



14 February 2013
Programme

ENS Conference, jointly organised together with FORATOM
25th Anniversary - PIME 2013
17-20 February 2013, Renaissance Hotel, Zürich, Switzerland

Sunday 17 February 2013

17.00 – 18.30 Registration
18.30 – 19.30 Welcome drink
17.00 – 19.30 ConnexMe desk

Monday 18 February 2013

9.00-9.30 OPENING *Ballroom Chillon*

Welcome Address

Marco Streit, *President, European Nuclear Society (ENS)*

Host country presentation

Johannis Nöggerath, *President Swiss Nuclear Society*

9.30-11.00 Plenary session 1: Communications over the past 25 years

Ballroom Chillon

Interactive session: the evolution of communications since the first PIME

Chairman: Roland Bilang, *Secretary General, Swiss Nuclear Forum*

Nuclear communication: a tale of facts and perceptions

Bruno Pellaud, *former Deputy Director General of IAEA and former President of the Swiss Nuclear Forum*

A journalist's point of view on nuclear communications

Ann MacLachlan, *European Bureau Chef, Platts Nuclear Publications, France*

Communicating nuclear waste management

Dr. Hans D.K. Codée, *Managing Director, COVRA, the Netherlands*

11.00-11.30 Coffee break

Delegates will be able to visit the stands of the PIME Award's shortlisted candidates and decide who they think is the winner.

11.30-13.00 Plenary session 2: Reputation management *Ballroom Chillon*

Introduction

Chairman: Tellervo Taipale, *Communications Director, FORATOM*

IAEA's reputation management

Peter Kaiser, *Section Head, News and Information, IAEA Public Information*

PIME 2013



Stakeholder management: a challenge in bad times

Dr Millicent Danker, Founder, Perception Management International Group, Malaysia

13.00-14.00 Lunch

14.00-16.00 Workshops I-III

There are three parallel workshops to choose from:

I: Steering your way through a crisis <i>Room Chillon 1</i>	II: How to communicate technical subjects with ease? (organised by ENS-YGN) <i>Room Chillon 2</i>	III: The political decision-making process <i>Room Chillon 3</i>
Moderators: Lisa Berthelot <i>IEC Outreach Officer, Incident and Emergency Centre, Department of Nuclear Safety and Security, IAEA</i> Vasiliki Tafili , <i>International Relations Office, Greek Commission of Atomic Energy</i>	Moderators: Andrei Goicea , <i>Chairman, ENS-YGN</i> Dragos Diojdescu , <i>Professional Communicator and Trainer</i>	Moderator: Berta Picamal , <i>Executive Advisor to the Director General and Institutional Affairs Senior Manager, FORATOM</i>

16.00- 16.30 Coffee break

16.30-17.45 Presentation by the short-listed candidates for 2013 PIME Award *Ballroom Chillon*

The short-listed candidates for the PIME Award 2013 for Communications Excellence will have an opportunity to present and promote their campaigns to PIME delegates and to convince fellow communicators why their campaign is the best. PIMERS will have the last word and select the winner.

Chairman: Robert Leclère, President, Belgian Nuclear Forum and Chairman of the PIME Award Jury

19.30-22.30 PIME dinner

Venue: Restaurant "UTO Kulm", on top of the Uetliberg

Transportation: The buses will leave the hotel at 19:00. Please be on time!

Tuesday 19 February 2013

9.00-9.30 Results of the Workshops I-III *Ballroom Chillon*

The spokespersons of workshops I, II and III will give an overview of the issues covered during their respective workshops, with an emphasis on the deliverables and recommendations that emerged from their deliberations.

Chairman: Monique Linger – de Bruijn, Communications Manager, N.V. EPZ, The Netherlands



9.30-11.00 Plenary session 3: Risk perception *Ballroom Chillon*

Chairman: Cora Blankendaal, *Communications Advisor, NRG Communications, the Netherlands*

How to articulate messages on multiple issues to the public: *guidelines for communications professionals according to 3rd phase communications trends*

Ingrid Spruit, *Owner and Independent Communications Consultant, Spring Communications, the Netherlands*

Engaging with stakeholders on radioactive waste developments and operations

Phil Davies, *Director, Westlakes Nuclear Limited, United Kingdom*

11.00-11.30 Coffee break

11.30-13.30 Workshops IV-VI

There are three parallel workshops to choose from:

IV: Media training <i>Room Chillon 1</i>	V: The Role of the media in the Fukushima crisis and its impact on how to communicate with women (organised by WIN) <i>Room Chillon 2</i>	VI: Nuclear liabilities <i>Room Chillon 3</i>
<p>Moderator: Rémy Le Champion, <i>Media Trainer, ESJ Pro, France</i></p>	<p>Moderators: Se-Moon Park, <i>President, Women In Nuclear (WIN) Global</i> Dominique Mouillot, <i>President, WiN Europe and WiN France</i> Helena Loner, <i>President, WIN Switzerland</i></p> <p>Speakers: Media coverage in Germany, Switzerland, France and United Kingdom after the accident at Fukushima Hans Mathias Kepplinger, <i>Professor, University Mainz</i></p> <p>The political fallout in Switzerland after the accident in Fukushima: Reason versus emotion in the discussion on nuclear energy Irene Aegerter, <i>Vice President, Swiss Academy of Engineering Sciences</i></p> <p>Gender differences in risk</p>	<p>Moderator: Stephen G. Burns, <i>Head of Legal Affairs at OECD/NEA</i></p>



	perception: Theoretical and empirical perspectives Katrin Fischer , Professor, Dept. of Applied Psychology, University of Applied Sciences, Northwestern Switzerland	
--	--	--

13.30-14.30 Lunch

14.30-16.00 Plenary session 4: Communicating nuclear R&D *Ballroom Chillon*

Introduction

Chairman: Adrian Bull, Director of External Relations, National Nuclear Laboratory (NNL), United Kingdom

Communicating R&D, assets and constraints - The example of CEA (France)
Nathalie Guillaume, Special Advisor to the Director of Communications, the French Alternative Energies and Atomic Energy Commission (CEA)

Telling stories or communicating on R&D and innovation: Test case in Belgium
Christian Legrain, Secretary General, Belgian Nuclear Research Centre (SCK•CEN), Belgium

Challenges and opportunities in communicating nuclear R&D - A view from the UK's National Nuclear Laboratory
Adrian Bull, Director of External Relations, NNL, United Kingdom

16.00-16.30 Results of the Workshops IV-VI *Ballroom Chillon*

The spokespersons of workshops IV, V and VI give an overview of the issues covered during their respective workshops, with an emphasis on the deliverables and recommendations that emerged from their deliberations.

Chairman: Monique Linger – de Bruijn, Communications Manager, N.V. EPZ, The Netherlands

16.30-17.00 CLOSING *Ballroom Chillon*

Wrap-up of PIME 2013 outcomes

Jean-Pol Poncelet, Secretary General, European Nuclear Society (ENS)

Announcement of the winner of the PIME Award 2013 for Communications Excellence

Chairman: Robert Leclère, President, Belgian Nuclear Forum and Chairman of the PIME Award Jury

Wednesday 20 February 2013

Technical visits based to pre-registration Please see the programme on [PIME2013 web site](http://PIME2013.web.site)