

## BUCHAREST/ROMANIA

# Contemporary Communications Strategies

JUNE 24, 2010 • 7.00 PM • BANCA COMERCIALA ROMANA SA



**Irina Stoltz**  
Corporate Citizenship and Corporate  
Affairs Specialist  
IBM Romania

Irina Stoltz has been Corporate Citizenship & Corporate Affairs Specialist for IBM Romania since 2008, and is responsible for implementing corporate strategies and instruments into the social area and business community. She is a member of several NGOs, including the Romanian Association for Women in Science and Technology, and United Way Romania. Prior to joining IBM, she was Head of Department, Corporate Affairs and Publications, at the Metropolitan Library of Bucharest

## SCHEDULE

7.00–7.15 pm

**Presentation of the EACD**

Sofia Zainea, the EACD Regional Coordinator for Romania, will welcome the participants and open the Debate with a short presentation on the European Association of Communication Directors.

7.15–7.45 pm

**IBM CSR Programmes - a Winning Differentiator to Build a Smarter, Responsible Community**

Irina Stoltz will take you through parts of the IBM's innovative leadership programme, Corporate Service Corps, which is the flagship programme in IBM's CSR strategy.

7.45–8.15 pm

**New Communication Challenges - Social Media**

Florentina Anitoaie will speak about social media as a part of our everyday lives, and the importance of including new media channels in communication strategies.

8.15–9.00 pm

**Get-Together**

After the speeches, 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.



**Florentina Anitoaie**  
PR Manager  
B Media

Florentina Anitoaie is the PR manager of B Media, where she is responsible for focusing on communication strategies for new media channels. Her professional background includes positions such as: Journalist; Press Counselor with Romanian National House of Health; and PR manager at an events company. Ms Anitoaie graduated from the Faculty of Journalism at the University of Bucharest, and she is currently studying at the Faculty of Public Administration at the same university.

## HOST/VENUE



Banca Comerciala Romana SA  
5 Regina Elisabeta Blvd  
(Universitatii Square)  
Gate 1 , Marble Room  
**Bucharest**

## ABOUT THE REGIONAL DEBATES

With more than 65 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 \_\_\_\_\_

Position \_\_\_\_\_

Company/Organisation \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

I will be accompanied by \_\_\_\_\_

Please register until the 22nd of June, 2010  
by fax or by email to [regionaldebates@eacd-online.eu](mailto:regionaldebates@eacd-online.eu)