication

TRACK 1: GLOBAL CHALLENGES

How can companies contain the effects of a changing world in which the risk of crisis is higher than ever?

TRACK 2: LEADERSHIP

How can leaders keep the confidence of all stakeholders, mitigate the risk of major crises and steer organizations effectively through them?

TRACK 3: STAKEHOLDERS

How should we communicate with internal and external stakeholders to contain a crisis?

TRACK 4: MEDIA

How should we react in an environment in which minor incidents can quickly escalate into a crisis?

Can good Crisis Communication save the day?



Crisis communication management is a complex affair; it is both operational and relational. It is inspired by management principles but also by social sciences. It's not easy to get everything in line at the right moment.

But as professional communicators, we know that with preparation, training and the right mindset, good crisis communication can make the difference.

Was that a deep fake or the real thing I saw on my LinkedIn timeline? How will financial crisis impact my business or public organizations? What if tomorrow there is a marketplace disruption? Are we really handling the climate crisis, or do we still think it is a "change" and nothing more?

So many new currents in the sea, so many headwinds. But a good navigator keeps a tight ship and is prepared to adapt the sails.

Crisis Communication is changing at an enormous pace today. More and more insights come to us from the academic world and we are adapting the standard models continuously. The conference in Berlin will shed light on these changes.

You will hear from both practitioners who have managed a crisis and from stakeholders who have influenced it. The conference will cover crisis communication topics via a well balanced mix of keynotes, best cases and workshops.

Speakers will cover financial communication, stakeholder management, how to develop crisis communication strategies and much more.

This conference is unique in its cultural diversity, speaker backgrounds and format. Don't miss it!

As we all know, it is not about "if" a crisis will strike, but rather "when" it will.

See you in Berlin!

Yours,

Philippe Borremans

Crisis & Risk Communication Consultant, The PR Training Company & Member of the board, International Public Relations Association

Conference Moderator

08.45—09.45 **Doors open**

09.45—10.00 **Welcome** Philippe Borremans, Crisis & Risk Communication Consultant, The PR Training Company

10.00—10.30 **Keynote** **Crisis, what crisis?**
Sandra Macleod, Group CEO, Echo Research

10.30—11.00 **Coffee Break**

TRACK ① GLOBAL CHALLENGES

TRACK ② LEADERSHIP

11.00—11.40 **Best Cases** **Building reputation resilience before a crisis**
Matthew Painter, Managing Director, Ipsos Corporate Reputation & Dr Robert Grimm, Head of Public Affairs & Reputation, Ipsos Germany

Global thought leadership and crisis communications
Anna Beranek, Senior Manager Executive Positioning, Siemens

11.40—12.20 **Best Cases** **Disruption in the financial sector: how to redress reputation in a post financial crisis world**
Sarah de Lagarde, Global Head of Communications, Janus Henderson Investors

12.30—13.00 **Impulse** **Cyber – why the greatest threat of all requires a totally different approach**
Bill Mew, CEO, Crisis Team

13.00—14.00 **Lunch**

14.00—15.30 **Workshop Session 1** **Tactics for surviving and thriving in a world of disinformation**

Emma Monks, VP of Crisis Intelligence, Crisp

Building a culture of resilience

Koen Peeters, Senior Consultant & Caroline Sapriel, Managing Partner, CS&A

Increase resilience and unlock growth

Jon Chandler, CEO & Adrew Hammond, Deputy CEO, Quiller

Developing robust crisis communication strategies – with LEGO SERIOUS PLAY

Anna Donato, Communication Manager & Workshop Designer, LEGO SERIOUS PLAY

15.30—16.00 **Coffee Break**

16.00—17.30 **Workshop Session 2** Repetition of Workshop Session 1

17.30—18.00 **Impulse** **Risking it all to change behaviour**
Kate Dale, Strategic Lead for Campaigns, Sport England

FROM 18.00 **WRAP-UP & DINNER**

08.45—09.15 **Doors open**

09.15—09.30 **Welcome** Philippe Borremans, Crisis & Risk Communication Consultant, The PR Training Company

09.30—10.10 **Campfire** **Campfire Session with Facebook**
Klaus Gorny, Director Corporate Communications DACH, Facebook

TRACK 3 STAKEHOLDERS

TRACK 4 MEDIA

10.20—11.00 **Best Cases** **When your radical plans are leaked and become THE front page story**
Neil O’Gorman, Corporate Communications Manager, RTE

Prepared to react? How to increase resilience
Andrea Riepe, Global Issue and Crisis Management, RB

11.00—12.00 **Brunch**

12.00—12.40 **Best Cases** **Building trust beyond borders: How to successfully implement changes in global organizations and prevent crisis situations**
Ildiko Kovacs, Head of Internal & Locations Communications Tire Division, Continental

How to gain authoritativeness...from a fraud! The importance of SEO in a PR crisis
Andrea Polo, Communication Director, Facile.it

12.50—13.20 **Closing Keynote** **Crisis is a communications opportunity**
Seth Faison, Head of Communications, The Global Fund

13.30—17.30 **Crisis Simulation (Book additionally)** **Walk the talk and avoid a reputation train wreck**
Koen Peeters, Senior Consultant; Caroline Sapriel, Managing Partner & Dirk Laenerts, Senior Partner, CS&A



KEY NOTES

DAY 1 10.00–10.30
KEYNOTE

Crisis, what crisis?



No organization is immune from a crisis or even the potential 15 minutes of Twitter pain. How do you know if this will be relevant and how best to come out of it? This keynote will share insights into the different types of crises, their impact on value, and the time it takes to get through it – or not. Examining recent case studies and evidence aiming at advising and guiding leaders, this session will set the context for the conference themes ahead.

Sandra Macleod, Group CEO, Echo Research

DAY 2 12.50–13.20
KEYNOTE

Crisis is a communications opportunity



When a crisis draws and heightens attention to your organization, it is a special opportunity to get your message out. Seize the moment. Act swiftly and communicate clearly.

Seth Faison, Head of Communications, The Global Fund

IMPULSES

DAY 1 12.30–13.00
IMPULSE 1

Cyber – why the greatest threat of all requires a totally different approach



How do you deal with the only crime where the victim gets the blame, the only area where failure to regularly test, assess and evaluate processes could result in massive fines, and the only case where on average a problem is discovered over 200 days after it has occurred? Cyber risk is not only your greatest threat, but it requires a totally different approach.

Bill Mew, CEO, Crisis Team

DAY 1 17.30–18.00
IMPULSE 2

Risking it all to change behaviour



This Girl Can is an award winning campaign from Sport England that has successfully persuaded nearly 3 million women and girls to get more active. It was a brave, bold campaign when it launched five years ago and continues to break barriers and boundaries to encourage even more women to tackle the fear of judgement that is stopping them moving more. Find out how Sport England avoided risk turning into crisis by using insight, planning ahead and imagining the worst; and why sometimes inviting the crisis in helps you achieve more.

Kate Dale, Strategic Lead for Campaigns, Sport England

DAY 2 09.30–10.10
CAMPFIRE

Campfire session with Facebook



At the campfire session, Facebook will discuss the vital role that communication plays in a rapidly evolving industry, which presents new and demanding challenges. It will also address how, in such an environment, companies can maintain and strengthen their reputation and continue to be sector leaders.

Klaus Gorny, Director Corporate Communications DACH, Facebook

TRACK 1

GLOBAL CHALLENGES

DAY 1 11.00–11.40
BEST CASE

Building reputation resilience before a crisis



Ipsos research shows that companies with stronger reputations are more able to withstand turbulence, as well as to protect their license to operate and retain the benefit of the doubt from with key audiences if a crisis does happen. They are also able to recover more quickly from crises than rivals with weaker reputations. This presentation will share some of the strategies and tactics that forward-thinking businesses are adopting to build reputation resilience. In particular, why trust is key and why it is increasingly dependent on factors such as a company's ESG performance, social purpose, leadership profile and even corporate activism. They will talk about why delivering on sustainability is imperative to business performance and thus reputation.

Matthew Painter, Managing Director, Ipsos Corporate Reputation & Dr Robert Grimm, Head of Public Affairs & Reputation, Ipsos Germany

DAY 1 11.40–12.20
BEST CASE

Disruption in the financial sector: how to redress reputation in a post financial crisis world



In an industry rocked by high profile scandals such as mis-selling, liquidity and transparency issues and being fined billions by the regulators, how can a client centric company redress its reputation and earn back the trust of its clients?

Sarah de Lagarde, Global Head of Communications, Janus Henderson Investors

TRACK 2

LEADERSHIP

DAY 1 11.00–11.40
BEST CASE

Global thought leadership and crisis communications



How do you position CEOs and board members as authentic leaders in crisis communication situations? In this session, Anna Beranek, who is part of the global thought leadership team responsible for positioning top executives at Siemens as thought leaders in an authentic way, will explain why collaboration and trusting relationships are key.

Anna Beranek, Senior Manager Executive Positioning, Siemens

WORKSHOPS

DAY 1 14.00–15.30 & 16.00–17.30

WORKSHOP 1

Tactics for surviving and thriving in a world of disinformation

In a world of hyper-connectivity, global uncertainty and erosion of trust in established organisations, how does your company avoid damage to brand reputation or value from fake news and misinformation? This interactive workshop explores practical tips and responses you can use to combat this escalating area of socially harmful content.

Emma Monks, VP of Crisis Intelligence, Crisp



WORKSHOP 2

Increase resilience and unlock growth

Uncertainty and volatility are the new normal and you need to forge your own path through a rapidly-changing landscape. Insights and foresights can help you anticipate risk and discover commercial advantages. We will explore how you can interpret and package the signals inside and outside your organisation data to make the right calls.

Jon Chandler, CEO & Adrew Hammond, Deputy CEO, Quiler



WORKSHOP 3

Building a culture of resilience

How do you fortify your organisation's ability to avoid crises by focusing proactively on prevention and detection in addition to readiness and response? Preparation is key: according to research, organisations that improvise their response tend to stay in crisis twice as long compared to those who invest in crisis management upfront. In addition, those that do recognise the power of developing plans and skills ultimately emerge stronger from the adversity. So, what does it take to be prepared?

Koen Peeters, Senior Consultant & Caroline Sapriel, Managing Partner, CS&A



WORKSHOP 4

Developing robust crisis communication strategies – with LEGO SERIOUS PLAY

What does it mean to be in a situation of crisis? What communication challenges arise in this situation? We will use the LEGO SERIOUS PLAY method to discuss crisis situations, communication challenges and work on individual guidelines that can lead your team through the process. By using LEGO materials and working with our hands, we are unlocking deeper meanings, we include all team members and we visualise our abstract thoughts and feelings. That way, we are not only strengthening the feeling of belonging within a team, but are developing more sustainable solutions.

Anna Donato, Communication Manager & Workshop Designer, LEGO SERIOUS PLAY



TRACK 3

STAKEHOLDERS

DAY 2 10.20–11.00
BEST CASE

When your radical plans are leaked and become THE front page story



RTE is used to intense scrutiny from the media, the public and from public representatives. However, RTE's current financial crisis, together with changes in media consumption, called for significant change. Speculation by the media, staff and public over the changes were exacerbated when they were leaked to the Irish Times, before being internally communicated. This is the story about how RTE responded to this crisis, regained control and learned valuable lessons.

Neil O'Gorman, Corporate Communications Manager, RTE

DAY 2 12.00–12.40
BEST CASE

Building trust beyond borders: How to successfully implement changes in global organizations and prevent crisis situations



Global organizations face the complex challenge of building trust beyond its borders. Thus, it is essential for them to set up systems, processes and the right know-how to ensure professional communication at each location. Find out how Continental has built trust with key stakeholders: employees, community, media and government, to prevent crisis while undergoing organizational changes, integration of new companies or a new business set-up in its 22 tire plants around the globe.

Ildiko Kovacs, Head of Internal & Locations Communications Tire Division, Continental

TRACK 4

MEDIA

DAY 2 10.20–11.00
BEST CASE

Prepared to react? How to increase resilience



We live in a 24/7 news cycle; with academia, authorities, pressure groups and individual voices competing for space. Responses to criticism are expected immediately – irrespective of when and where they occur. Taking active steps to increase awareness of potential issues, be better prepared to quickly address and react towards critical situations via a well-orchestrated process becomes pivotal in today's world. Join the session to get a snap shot of how this is being addressed at Reckitt Benckiser (RB).

Andrea Riepe, Global Issue and Crisis Management, RB

DAY 2 12.00–12.40
BEST CASE

How to gain authoritative-ness...from a fraud! The importance of SEO in a PR crisis



March 2018. Florence's police department identifies a fraud on online insurances; Facile was unrelated to it but articles linking the site to the fraud began to circulate. As the news was spreading online, the Web had to be the main focus and SEO the main weapon. Due to a fast and excellent strategy; negative buzz stops and Facile.it gains 1.283 positive press clips.

Andrea Polo, Communication Director, Facile.it

**ADDITIONALLY
BOOKABLE
350 €***

**CRISIS
SIMULATION
DAY 2
13.30–17.30**

WALK THE TALK AND AVOID A REPUTATION TRAIN WRECK



Koen Peeters, Senior
Consultant, CS&A



Caroline Sapriel, Managing
Partner, CS&A



Dirk Laenerts, Senior Partner,
CS&A

WHAT ARE THE OBJECTIVES?

The world is a completely different place from what it used to be a decade ago. Growing complexities and challenges of managing crises in a hyper connected and politicised environment have made thorough stakeholder management more important than ever. In addition, 24-hour instant news and social media feed off each other at the speed of light and exert a level of pressure and scrutiny previously unseen.

Join CS&A International for a dynamic session, which will arm you with strategies for fast-track stakeholder mapping, pro-active scenario planning while practicing media and social media communication via a realistic custom-designed scenario played out on CS&A's online media simulation platform.

**LEARN
FROM CRISIS
MANAGEMENT
EXPERTS IN A SAFE
ENVIRONMENT**

**PRACTICE
CRISIS
COMMUNICATION
AND STAKEHOLDER
MANAGEMENT**

**PRACTICE
CRISIS LEADERSHIP
COMPETENCIES**

INFORMATION

Tickets

EARLY BIRD 1190 €*	STANDARD PRICE 1490 €*	YOUNG PROFESSIONAL 890 €*	ADDITIONAL SEMINAR +350 €*
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(available until March 20th)

(limited amount of tickets)

Register: quadriga-university.com/crisis-communication

*prices do not include VAT

Contact



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Location: Quadriga Forum



The 8th Crisis Communication Conference will be held at the Quadriga Forum in Berlin. Located within walking distance of Berlin's most important attractions. Quadriga Forum offers modern business and meeting rooms suitable for any occasion.

Host



The Quadriga University of Applied Sciences interacts as a seismograph for changes and challenges in the business world to offer exactly the right and important programs, conferences and seminars to face the challenges of a changing world. We are your reinsurer for state-of-the-art knowledge and competences to empower you to develop yourself and your company significantly.

Quadriga University of Applied Science, Werderscher Markt 13, 10117 Berlin

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#CCC8

SITES TO VISIT

DURING YOUR STAY IN BERLIN



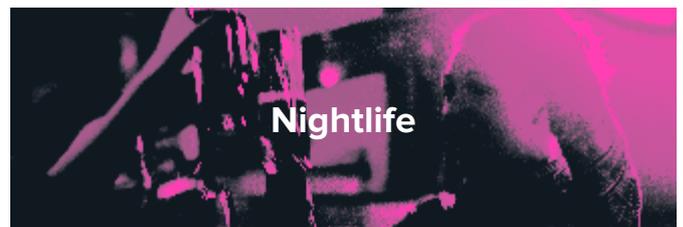
1	Gemäldegalerie	Matthäikirchplatz, 10785 Berlin
2	Pergamon Museum	Bodestraße 1–3, 10178 Berlin
3	East Side Gallery	Mühlenstraße 3–10, 10243 Berlin
4	C/O Berlin	Hardenbergstraße 22–24, 10623 Berlin
5	Berlin Philharmonic	Herbert-von-Karajan-Straße 1, 10785 Berlin



1	Reichstag	Platz der Republik 1, 11011 Berlin
2	Brandenburger Tor	Pariser Platz, 10117 Berlin
3	Holocaust Memorial	Cora-Berliner-Straße 1, 10117 Berlin
4	Tempelhofer Feld	Tempelhofer Damm, 12101 Berlin
5	Topography of Terror	Niederkirchnerstraße 8, 10963 Berlin



1	Markthalle Neun	Eisenbahnstraße 42/43, 10997 Berlin
2	Mustafas Gemüse Kebap	Mehringdamm 32, 10961 Berlin
3	Five Elephant	Reichenberger Straße 101, 10999 Berlin
4	Yam Yam	Alte Schönhauser Str. 6, 10119 Berlin
5	ORA	Oranienplatz 14, 10999 Berlin



1	Fahimi Bar	Skalitzer Straße 133, 10999 Berlin
2	Café Luzia	Oranienstraße 34, 10999 Berlin
3	Neue Odessa Bar	Torstraße 89, 10119 Berlin
4	Schwarze Traube	Wrangelstraße 24, 10997 Berlin
5	Deriva	Mainzer Str. 23, 12053 Berlin

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