

LONDON/UNITED KINGDOM

# External & Internal Engagement for Securing Trust & Reputation

MARCH 29, 2010 • 5.00 PM • ASTRAZENECA

## SCHEDULE

5.00–5.15 pm

### Presentation of the EACD

Simon Warr, the EACD Regional Coordinator for United Kingdom, will welcome the participants and open the Debate with a short presentation on the European Association of Communication Directors.

5.15–6.00 pm

### Keeping everyone 'on board' in a crisis

"You can't control the splash, but you can control the ripples."

Nothing defends a company's reputation like a solid, dependable message. Justin Roux will show you how that theory has been truly tested.

6.00–6.15 pm *Break*

6.15–7.00 pm

### Building Trust

Judith Everett will share the communication and engagement strategies used by AstraZeneca to build relationships with stakeholders in a sector that faces challenges on the trust front.

7.00–8.00 pm

### Get-Together

When the speeches have been given, and all your questions have been answered, there will be the opportunity to relax with refreshments, network with your peers from across your region, and discuss the outcome of the day's events.

## HOST/VENUE



AstraZeneca  
15 Stanhope Gate  
Mayfair  
**W1K1LN London**

## 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.



**Justin Roux**  
Senior Vice President of  
Communications  
Luvata U.K. Ltd.

Justin Roux is Senior Vice President of Communications for the Luvata Group – one of the world's foremost manufacturing companies. He is a specialist in corporate cultural change and has recently overseen the collation of the group's many companies and assets into a single identity. Previously, he guided AVEVA Group through a similar process. Mr Roux has worked in engineering and journalism since 1989. After nine years on international plant projects, he returned to communications. He is a regular public speaker, and a campaigner for engineering and education, as well as being chairman of The Board of Communications for the European Copper Institution.



**Judith Everett**  
Head of Brand & Corporate  
Communications  
AstraZeneca

Judith Everett is the Head of Brand & Corporate Communications at AstraZeneca. Prior to this, she worked as Communications Director at Threadneedle Investments, where she managed external and internal communications and media relations. She has previously held several positions at Royal Dutch Shell, including Head of Corporate Identity, where she was responsible for managing the global corporate brand and reputation building program. Ms Everett was educated at the universities of Edinburgh and Aberdeen.

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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

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First Name

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Company/Organisation

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I will be accompanied by

Email

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Please register until the 26<sup>th</sup> of March, 2010  
by fax or by email to [regionaldebates@eacd-online.eu](mailto:regionaldebates@eacd-online.eu).