

Communication in the digital age - How mutuals can deliver quality content and engage with customers and the media.

Day 1 | Thursday, 22 October 2015 | Barcelona

15:00 – 15:30	Welcome coffee and registration
	Chair: Julien Hayen Public & Press Relations P&V, Belgium Chair, AMICE's Communications working group
15:30 – 15:45	Welcome and introduction
	Host Company Representative Mutual Médica
15:45 – 17:00	Session 1 How to deliver content that interests the press?
	In today's society, traditional press conferences to communicate company results no longer attract attention. What stories can mutuals and cooperatives tell to interest the press? How can you create long term relations with the press? Should mutual & cooperative insurers communicate on the values & specificities of their model when creating content for the press?
15:45 – 16:15	Case study Elisabetta Ruà Head of Institutional Communications Reale Mutua, Italy
16:15 – 16:45	Expert view Albert Closas journalist and TV director-presenter Spain
16:45 – 17:00	Q&A and discussion
17:00 – 17:30	Coffee
17:30 – 19:30	Session 2 Which methods and what content should mutuals focus on to engage with customers?
	This session will look at the methods and messages for communication with customers. What information do customers expect from their mutual insurers? What methods can be used to understand the topics they are interested in? Based on practice, what are the messages that mutual insurers should focus on to engage with customers?
17:30 – 18:00	Case study Jyrki Antikainen Head of Communications LähiTapiola, Finland
18:00 – 18:30	Case study Nektaria Bessa Administrative & Development Director Syneteristiki Insurance, Greece
18:30 – 19:00	Expert view Pau Herrera Director General BPMO PR agency, Spain
19:00 – 19:20	Q&A and discussion
19:20 – 19:30	Closing remarks first day
21:00	Dinner



Day 2 | Friday, 23 October 2015 | Barcelona

09:30 – 10:00 Welcome coffee

10:00 – 11:15 Session 3 | Organising outward communication

In a large company, how can all communication related departments efficiently collaborate to create consistent content? Is it easier for a small company with a single point of contact to communicate?

How to handle communication in a crisis? What are the general principles that can positively affect your actions and communication in a crisis? How to handle your reputational risk?

10:00 – 10:30 Case study | **Mattias af Geijerstam**, Communications Manager | Länsförsäkringar, Sweden

10:30 – 11:00 Case study | **Grzegorz Buczkowski**, General Manager | TUW SKOK, Poland

11:00 – 11:15 Q&A and discussion

11.15 - 11.45 Coffee

11:45 – 13:30 Session 4 | Digital age and communications

In the digital age, social media and digital applications are widely used. Are they just new communication channels? What are the advantages and disadvantages of these new tools for communicating? How can they be used effectively to reach the press and customers?

11:45 – 12:15 Case study | **Thomas von Mallinckrodt**, Head of Corporate Communications | Huk-Coburg, Germany

12:15 – 12:45 Case study | **Sergio Muñoz Mir**, Head of Media, Sponsorship and PR | FIATC SEGUROS, Spain

12:45 – 13:15 Q&A and discussion

13:15 – 13:30 Closing remarks

13.30 - 14.30 Lunch



AMICE Seminar

Communication in the digital age - How mutuals can deliver quality content and engage with customers and the media

Barcelona, 22-23 October 2015

Practical information (updated)

Date	22 and 23 October 2015	
Timing	<u>Thursday, 22 October:</u> Seminar from 15:00 to 19:00 Dinner at 21:00	<u>Friday, 23 October:</u> Seminar from 9:00 to 13:30 Lunch from 13:30 to 15:00
Location	The event is kindly hosted by Mutual Médica Via Laietana 31, 08003 Barcelona	
Language	The seminar will be held in English and Spanish .	
Registration costs	1 representative from one AMICE member: 200 Euro 2 representatives from one AMICE member: 350 Euro 3 representatives from one AMICE member: 500 Euro The costs for dinner on 22 October and the lunch on 23 October are included.	

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<p>Accommodation</p>	<p>Please take note that the accommodation should be reserved and paid for directly by the participants. The following hotels are close to the seminar venue and propose <u>special rates for the AMICE seminar</u>:</p> <ul style="list-style-type: none"> ○ Catalonia Catedral Arcs, 10 08002 Barcelona Tel: +34 93 343 67 75 Email: booking@hoteles-catalonia.es Web: http://www.hoteles-catalonia.com/en/our_hotels/europa/spain/catalunya/barcelona/hotel_catalonia_catedral/index.jsp <p>The special rate offered by the hotel (<u>until 14 September</u>) is for a 10% discount compared to the website price which means that the price may vary. To reserve, send an email mentioning 'MM-SEMINAR'.</p> <ul style="list-style-type: none"> ○ Colon Hotel Av. Catedral 7 08002 Barcelona Tel: +34 93 3011404 Email: info@hotelcolon.es Web: http://www.colonhotelbarcelona.com/ <p>Double room single use: 180 Euro; Double room: 195 Euros (special rate available <u>until 8 October</u>). To reserve, send an email mentioning 'AMICE-SEMINAR'.</p>
<p>Registration</p>	<p>Please register for this event by returning the <u>registration form</u> to the Secretariat by:</p> <p>E-mail: secretariat@amice-eu.org Fax : + 32 2 503 30 55</p> <p><u>By 30 September 2015</u></p> <p>* Please indicate any dietary requirements (e.g. allergies or vegetarian) * Please fill in one registration form by participant</p>
<p>More Information</p>	<p>Tatiana Paraskeva</p> <p>Tel: +32 2 503 38 78 E-mail: tatiana.paraskeva@amice-eu.org</p>



AMICE Seminar | Barcelona, 22-23 October 2015

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Registration form

- I will attend the seminar on **Thursday, 22 October** yes no
- I will attend the dinner on **Thursday, 22 October** yes no
- I will attend the seminar on **Friday, 23 October** yes no
- I will attend the lunch on **Friday, 23 October** yes no

Special request (e.g. vegetarian):

- Cost: 1 representative from one AMICE member: 200 Euro
 2 representatives from one AMICE member: 350 Euro
 3 representatives from one AMICE member: 500 Euro

*** Please fill in one registration form by participant**

Mr/Ms:

Job title:

Company:

VAT N° (for invoicing purposes)

Telephone:

E-mail:

To be returned by 30 September by e-mail: secretariat@amice-eu.org
by fax: +32 2 503 30 55

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