



## PIME 2008 - PROGRAMME

### SUNDAY 10 FEBRUARY 2008

16:00 – 18:00

**PRE-REGISTRATION**

Room: Foyer Conference Floor

18:00 – 20:00

**WELCOME RECEPTION and SIDE EVENT:**

Presentation of short-listed candidates for the 'PIME AWARD 2008'

Room: Moravia

### MONDAY 11 FEBRUARY 2008

09:00 – 09:30

**WELCOME ADDRESSES**

Room: Bohemia II+III

David Bonser, President, European Nuclear Society (ENS)

Martin Roman, Chief Executive Officer, CEZ Group

Tomáš Hüner, Vice-Minister of Industry and Trade, Czech Republic

09:30 – 11:00

**PLENARY SESSION : Communicating Science**

Room: Bohemia II+III

Chair: David Bonser, President, ENS

Keynote speakers:

Giovanni Carrada, scientific journalist, Professor of Science Communication, University of Siena

Dr. Brian Cox, University Research Fellow, The School of Physics and Astronomy, University of Manchester (UK)

For many people science still remains a largely complex and nebulous subject, the domain of a specialised minority; far removed from the realities of every day life. And yet growing public concerns about climate change, security of energy supply and waste management have put the spotlight more than ever before on communicating effectively how nuclear science and research hold the key to solving these thorny issues. Failing to communicate science effectively is no longer an option. How better to approach this subject than to have two committed scientific experts and professional communicators highlight in an interactive and dynamic way how we can meet the communicating science challenge and get our messages across? Dr. Brian Cox of European Organization for Nuclear Research (CERN) and Manchester University and Giovanni Carrada of Siena University focus delegates minds on results-oriented communications.

11:00 – 11:30

**Coffee break**



## PIME 2008 - PROGRAMME

11:30 – 13:00

**PLENARY SESSION: The perception and communication of nuclear risks: why our fears don't match the facts, and what you can do about it**

Room: [Bohemia II+III](#)

Chair: Melissa Fleming, Spokesperson and Head of Media & Outreach, International Atomic Energy Agency (IAEA)

Keynote speaker:

David Ropeik, Consultant, Ropeik & Associates

The process by which humans perceive and respond to danger is a mix of reason and emotion, intellect and instinct. As scientifically as the risks of ionizing radiation have been studied, so have the processes of human risk perception. This lecture will summarize the scientific discoveries which explain why our fears so often don't match the facts, why we are often more afraid of relatively lesser risks and not afraid enough of the bigger ones, and how important it is for risk managers to incorporate an understanding of the risk perception process into their decision making.

13:00 – 14:00

**Lunch**

14:00 – 14:30

**Host presentation: The Czech nuclear programme**

Room: [Bohemia II+III](#)

Keynote speakers:

Ales John, Deputy Director, Division of Production, CEZ Group

Lucie Steinerová, Communications Manager, Czech Radioactive Waste Repository Authority (RAWRA)

Zdenek Kriz, Scientific Secretary, Nuclear Research Institute (NRI Rez plc)

Marie Dufková, PR Specialist, CEZ Group

True to tradition, this PIME session will be dedicated to an appraisal of the situation in the host country. With the Dukovany NPP having recently celebrated 30 years of providing electricity for Czech consumers and the Temelin NPP having been connected to the grid for 5 years, the main focus of this session will be on how to communicate effectively with the general public on a range of key issues. These include the heritage and contribution of the Czech nuclear industry, the safe and efficient storage of radioactive waste, the benefits of new build and state-of-the-art Czech nuclear research that will not only provide continuity for today but also a technological springboard for the nuclear industry of tomorrow.



## PIME 2008 - PROGRAMME

14:30 - 15:30

### PARALLEL WORKSHOPS WITH MODERATORS

#### WORKSHOP 1: Internal communications

Room: Bohemia II+III

Moderator: Piluca Nuñez, Communications Manager, Spanish Nuclear Forum (FINE)

With contributions from:

Xavier Layrac, Head of Communications, EDF, Tricastin NPP

Rizea Lavinia, Public Relations Officer, SN Nuclearelectrica SA

Ales John, Deputy Director, Division of Production, CEZ Group

Keeping everyone in the organisation well-informed and seeking their input instils a sense of belonging; of being an essential part of the whole. Informed and involved employees can express with conviction an organisation's core values and enhance its external image. One of those core values that empowered employees are better able to articulate is a strong culture of safety and security. This workshop focuses on how effective internal communications can help achieve both internal and external objectives.

#### WORKSHOP 2: New tools (Young Generation Network)

Room: Bohemia I

Moderator: Manuel Fernandez Ordoñez, Webmaster, Spanish Young Generation Network (Jovenes Nucleares)

With contributions from:

Scott Peterson, Vice President Communications, Nuclear Energy Institute (NEI)

Natalie Sarkic-Todd, Managing Director, Ogilvy Public Relations Worldwide

Susan Brissette, Change Leadership, Bruce Power; President, Women In Nuclear - Canada

New communications tools are evolving very quickly. A few years ago creating ones own corporate website or generating press coverage for a nuclear event was enough to keep people satisfied. Nowadays websites are outdated and public opinion is not only influenced by the media. We've entered a new era, where people are now empowered to generate their own news by creating blogs, podcasting, sharing videos or sound tracks on You Tube, circulating them by email and inventing a new life on "Second Life." These new tools can influence the results of an election (French Presidential election), inform people about a political uprising that is taking place at the other end of the world (Burma) etc... Nuclear communicators can no longer ignore this fact. Fueled by concrete examples this workshop will help you make the most of all these new tools.



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### **WORKSHOP 3: Where others have succeeded and we have failed**

Room: [Hluboka I](#)

Moderator: Juliëtte Van der Laan, Communications Manager, Nuclear Research and Consultancy Group (NRG)

With contributions from:

Henri Monceau, Consultant, European Wind Energy Association (EWEA)

Ales Ondruj, Marketing Director, Czech Railways

Other industries face similar challenges to ours when it comes to communicating about waste and their low-carbon status. Some have been more successful than us in getting the right messages across and in pre-empting or countering the arguments of their opponents. This session focuses on how other industries have succeeded where perhaps we have failed. What is the secret of their communications success? How can we learn from their experiences and adapt their strategy to suit our situation?

15:30 – 16:00

16:00 – 17:00

**Coffee break**

**PARALLEL WORKSHOPS (continued)**

20:00

**GALA DINNER**

## TUESDAY 12 FEBRUARY 2008

09:00 – 10:30

**PLENARY SESSION : Latest global developments in the nuclear field**

Room [Bohemia II+III](#)

Chair: David Bonser, President, ENS

Keynote Speakers:

Janice Dunn Lee, Deputy Director-General, OECD Nuclear Energy Agency (NEA)

Ute Blohm-Hieber, Head of Unit Nuclear Energy, Waste Management, Directorate-General for Energy and Transport, European Commission

R. Ian Facer, Nuclear Power Engineer, IAEA

The nuclear revival is global and evolving fast. As communicators we have to keep abreast of what is happening around the world in order to better respond to trends, exploit synergies and apply the experiences of others to our own situation. In this session the OECD-NEA focuses on the latest international partnerships, new reactor designs and uranium enrichment programmes; the European Commission highlights the latest EU policy developments and the IAEA spotlights countries that have recently decided to join the global nuclear family.



## PIME 2008 - PROGRAMME

10:30 – 11:00

Coffee break

11:00 – 13:00

### PARALLEL WORKSHOPS WITH MODERATORS

#### WORKSHOP 4: Education and training

Room: Hluboka I

Moderator: Jo Tipa, Operations Director, National Skills Academy for Nuclear

With contributions from:

Russell Dalglish, UK Managing Director, EPCglobal

Christian Legrain, Secretary General, Belgian Nuclear Research Centre (SCK-CEN)

Karel Katovsky, Czech Young Generation Network

How is our industry going to resolve the current deficit of young talented people willing to invest in a career in the nuclear industry? This is hardly a new question, but it is more important to answer today than ever before because only by stimulating and promoting a new generation of highly-qualified and motivated scientists and engineers will we be able to sustain the nuclear revival. This workshop focuses on answering a simple question that has enormous implications for us all.

#### WORKSHOP 5: Risk communications

Room: Bohemia II+III

Moderator: Melissa Fleming, Spokesperson and Head of Media & Outreach, IAEA

With contributions from:

David Ropeik, Consultant, Ropeik & Associates

Betty Bonnardel-Azzarelli, Specialist Advisor, World Nuclear Transport Institute (WNTI)

Elena Melikhova, Head of Laboratory, Nuclear Safety Institute of the Russian Academy of Sciences

The workshop will follow on from David Ropeik's lecture of Monday morning and provide PIME delegates with more insight into the risk perception process enabling them to incorporate this into their communications.

#### WORKSHOP 6: Public consultation and stakeholders involvement (Women in Nuclear)

Room: Bohemia I

Moderator: Susan Brissette, Change Leadership, Bruce Power and President,





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WIN - Canada

With contributions from:

Junko Ogawa, Executive Communicator, Japan Atomic Power Company;  
President, WIN Global

Miranda Kirschel, Director of Communications, CH2M HILL

Nadja Železnik, Head of Public Relations, Slovenian Agency for Radwaste  
Management (ARAO)

More and more countries, inspired by a new spirit of pragmatism in the face of security of supply and climate change priorities, are rethinking their position on nuclear. Others are building new plants or choosing the nuclear option for the first time. Not surprisingly, the emphasis on involving stakeholders in the democratic processes from the outset is all the greater. Public consultations have already recently taken place in the UK and France, showing how important it is to have representatives of all sections of civil society engaged in the nuclear debate. Moreover Japan is carrying out consultations regarding the earthquake risks. This workshop focuses on how the industry can mobilise stakeholder involvement and use it as a platform for convincing stakeholders that nuclear energy is ultimately in everyone's interest.

**13:00 – 14:00**

**Lunch**

**14:00 – 15:30**

**PLENARY SESSION : CRISIS COMMUNICATIONS**  
Room Bohemia II+III

Chair: Karen Daifuku, Head of External Relations and Public Affairs, OECD  
Nuclear Energy Agency (NEA)

Keynote speakers:

Ivo Banek, Media Officer, Nuclear Energy, Vattenfall Europe

Shinichi Furutsuka, Manager, Nuclear Policy & Research Group, Nuclear Power  
& Plant Siting Administrative Department, Tokyo Electric Power Company  
(TEPCO)

We all know how important it is to be able to communicate effectively in a time of crisis. We hope that it will never happen to us and for most of us, thankfully, it never does. But we still need to be prepared and to constantly rehearse and improve our crisis communications skills. That's why when something does occur it is so important to learn from the experiences of our colleagues. It's all about sharing a common pool of experience for the benefit of everyone, especially the public that needs reassurance and right information. During this session, the communications crisis that took place last summer in Germany due to incidents in Vattenfall's Nuclear Power Plants and in Japan due to the earthquake will be analysed in order to learn lessons from them.

**15:30 - 15:45**

**Coffee break**



## PIME 2008 - PROGRAMME

15:45 – 16:20

**Workshops feedback**  
Room Bohemia II+III

Chair: David Bonser, President, ENS

16:20 – 17:00

**Closing Session and presentation of PIME AWARD for Communications Excellence**  
Room Bohemia II+III

Chair: David Bonser, President, ENS

Guest speaker:

John McNamara, Head of Media & Public Relations, NIA

**WEDNESDAY 13 FEBRUARY 2008**

**TECHNICAL VISITS**