



Preliminary Programme

Sunday 1 March 2015

17.00–18.30 Registration
18.30–19.30 Welcome drink

Monday 2 March 2015

9.00-10.30 Opening session

Moderator: **Michele Bologna**, Slovenské Elektrárne, Slovak Republic

Opening Speech

Pavol Pavlis, Minister of Economy of the Slovak Republic

Host Country Presentation

Nicola Cotugno, CEO, Slovenské Elektrárne, Slovak Republic

Introduction to the conference

Jean-Pol Poncelet, Secretary General, European Nuclear Society

10.30-11.00 Coffee break

Exhibition of PIME Award shortlisted candidates' campaigns
PIME 2015 Showcase

11.00-11.30 Presentation by the short-listed candidates for the 2015 PIME Award

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

11.30-12.30 Plenary session: successful communications – getting your messages and tools right

Moderator: **Jeremy Gordon**, World Nuclear Association

From 'what I want to tell you' to 'what you want to hear?' – increase your impact by creating receiver-specific messages

This presentation will show how to increase your messages' impact and outreach by adapting your communications to different audiences. You will learn how to turn one-way communication into a dialogue by looking at the motivations of different target audiences and tailoring your messages to them.

Anke Laarhuis, Buro Blink, The Netherlands



Communicating with visual content

Video and visual inputs are important communication tools nowadays. Mostly delivered through social media they hold the potential to effectively spark attention and engage the audience. The presentation will look at current developments, identify what works and how success is measured, helping you to understand why Twitter is betting big on its native video player, and why Facebook and YouTube have become such fierce competitors for our eyeballs.

Miel Van Opstal, Wavelab, Belgium

12.30-13.30 Lunch

13.30-16.00 Workshops I-III

There are three parallel workshops to choose from:

I: Towards receiver-oriented communications

Moderator: **Anke Laarhuis**, Buro Blink, The Netherlands

This workshop will guide participants through a practical approach which will enable them to effectively engage with their audiences. We will start by describing fictional characters representing different sociological types. This will give us more insight into the motivations of target audiences and will help us determine when the best time to reach them is. We will then focus on the technique of 'content mapping' to tailor messages to the needs of our stakeholders.

II: Communicating with videos

Moderator: **Miel Van Opstal**, Wavelab, Belgium

During the workshop we will focus on the purpose of the content creation and how communication goals can be met by shaping the content right. We will analyse video examples and identify the best features. With these insights and best practices at hand, you will be able to create videos that connect better with your stakeholders and learn how to integrate them into your overall communications strategy.

III: Using the opportunity of an international event for communications – looking at the examples of the Nuclear Security Summit 2014 and COP 2015

Moderators: **Bonnie Forster**, URENCO, The Netherlands; **Sophie Prevot**, SFEN, France

Big events generate news and attention in traditional and social media. How can we use this to amplify our messages? The workshop will look at how a team of Dutch communicators used the Nuclear Security Summit to communicate on nuclear and how the attention on the global conference for climate change (COP) can be best used.

16.00- 16.30 Coffee break

Exhibition of PIME Award shortlisted candidates' campaigns

PIME 2015 Showcase



16.30-18.30 Plenary Session: Building a case for nuclear – how political and economic developments influence communications strategies

Moderator: **Christian Legrain**, SCK-CEN, Belgium

Communicating about nuclear does not take place in a vacuum but has to adapt to its environment. The central subject of this session is how communicators adapt to their specific political, economic and social environment. An overview of developments in key regions worldwide will be followed by a panel discussion.

Introduction

Lubomir Mitev, NucNet

With contributions from

Takuya Hattori, JAIF, Japan

Marielle Rogie, Belgian Nuclear Forum, Belgium

Valentina Dinu, Nuclearelectria, Romania

Jorge Camara, Executive Director, The Corporate Office, Abu Dhabi

Li Jianwei, SNPTC, China

Followed by a panel discussion

19.30-22.30 PIME dinner

Venue: Old Market Hall



Slovenské Elektrárne is an Enel Group Company

The Pime 2015 Conference Dinner is sponsored by Slovenské Elektrárne, an Enel Group company



Tuesday 3 March 2015

8.30-10.30 Plenary session: Opinion polls

Moderator: **Nathalie Guillaume**, CEA, France

Opinion polls: research tool or communications device?

This presentation looks into the relationships between the media, opinion polls, public opinion, politics and democracy in different countries. Do media shape rather than reflect public opinion by covering opinion polls? To what extent do bad opinion polls 'drive out' good polls in the media? When can we experience 'bandwagon' and 'underdog effects'?

Peter Thijssen, M²P Media, Movements & Politics, University of Antwerp, Belgium

Citizen panels – a technique for opinion studies

The French Nuclear Society (SFEN) actively participates in the national debate on energy transition. Communicating nuclear at the occasion of citizen panels offered the opportunity to engage with stakeholders and keep the finger on civil society's pulse. The presentation will highlight how lessons learned from these debates have been incorporated in the communications' strategy.

Isabelle Jouette, SFEN, France

Opinion polls and the launching of a new-built programme

The launch of a new-built programme is a challenging situation for nuclear communicators. This presentation will look at how to connect opinion polls to a broad communications' strategy including new build next to existing generation, decommissioning and climate change.

Sara Craine, NIA, UK

Panel discussion

with speakers of the session and **Lenka Ferencakova**, editor in chief at energia.sk

10.30-11.00 Coffee break

Exhibition of PIME Award shortlisted candidates' campaigns

PIME 2015 Showcase

11.00-13.30 Workshops IV-VI

There are three parallel workshops to choose from:

IV: Using opinion polls in a communications strategy

Moderator: **Nathalie Guillaume**, CEA, France

This workshop will be an occasion to compare and discuss the elaboration and the use of opinion polls within a communication strategy. Examples from various countries will illustrate approaches and methodologies used and look at challenges encountered. Participants will gain a solid understanding of 'do's' and 'don'ts' when devising and working with opinion polls.



with

Local barometers and management of communication: questions and issues

Christian Taillebois, EDF, France

Public opinion polls as an important communications tool – technical and practical issues – PGE EJ 1 case study

Katarzyna Włodek-Makos, PGE, Poland

Publication of our polls' results – why we did it and how we did it

Matthias Meersschaert, Belgian Nuclear Forum, Belgium

Opinion polls and internal communication: simple research or tool for team building?

Nathalie Guillaume, CEA, France

V: The economics of nuclear

*Moderators: **Marco Streit**, PSI, Switzerland; **Lubomir Mitev**, NucNet*

Liberalisation of energy markets, increasing interconnection of European grids and political interventions through subsidies lead to increasingly complex interactions between the different components of the system. This workshop will guide participants through energy market dynamics to an understanding of the 'Merit-order' and the long-run effects on energy production and system viability.

VI: Young Generation Workshop - Debunking Nuclear Myths

***Eileen Radde**, Co-chair ENS Young Generation Network; **Jeremy Gordon**, WNA*

Everyone has a view about nuclear energy. It's not a subject that leaves people indifferent. Sometimes those views are accurate and based on scientific fact. Sometimes they are influenced more by entrenched ideological positions or inherited misinterpretations. It is the job of nuclear communicators to expose the myths and misinformation and to communicate the real truth about a source of energy that is vital to the world's security of supply, climate change and competitiveness goals. In this workshop the Young Generation focus on how we can set the record straight about the benefits of nuclear energy.

13.30-14.30 Lunch

14.30-15.30 Plenary session: Learning from other industries

*Moderator: **Miroslav Šarišký**, Slovenské Elektrárne, Slovak Republic*

Communications challenges in organ donation and transplantation - comparisons and differences in nuclear and healthcare communications

*Having worked for many years in the nuclear sector, **Juliette van der Laan** will address several communications issues in organ transplantation and nuclear - both sensitive topics that address emotions in society and share some experiences as to how they are approached. Focusing on the role of media and use of social media, including public campaigns, she will put forward some (practical) ideas/suggestions on best practices.*

Juliette van der Laan, Eurotransplant, The Netherlands



The Rosetta Mission – communicating in a challenging technological environment

On 12 November 2014, the European Space Agency's (ESA) Rosetta mission soft-landed its Philae probe on comet 67P/Churyumov-Gerasimenko, the first time in history that such an extraordinary feat has been achieved. But as great as the relief was when the first signal after landing was received as great were the uncertainties and challenges of this mission. This presentation will give an insight into how ESA communicated this highly complex technological issue.

Mark McCaughrean, European Space Agency

15.30-16.00 Closing session

Announcement of the winner of the PIME 2015 Award for Communications Excellence

16.00- 16.30 Farewell Drink

Wednesday 4 March 2015

Technical visits based on pre-registration

Please see the programme on www.pime2015.org