

WARSAW/POLAND

CSR Communication: Challenges and Best Practice

30TH MARCH, 2010 • 09:00 • DELOITTE HOUSE



Agnieszka Brzezińska
Communication & Healthcare Access Director
Roche Polska

Agnieszka Brzezińska, M.D., Ph.D, is the Communication and Healthcare Access Director for Roche Polska. Before taking up the position last year, she spent fourteen years in the pharmaceutical industry, working in the medical department. Ms

Brzezińska graduated from the Medical School of Warsaw, specialising in internal medicine and completing her thesis in the field of endocrinology.



Robert Moreń
Managing Director, Head of Corporate Comms Department
Bank Pekao SA

Robert Moreń is the Managing Director at Bank Pekao SA, and Head of the Corporate Communications Department. Mr Moreń received Masters Degrees from Warsaw University and Oklahoma State University. He is a member of the Executive Committee of Group Identity & Communication of UniCredit.



Małgorzata Szlendak
Corporate Affairs & Public Relations Manager
Nestlé Polska

Małgorzata Szlendak is the Corporate Affairs and Public Relations Manager for Nestlé Polska, where she is responsible for both external and internal communications. She is heavily involved with the company's corporate social responsibility efforts, supervising projects and cooperating with stakeholders.

Ms Szlendak graduated from Marie Curie Lublin University, and is an experienced interpreter.

SCHEDULE

09:00 – 09:15

Welcome and presentation of the EACD

The EACD Regional Coordinators for Poland will welcome the participants and give a short Presentation on the EACD

09:15 – 11:00

Panel discussion on effectively communicating Corporate Social Responsibility

Moderated by Paweł Rabej, Co-Publisher and Business Development Director, THINK TANK Magazine

The following communication leaders will participate in the discussion:

Agnieszka Brzezińska, Communication & Healthcare Access Director, Roche Polska

Halina Frańczak, Marketing & PR Director, Deloitte

Robert Moreń, Managing Director, Head of the Corporate Communications Department, Bank Pekao SA

Małgorzata Szlendak, Corporate Affairs & PR Manager, Nestlé Polska

Anna Warchoń, CSR & Social Programs Coordinator, RWE Polska



Halina Frańczak
Marketing & PR Director
Deloitte

Halina Frańczak is the Marketing and PR Director at Deloitte, where she is responsible for their communications and corporate social responsibility (CSR) activities in the Baltic States. She helped to create the RESPECT Index, and

is a member of its committee. Ms Frańczak has authored many CSR articles, and is a member of the Program Council of Polish Human Resources Management Association.



Paweł Rabej
Co-Publisher
THINK TANK Magazine

Paweł Rabej is the Business Development Director and Co-Publisher of THINK TANK Magazine, as well as current CEO at the INK Publishing Group. Previously, he worked as Business Development Director at Harvard Business Review Polska, and as Strategic Consultant to the Canadian International Management Institute.



Anna Warchoń
CSR & Social Programs Coordinator
RWE Polska

Anna Warchoń is the coordinator of social programs at RWE Polska, where she is also responsible for corporate social responsibility strategy. RWE Polska is responsible for energy sales and the development of the RWE Group in Poland.

HOST/VENUE



Deloitte House
al. Jana Pawła II 19
00-854 Warsaw

ABOUT THE REGIONAL DEBATES

With more than 55 events having already taken place in capital cities across Europe since March 2008, the EACD's Regional Debates place the communications profession in both a pan-European and regional context. The debates bring together EACD members to network and connect whilst further promoting the EACD's vision, and gives communicators the opportunity to learn from one another's ideas and experiences.

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REGISTRATION

Fax +32 (0)2 219 22 92



Yes, I would like to confirm my attendance

No, unfortunately I will not be able to attend the event

Please send me further information on the European Association of Communication Directors (EACD)

Please fill in:

Surname _____

First Name _____

Company/Organisation _____

I will be accompanied by _____

Email _____

Please register by the 26th of March, 2010
by fax or by email to regionaldebates@eacd-online.eu