

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 | 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** | 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 | **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
