

STOCKHOLM/SWEDEN

Social Media Crisis Communications

27TH SEPTEMBER, 2010 • 14.00 PM • EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL



Paulo Moreira
Deputy Head of the
Communication and
Country Cooperation
Unit
ECDC

Paulo Moreira is the Deputy Head of the Communication and Country Cooperation Unit at the European Centre for Disease Prevention and Control (ECDC), where he is responsible for fostering health communication activities among member states and supporting the implementation of related structures in Europe on communicable diseases. Prof. Moreira leads the implementation of the knowledge and resource centre on health communication at ECDC and holds a Ph.D. specialising in Health Communication, Social Marketing and Public Health from the University of Manchester/ Manchester Medical School - Manchester Business School.



Mats Holmberg
Head of
Communications
Vattenfall Nordic

Mats Holmberg is Head of Communication for Vattenfall Nordic, which is Europe's fifth largest generator of electricity, and the continent's largest generator of heat. Vattenfall is active in all stages of the electricity value chain - generation, transmission, distribution and sales. Prior to moving to Vattenfall, he worked as Head of Communications in the insurance industry at Codan/Trygg-Hansa, which is owned by RSA, one of the world largest non-life insurance companies. He has a background as a Journalist and PR Consultant.

SCHEDULE

14.00 – 14.15

Welcome

Karl Ekdahl, Head of Communication and Country Cooperation Unit, ECDC

14.15 – 14.30

EACD Presentation

Anders Edholm, SVP Corporate Communications and head of Group Staff Communications, Electrolux, and EACD Regional Coordinator for Sweden

14.30 – 14.45

Social Media and communicable diseases: Health communication challenges

Paulo Moreira

14.45 – 15.15

Social media as a crisis communication tool

Elisabeth Lindgren

15.15 – 15.30 *Coffee Break*

15.30 – 16.00

How SAS used social media to communicate with customers during the volcanic crisis

Christina Ericsson

16.00 – 16.30

Catch the weak signals and avoid crisis

Mats Holmberg

16.30 – 17.00

Get Together

After the speeches there will be an opportunity to relax, network with your peers from across the region, and discuss the day's events.



Elisabeth Lindgren
Vice President
Corporate
Communications
SJAB

Elisabeth Lindgren holds a Master of Business Administration from Stockholm School of Economics and has been employed at SJ since 2007. She has considerable experience in directorial and managerial positions. She has held positions within the bank and finance sector, as well as within the recruitment sector. In addition to this, she has experience in the areas of staffing, education, skills enhancement and consulting, as well as down- and upsizing.



Christina Ericsson
Director Online Strategy
& Communications
SAS Airlines

Christina Ericsson has worked in Online Strategy and Communications at SAS for almost four years. Prior to joining her current agency, she worked as a Consultant for Establish/United Logistics Group. Her time in the industry gives her over 8 years of consultancy experience. Ms Ericsson studied Computer- and Systems Sciences at Stockholm University/Royal Institute of Technology.

THE HOST/VENUE



European Centre for Disease
Prevention and Control
Tomtebodavagen, 11 A
17183 Stockholm

ABOUT THE REGIONAL DEBATES

With more than 65 events having already taken place in capital cities across Europe in 2008, the EACD's Regional Debates consider the communications profession, in both a pan-European, and a regionally specific context. The Debates bring together EACD members to network and connect, whilst further promoting the EACD's vision, and giving 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 _____

Position _____

E-mail _____

I will be accompanied by _____

Please register by the 22nd of September, 2010
by fax or by email to regionaldebates@eacd-online.eu.