

## PIME 2010 – PROGRAMME

### SUNDAY 14 FEBRUARY

17:00 – 18:30

**Pre-registration**

18:00 – 19:30

**Welcome Reception and Side Event**

Presentation of short-listed candidates for the PIME AWARD 2010

### MONDAY 15 FEBRUARY

**Connecting more effectively with the public**

08:45 – 9:45

**Opening Session**

**Welcome Addresses**

**Vladimir Slugeň**, President, European Nuclear Society

**Előd Holló**, President, Hungarian Nuclear Society

**Péter Hónig**, Minister of Transport, Telecommunication and Energy

**Host country presentation: Communication - a basic pillar of Paks NPP's future**

**Janos Süli**, Chief Executive Officer, Paks Nuclear Power Plant Ltd

9:45 – 10:00

**Setting the scene**

**Europeans, nuclear safety and transparency: latest results**

**Christoph Schröder**, Senior Administrator, DG TREN, European Commission

10:00 – 11:00

**Plenary session**

**Stating the nuclear case: Selling the message to a broader public**

**An environmentalist's perspective**

**Stephen Tindale**, Writer, Co-Founder of Climate Answers

**Making the complex simple: Selling science**

**Dr James Gillies**, Head of Communications, CERN

11:00 – 11:30

**Coffee break**



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11:30 – 11:50

### Keynote speech

#### **The intractable citizen: seeing beyond public opinion polls**

**Professor Ira Helsloot**, Expert in Crisis Management and Security, Editor of the *Journal of Contingencies and Crisis Management*, University of Amsterdam

11:50 – 13:00

### Panel discussion

#### **Stating the nuclear case: connecting more effectively with the public**

How can we fight against fears and preconceived ideas of the public? Exploring new ways, targeting specific concerns.

Moderator: **John McNamara**, Head of Media and Public Relations, Nuclear Industry Association

Panellists:

**Carl Sommerholt**, Senior Vice President Communications, SKB

**Alain Michel**, Editor, Consultant, Esperluete Group

**Frank Deconinck**, Professor of Biomedical Physics, University of Brussels, Chairman of the Board of Governors, SCK/CEN

13:00 – 13:30

### **Presentation by the short-listed candidates for 2010 PIME Award**

5 minutes to convince voters!

**Chair: Vladimir Slugeň**, President, European Nuclear Society

13:30 – 14:30

### **Lunch**

14:30 – 15:30

### Campaign Exhibition

#### **Communications showcase**

PIME Delegates show how they communicate about nuclear and connect with the public

15:30 – 16:00

### **Coffee break**

16:00 – 17:30

### Plenary session 2

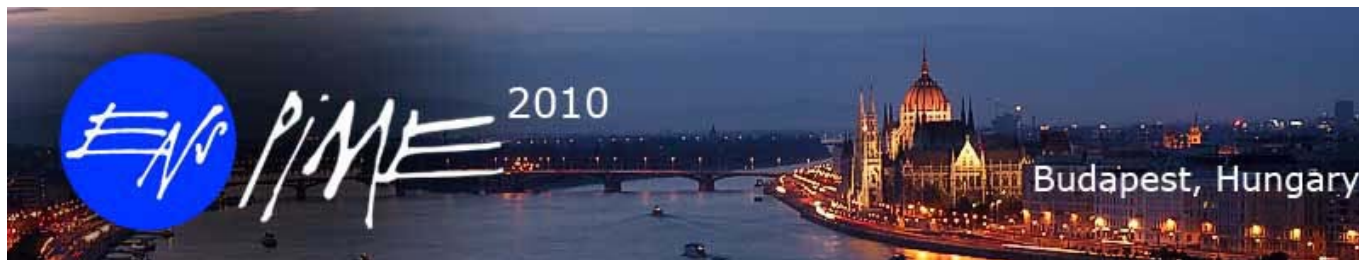
#### **What lessons can we learn from other industries?**

#### **Promoting the concept of carbon capture and storage**

**Ynke Feenstra**, Energy Research Centre of the Netherlands

#### **Improving the image of the chemical industry**

**Daniel Verbist**, Executive Director Build Trust & Communications, European Chemical Industry Council



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18:00

**Gala Dinner**

### TUESDAY 16 FEBRUARY

**Workplace communications: a driver of improved performance**

09:00 – 11:00

#### Plenary session 3

**Better internal communications, greater external impact**

**Building and nurturing corporate image: the key role of employees**

**John Reynolds**, Head of Media Relations, Sellafield Ltd.

**Making employees ambassadors of the corporate message**

**Christelle Mutschler**, Head of Communications, Fessenheim NPP, EDF

**Communicating in times of crisis: Are you ready?**

**E. Neujahr, Dr. E. Wienand**, Comm:up

How ready and qualified are you to provide excellent communications support the moment a crisis occurs? In this session dedicated to the perennially important subject of crisis communications the focus is on having the right structures and procedures in place so that when the unexpected happens optimal communications will help inform, empower and reassure the public, as well as better control the crisis.

11:00 – 11:30

**Coffee break**

11:30 – 13:00

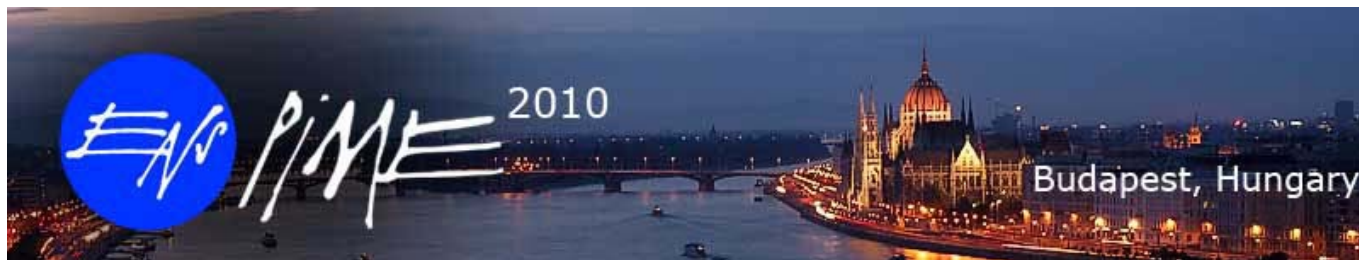
#### **Parallel workshops**

##### **Workshop 1**

**Communicating in times of crisis: Are you ready?**

**E. Neujahr, Dr. E. Wienand**, Comm:up

Using concrete case studies an expert in crisis communications will emphasise how understanding behavioural factors is important to communicating effectively when a crisis occurs. Delegates will analyse how developing specific core messages for specific target audiences facilitates results-oriented crisis communications.



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### Workshop 2

#### How to keep track of the widening universe of social media?

**Pete Saarnivaara**, CEO, partner, Aleksin Kaiku

**Dana Sacchetti**, Press Officer, Division of Public Information, International Atomic Energy Agency

**Christof Hafkemeyer**, Head of Technology / Media Development, Deutsche Telekom AG

**Edvard Lind**, Public and Media Relations Manager, Vattenfall

In addition to the official channels of communications that a company uses to put across its corporate messages is the parallel world of social media. They offer a public forum for employees to express their views on their company, on its values and on their hopes for the future. This unofficial channel of communications can influence what other people think about the company. To connect with a younger and broader public, communicators need to embrace this new world of blogs, vlogs and *Facebook* when planning their campaign strategies.

### Workshop 3

#### Communicators All – Tapping into and Equipping All of Your Communication Resources

**Cheryl Boggess**, Women In Nuclear Global President; Westinghouse Electric Company Senior Project Manager and Principal Engineer

**Monica Bowen-Schrire**, WiN Sweden President; Business Development and Sustainable Strategies, Vattenfall Power Consultant AB, Vattenfall

**Cheryl Cottril**, Executive Director WiN Canada; Bruce Power

Volunteers are a critical and yet widely untapped source to support communication needs. This WiN sponsored workshop will provide insights and practical solutions to recruiting and equipping all of your resources to communicate an informed and positive message on nuclear.

13:00 – 14:00

**Lunch**



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**14:00 – 15:00**

**Workshop 1 (continued)**

**Communicating in times of crisis: Are you ready?**

**Workshop 2 (continued)**

**How to keep track of the widening universe of social media?**

**Workshop 3 (continued)**

**Communicators All – Tapping into and Equipping All of Your Communication Resources**

**15:00 – 15:30**

**Coffee break**

**15:30 – 16:30**

**Closing session**

**Presentation of 2010 PIME AWARD for Communications:  
Recognising communications excellence**

**Chair: Vladimír Slugeň**, President, European Nuclear Society

**WEDNESDAY 17 FEBRUARY**

**Technical Visits**