

VILNIUS/LITHUANIA

Lessons Learned from Crises

DECEMBER 8, 2011 • 15:30 • NOVOTEL HOTEL



Andres Lember

Head of Communications
G4S Estonia

Andres Lember is Director of the Marketing and Development Division of G4S Estonia. Prior to this position, he was Head of Communications at Falck Estonia (owned by G4S). Mr Lember comes from a strong journalistic background, and among other things, has served as Managing Editor at Postimees newspaper and as Editor and Language Editor at the newspaper, Eesti Päevaleht. In addition, Mr Lember has taught at Tallinn Pedagogical University.



Ilze Rassa

former Press Secretary for ex-President of Latvia
Mr. Valdis Zatlers

Ilze Rassa is the former Press Advisor and Press Secretary of Latvia's ex-President. After earning a BA in International Relations and an MA in Peace Studies, she was Head of Press and Public Relations Division of the Latvia's Task Force for the NATO Summit in Riga. In addition to her government agency experience, Ms Rassa was Communications Manager at Statoil Latvia, where she was responsible for CSR strategy, internal communications, and crisis communication.



Darius Maikstenas

Vice President Marketing and Services, Head of Business and Consumer
Omnitel

Darius Maikstenas is the Vice President of Marketing and Services and Head of Business and Consumer at Omnitel, a leading mobile operator in Lithuania, which is part of TeliaSonera Group.

He has over two decades of managerial and communication experience and is an alumnus of Harvard Business School, with an Executive MBA and Bachelor of Business Administration degree. Mr Maikstenas also serves on the board of the Save the Children Foundation in Lithuania.

SCHEDULE

15:30 – 15:45

Welcome and Presentation of the EACD

Luulea Lääne, Communication Director at the AS Tallink Grupp and EACD Regional Coordinator for Estonia/EACD Board Member

15:45 – 16:30

Developing Customer-Related Communication – Crucial During Crises

In this presentation by Andres Lember will discuss strategies for companies to communicate with confidence and clarity to external stakeholders during a crisis.

16:30 – 17:15

Communicating Under Pressure

Ilze Rassa will share her experiences communicating in the national and international governmental arenas and give communicators from all sectors practical advice for handling media in difficult situations.

17:15 – 18:00

Rebranding Challenges

When a company or organisation initiates a rebranding campaign, communications teams face the sometimes conflicting tasks of making large-scale changes, while still maintaining a sense of continuity about certain aspects of the brand. Darius Maikstenas will discuss rebranding challenges and methods to address them.

18:00 – 19:00

Concluding Discussion

Moderated by Luulea Lääne

19:00 – 20:00

Get-Together

When the working session is over, 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.

THE HOST/VENUE



Novotel Hotel
Gedimino av. 16
LT-01103 Vilnius
Lithuania

ABOUT THE REGIONAL DEBATES

Having already hosted more than 85 events in capital cities across Europe since March 2008, the EACD Regional Debates place the communications profession in both a pan-European and regional context. These regional forums bring together EACD members to network and connect while further promoting the EACD's vision, and give 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 _____ Email _____

I will be accompanied by _____

Please register by the 6th of December, 2011
by fax or by email to regionaldebates@eacd-online.eu