



Communications Seminar

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

22-23 October 2015

Barcelona

Hosted by Mutual Médica

Programme

Day 1 | Thursday, 22 October 2015 | Barcelona

15:00 – 15:30 Welcome coffee and registration

15:30 – 15:45 Welcome

Helen **Sheppard** | Deputy Secretary General, AMICE
Chair: Julien **Hayen** | Public & Press Relations, P&V, Belgium | Chair AMICE's Communications working group

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 | Pilar **Suárez-Inclán** | Director of Institutional Communication & CSR, Reale Seguros, Spain

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** | Communications Director, LocalTapiola Group, Finland

18:00 – 18:30 Case study | Nektaria **Bessa** | Administrative & Development Director, Syneteristiki Insurance, Greece

18:30 – 19:00 Expert view | Pau **Herrera Fontanals** | Director General, BPMO PR agency, Spain

19:00 – 19:20 Q&A and discussion

19:20 – 19:30 Closing remarks first day

20:30 Meeting point at Mutual Médica | Via Laietana, 31, 08003 Barcelona, to walk to the restaurant
21:00 Dinner at Cal Pinxo | Plaça Pau Vila 1, 08039 Barcelona Palau de Mar

Day 2 | Friday, 23 October 2015 | Barcelona

09:30 – 09:45 Welcome coffee

09:45 – 10:00 Welcome

Host Company Representative | **Mutual Médica**

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 | **Jacek Jewula** | Marketing Director, 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 | **Julio Alicarte** | Online Marketing Director, FIATC Seguros, Spain

12:45 – 13:15 Q&A and discussion

13:15 – 13:30 Closing remarks

13:30 – 14:30 Lunch

Speakers



Mattias af Geijerstam | Communications Manager, Länsförsäkringar, Sweden

Mattias af Geijerstam has been Head of Corporate Communications at Länsförsäkringar AB since 2013.

He holds a Masters of Science degree in International Economics and Business Administration from Stockholm School of Economics and a degree in Political Science from Uppsala University. Prior to joining Länsförsäkringar Mattias was a consultant with domestic and international PR agencies, Head of Corporate Communications with the Norwegian bank DnB and Chief Press officer with Sweden Post.



Julio Alicarte | Online Marketing Director, FIATC Seguros, Spain

Sergio Alicarte is currently online marketing director at Fiatc Seguros and previously worked in activities related to Internet and e-commerce companies such as La Caixa , Infojobs and The Vanguardia.es. He holds a Bachelor in Business Administration from the University of Barcelona, Degree in Marketing and Market Research from the same university and Master in e-commerce from La Salle (Ramon Llull University).

He combines his professional career with teaching in various business schools.



Jyrki Antikainen | Communications Director, LocalTapiola Group, Finland

Currently responsible for LocalTapiola group's internal and external communications as well as reputation and reputational risks, Jyrki has vast experience in corporate communications since 1989. Before joining LocalTapiola he was Communications Director at M-Real (Pulp and Paper), Elisa (Telecom), Foster Wheeler (Power plant boiler supplier), IVO International (Power Engineering).



Nektaria Bessa | Administrative & Development Director, Syneteristiki Insurance, Greece

Nektaria Bessa currently works at Syneteristiki Ins. Co in Greece, as Administrative & Development Manager. She studied Economics and Business and has a Master's degree in Services Management from Athens University of Economics and Business and she received a Bachelor's Degree in Human Resources and Negotiation. With more than 12 years experience, she has extensive skills in project management and training for the 90 employees of Syneteristiki. She is specialised in creating and implementing innovative marketing campaigns to increase revenue. She has created strategic marketing plans, prepares and manages budgets, and designs plans for facility improvements to meet production goals. Nektaria is a member of the Best Practices Committee and Public Relation Committee of the Hellenic Association of Insurance Companies.



Albert Closas | Journalist and TV Director-Presenter, Spain

Albert Closas Solà is a Catalan journalist , presenter and programme director of "Valor Afegit", an economic TV programme broadcast since 21 January 2003.

He initially worked at the Catalan daily "Catalunya Express", "Mundo Diario", "El Noticiero Universal" and "Hoy".

Since 1988 he has been working at TV3, where he is editor in chief of the Department of Economics and deputy director of daily information news.

In 2012 the programme he directs, "Valor afegit ", received the National Award for scientific communication.



Pau Herrera Fontanals | Director General, BP MO PR agency, Spain

Pau Herrera Fontanals (Barcelona, 1967) is CEO of Comunicas Content Marketing, a company specializing in corporate communication. After twenty years of existence, it has a staff of over 70 people and has offices in Barcelona and Madrid.

Pau Herrera is currently President of the Spanish Association of Managers (AED) and President of the Barcelona Design Centre (BCD).



Jacek Jewula | Marketing Director, TUW SKOK, Poland

Jacek Jewula, born on 3 August 1970 in Krakow, has a Master's degree in Sociology from Jagiellonian University. He has been working in marketing since 1996, in Krakow and Tricity. He has experience in the analysis of telemetric data for television stations, all stages of marketing research for market-research agencies, and as an analyst for a television producer.

He is also the founder of the first FGI studio in Gdansk. Previously, he was chief editor at a monthly magazine and creative director in a marketing agency. Since 2006, he has been active in the financial sector, at first in a consumer finance company, and for the past four years in SKOK Ubezpieczenia where he is responsible for the marketing department.



Pilar Suárez-Inclán | Director of Institutional Communication & CSR, Reale Seguros, Spain

Pilar Suárez-Inclán has developed her professional career in the insurance sector. Twenty years ago she joined the French Group GMF, where she set up the Communications Department.

In 1998, she joined Italy's leading insurance group, Reale Mutua, where she has spent the rest of her professional career occupying different positions.

As well as working in the Communications and Institutional Relations Area, Pilar Suárez-Inclán has managed the Clients, Marketing and Resources Area. She is currently in charge of Institutional Communications, and the CSR project at Group level, in Italy and Spain.

Pilar is a member of the main national and international CSR Groups like DIRCOM, ICEA, UNESPA, DIRSE, Forética, CSR Europe and Sodalitas.



Thomas von Mallinckrodt | Head of Corporate Communications, HUK-Coburg, Germany

Thomas von Mallinckrodt has over 24 years of experience in the insurance industry. He is the current Head of Corporate Communications at HUK-Coburg, a position which he has held for over two years, since 2013. Prior to that, he was Head of Corporate Communications at HDI V.a.G., now known as Talanx AG, for 18 years.

Preceding these positions, Mr. von Mallinckrodt worked as the Press Officer at Allianz AG for three years until 1994, after holding the position of Spokesman of the Financial Authority of Hamburg and Correspondent for different media for several years.

Mr. von Mallinckrodt's professional career developed on the basis of his academic studies of Journalism, German Philology and History in Munich and Freiburg.

Participants

Lise	Agerley	Alka Forsikring	DK
Eliisa	Anttila	Fennia Group	FI
Renaud	Berrivin	Inter Mutuelle Assistance	FR
Marc	Carrasco Nualart	MUSSAP	ES
Jorge	Clerencia Ramón	Reale Seguros	ES
Chantal	Deen	OOM Verzekeringen	NL
Natalia	Fernandez	Mutua de Propietarios	ES
Rainer	Förster	R+V	DE
Alison	Grant	ICMIF	
Liz	Green	ICMIF	
Julien	Hayen	P&V	BE
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Serge	Jacobs	ETHIAS	BE
Gerry	Jordan	ECCU	IE
Petra	Juvančič	Vzajemna	SI
Lieve	Ketelslegers	Ethias	BE
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Chris	van Toor	Platform onderlinge verzekeraars of the Verbond van Verzekeraars	NL
Tatiana	Paraskeva	AMICE	
Helen	Sheppard	AMICE	



AMICE is the Association of Mutual Insurers and Insurance Cooperatives in Europe. Its prime purpose is to ensure that the voice of the mutual and cooperative insurance sector in Europe is heard and that the interests of its members are taken into account in securing a level playing field for all insurers in Europe regardless of their legal form.

www.amice-eu.org

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