



QUADRIGA
UNIVERSITY
OF APPLIED SCIENCES

**Programme
& Service**



Conference **Crisis Communication**

*Success During Crisis: Recognising
Opportunities to Build Trust*

10/11 November 2011

nHow Hotel, Milan

www.crisis-communication.net



Programme **Thursday, November 10, 2011**

9:00 am Doors Open
9:30 am – 9:45 Introduction, *Prof. Dr. Arne Westermann, Quadriga University of Applied Sciences*

Modul 1: Beginning of Crisis

Best Case 1

9:45 am – 10:30 am **Crisis Preparation – Measurement & Tracking** *Margaret O'Donnell, British Red Cross*

10:30 am – 11:15 am

Best Case 2

Out of Left Field – How a Chicken Breast & The Vatican Helped Define eBay's Communication Strategies *Andrea Polo, Immobiliare.it*

11:15 am – 11:45 am Break & Conference Challenge "Beginning of Crisis"

Workshop-Phase I

11:45 am – 1:15 pm **Web 2.0 and Internal Crisis Management** *Frederik Tautz, Ketchum Pleon*

Accuracy over Speed – Communicating about Complex Incidents *Patrick Kammerer, Shell*

Your Move: Tools for an Effective First Response *Yannis Freris, Gefyra*

1:15 pm – 2:45 pm Lunch & Speed Networking

Module II: During the Crisis

2:45 pm – 3:15 pm

Best Case 1

A Crisis or a Second Chance? The Icelandic Ash Cloud as an Opportunity

Gudjon Arngrimsson, IcelandAir

3:15 pm – 3:45 pm

Best Case 2:

Litigation PR: A Discussion on Best Practice *Rosanna D'Antona, D'Antona & Partners*

3:45 pm – 4:15 pm Break & Conference Challenge – "During the Crisis"

Workshop-Phase II

4:15 pm – 5:45 pm Participants will have the opportunity to choose a second workshop from the first workshop period.

Conference Dinner & Dinner Speech

From 6:30 pm

Through the Fire

Crises as experienced by companies have grown on an unprecedented scale – they are global, comprehensive and more intense than ever before. We invite you to our conference dinner on Thursday evening, where Andrew Gowers will report on two cases in which he was responsible for the crisis communication: the financial crisis at Lehman Brothers and the BP oil spill of 2010.



Andrew Gowers
Independent consultant and
Commentator, Former Com-
munications Chief, BP and
Lehman Brothers



Programme **Friday, November 11, 2011**

9:00 am Doors Open
9:30 am – 9:45 am Introduction

Module III: After the Crisis

9:45 am – 10:30 am

Best Case 1

After the Storm: Reputation Restoration *Vincenzo Galimi, Assogestioni*

10:30 am – 11:15 am

Best Case 2

Success Through Community Engagement: How The Bank of Valletta Survived

Edward Muscat Azzopardi, Bank of Valletta

11:15 am – 11:45 am

Break & Conference Challenge – “After The Crisis”

Expert Discussion

11:45 am – 12:45 pm

“After the Crisis is Before the Crisis” also featuring: **Crisis Challenge Representatives**

The conference will end with a roundtable discussion – led by the our conference moderator Prof. Dr. Arne Westermann – on crisis communications. The discussion will feature some of our speakers as well as the discussion leaders of the ConferenceChallenge. Focusing on the themes of Before, During, and After, the Crisis, panel participants will discuss multiple aspects of crisis communication, from different perspectives and industries. This discussion is a great way to engage with some of our expert speakers, sum up the conference and underline the key points raised throughout the two days in Milan.



Prof. Dr. Arne Westermann
Department Head of Corporate
Communications, Quadriga
University of Applied Sciences



Edward Muscat Azzopardi
Head of Marketing and PR,
Bank of Valletta



Vincenzo Galimi
Director of Communica-
tions and Institutional
Affairs, Assogestioni



Yannis Freris
Head of Corporate Com-
munication & Sustainable
Development, Gefyra

12:45 pm – 1:00 pm

Closing Statement *Prof. Dr. Arne Westermann, Quadriga University of Applied Sciences*



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Location

nHow Hotel, Milan

Located in the heart of Milan's fashion district, the nhow Milano benefits from a great location in one of Milan's most dynamic neighbourhoods. With its unique, contemporary design, nhow Milano offers inspired fusion between fashion, design, and elegance. The "Tortona e Navigli" area has been converted into one of the most fashionable and modern districts of the city center. The area is filled with enticing restaurants and bars, exhibition centers, as well as design and photography studios. nhow Milano is the place to be for all art, culture and fashion lovers.

nHow Milano

Via Tortona 35.
20144 Milano. Milan (Italy)

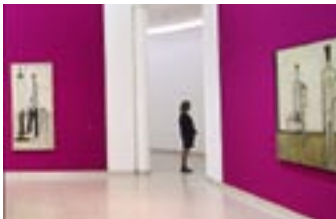
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Fax: +39 02489886489

e-mail: info.nhow@nh-hotels.com

Discovering Milan

Milan is known for its high-end fashion, design and art, but did you also know about its architecture, parks and gardens? Here are some ideas of things to check out nearby the conference venue:



Le Case D'Arte

Corso di Porta Ticinese 87
20123 Milano
Tel./Fax. : +39 02 8054071

One of Milan's many art galleries, now featuring "I will not make any more boring art" by John Baldessari



La vetrina di Beryl

Via Statuto, 4
20121 Milano

A Mecca for shoelovers, this shop has almost every shape, colour, and design that you could dream of!



Ristorante Giacomo

via Pasquale Sottocorno, 6
20129 Milano
Tel. 39 02 76023313

This restaurant offers delicious local dishes in a classic Italian atmosphere.



Parco Don Giussani

Via Andrea Solari
20144 Milano

Take a break from the conference in this beautiful 1930's inspired park, located walking distance from the conference venue.

Getting Around

Taxis by Telephone:

Yellow Taxi: +39 (02) 6969

Milano Taxi: +39 (0)2 89281563

Taxi Blu: +39 (02) 4040

*Please note, that often when calling a radio taxi, the meter starts running as soon as the driver gets the call.

Milan Metro:

ATM Points: Duomo M1-M3, Centrale M2-M3, Cadorna M1-M2,

Loreto M1-M2, Romolo M2, Garibaldi M2

Open Monday to Saturday from 7:45 am to 7:15 pm.

www.atm-mi.it/en/

Contact

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