



## **PRESS RELEASE**

### **European Association of Communication Directors**

Brussels, 8<sup>th</sup> May 2008

#### **New EACD Regional Debate to take place on May 15<sup>th</sup>, 2008, in Oslo**

The EACD is pleased to announce its first Regional Debate of the year in Norway, hosted by Glitnir in cooperation with Burson-Marsteller, in Oslo.

The debate will be introduced by EACD member Björn Richard Johansen, who will welcome all participants. Following this, Mr. Hvilen, Corporate Relations Manager for Diageo Norway, will speak on the subject of doing the right thing, and the smart thing, when it comes to consumer care. After a short break, Mr. Mørck Wergeland, Managing Director of Burson-Marsteller Nordic, will tackle the issue of the future role of the Communication Director in the corporate management team.

All participants are invited to ask questions of both the speakers, and engage in debate on the issues at hand. At the end of the evening, there will be a get-together, and a chance for communication professionals to relax and network with their peers.

**About the Debates:** By addressing and discussing the communications profession in both a pan-European and a regionally-specific context, the EACD Regional Debates will strengthen the network connecting our members, further promote the EACD's vision, and give Communication professionals the chance to share their experience and knowledge.

#### Contact:

Dr. Herbert Heitmann  
European Association of Communication Directors  
13-15, Rue de la Charité  
B-1210 Brussels  
Tel +32 (0)2 219 23 07  
Fax +32 (0)2 219 22 92  
[herbert.heitmann@eacd-online.eu](mailto:herbert.heitmann@eacd-online.eu)  
[www.eacd-online.eu](http://www.eacd-online.eu)