



13 February 2011

17:00 – 18:30 pre-registration

18:30 – 20:45

WiN Europe Launch Event

Room Bergen, Thon Hotel

14 February 2011

9:00-10:00 Opening session

Welcome Address

Vladimir Slugeň, *ENS President*

Host country presentations

Chairman: Frank Deconinck, *ENS Honorary President*

Didier Haas, *President of the Belgian Nuclear Society*

Robert Leclère, *Chairman of the Belgian Nuclear Forum*

10:00-11:00 Plenary session: "Social Media: new challenges, new skills, new opportunities"

Love them or hate them, social media are here to stay. This session examines how learning the language of social media can bring opportunities and benefits to nuclear communicators across the world.

Chairwoman: Piluca Nunez, *Communication Director, Spanish Nuclear Forum*



Overview of the changing world of social media

Sjoerd de Vries, *Professor, Faculty of Behavioural Sciences, University of Twente*

Nuclear and the social media

Ken Berard, *Social Media Director, Nuclear Energy Institute*

11:00-11:30 Coffee break

11:30-12:30 Plenary session: "Social Media: what lessons can we learn from other industries?"

The focus on social media continues with a look at how other industries have managed the burgeoning world of social media, and how the latter can trigger or amplify a crisis. It's all about listening, learning and putting new skills into practice.

Philippe Borremans, *Editor of Conversationblog.com, Online PR Consultant*

Myriam Hallaux, *Web Content Manager, Brussels Airlines*

12:30-13:00 Presentation by the short-listed candidates for 2011 PIME Award

The five short-listed candidates for this year's PIME Award for Communications Excellence will, like last year, have an opportunity to present and promote their campaigns to PIME delegates, to strut their stuff and convince fellow communicators that their campaign is simply the best!

Chairman: Robert Leclère, *Chairman of the PIME Award Jury*

13:00-14:00 Lunch

14:00-15:00 Campaign Exhibition: Communications Showcase

This exhibition of nuclear communications campaigns from across the world gives Pimers the chance to showcase their communications achievements, discuss new tools and methods, network and seek inspiration from their peers.

15:00-15:30 Coffee break

15:30-17:00 Plenary session: "The changing world of journalism"

Many factors, economic and cultural – including social media – have changed the way the media functions. Journalists' needs and methods have changed and nuclear communicators must respond



accordingly. But what exactly has changed and how must communicators adapt and upgrade their offer or risk losing touch with a major target audience?

Chairman: *Róbert Holý, Head of Communications, Mochovce NPP, Slovenské Elektrárne*

“How diverse factors have changed the way journalists work”

Hajo Friedrich, *Freelance journalist*

Panel discussion: “Moving with the times”

Daniel Van Lerberghe, *Director of Social Media, Euractiv*

Ken Berard, *Social Media Director, Nuclear Energy Institute*

Hajo Friedrich, *Freelance journalist*

Ignacio Salinas, *Communications Officer, ThinkYoung*

15 February 2011

9:00-10:30 Plenary session: “How to address major public concerns?”

The spotlight falls here on some of the perennial nuclear-related concerns that preoccupy the general public, namely non-proliferation, radioactive waste management and safety. How can we improve the way we communicate with the public on highly sensitive issues, especially when their knowledge of the facts can be limited?

Chairman: *Christian Taillebois, Director of External Relations, FORATOM*

Non-proliferation: Separating fact from fiction

Henk Cor van der Kwast, *Head Non-Proliferation, Disarmament, Arms control and Export Control Policy Division, Dutch Ministry of Foreign Affairs*

Waste management: Selling the solutions

Saida Laârouchi Engström, *Head of Environmental Impact Assessment and Public Information, SKB*

Safety: Building public confidence

Ignacio Araluce, *Director of WANO Paris Centre*

10:30-11:00 Coffee break



11:00-12:30 Workshops

1. Communicating with young people

Statistically speaking, young people are often among the most anti-nuclear. And yet, as the decision-makers of tomorrow they are a crucial target audience. We need to reach out to young people, speak their language and meet their needs and aspirations.

Moderator : Mehdi Moussaid, *Chairman of the Belgian Nuclear Society Young Generation, Safety Analysis Engineer, Westinghouse Electric Company*

Thierry de Smedt, *Professor, University of Louvain, Faculty of Economic and Social Sciences, Politics and Communications*

Yves van Landeghem, *Strategy Director, Saatchi & Saatchi Brussels*

Jozsef Konczer, *Hungarian Nuclear Society*

Junko Ogawa, *Associate Professor and Nuclear Advisor, Head of Support Office for Female Researchers Tokyo City University*

2. Establishing a dialogue with the local community

Developing a positive dialogue with the local community is crucial to building confidence with stakeholders. Experts and representatives of civil society discuss how information sharing and dialogue empower individuals to make up their own minds.

Moderator : Ewoud Verhoef, *Deputy Director, COVRA*

Anne Bergmans, *Sociologist, University of Antwerp*

Meritxell Martell, *Consultant, Merience*

Anna-Lena Söderblom, *Chairman of the Consultative Committee, municipality of Östhammar*

Ross Edwards, *Communications Executive, EDF Energy*



3. Media training for communicators and spokespersons

Some communicators are spokespersons for their company or association. Others play a support role, advising and helping the spokesperson to do his job. In both cases they need to have media training – whether to appreciate what is required, or to learn or upgrade the skills needed to speak to the media. This session provides delegates with some basic training.

Moderator : **Lola Beauvillain de Montreuil**, *Communications Manager, EDF*

Rémy Le Champion, *Media trainer, ESJ Entreprises*

Xavier Rivoire, *Media trainer, ESJ Entreprises*

4. WiN Workshop: Tools of the Trade, how to establish your social media footprint

This session will be an interactive workshop looking at the types of tools available to anyone looking to establish their social media presence or participate in the conversations taking place in this forum.

Moderator: **Susan Brissette**, *President of WiN Canada*

12:30-13:30 Lunch

13:30-15:00 Workshops (continued)

15:00-15:30 Coffee break

15:30-16:30 Plenary session: “Communicating new build”

With new build underway or soon to be launched in a number of countries across the world, the stakes for high-impact, results-oriented communications are high. The climate for communicating about nuclear is generally favourable at the moment, so we must maximise our communications pay-off. This session draws upon current experiences and focuses on key messages, tools and target audiences.

Chairwoman: **Marie Dufková**, *Deputy Head of External Relations, CEZ Power Company*

From Olkiluoto 3 to Olkiluoto 4: communicating a new build culture

Anneli Nikula, *Corporate Adviser, TVO*

16:00-16:30: Atucha II: Flying the flag for new build in South America

Javier Farias, *Communication Manager, Nucleoeléctrica Argentina SA*



16:30-17:00 Closing session

Feedback from all the workshops will be followed by the announcement of the winner of the 2011 PIME Award for Communications Excellence and of the location for PIME 2012.

Chairman: Santiago San Antonio, ENS Secretary General

Feedback on Workshops

Presentation of 2011 PIME Award for Communications