



#ATTACKS: SOCIAL MEDIA & PUBLIC WARNING

13 October 2016, Brussels, Belgium

CONTEXT OF THE EVENT

In the context of recent terrorist attacks in Europe, this event aims at presenting the role of social media and how public authorities can communicate quickly and efficiently to citizens in case of severe crisis.

Language of the event: English

Date and Place:

Thursday 13 October 2016, 13:00 – 17:30
Radisson RED Brussels – Rue d’Idalie 35, 1050 Ixelles

For any questions related to this event, please contact the Events Coordinator, Mrs. Tavana Caminiti, tc@eena.org.

PROGRAMME

13:00 – 13:30 **Registration & Coffee**

13:30 – 13:35 **Introduction**

Gary Machado, Executive Director, EENA

13:35 – 14:30 **Alerting the population**

This session aims at presenting the different channels of public warning that are available.

Presentation by **Cristina Lumbreras**, Technical Director, EENA – Public Warning in Europe

Followed by a panel discussion and Q&A with the audience:

Stéphane Schmoll, Chief Executive Officer, Deveryware

Mikael Nyström, Chief Executive Officer, Mobilaris

Morten Gustavsen, Vice-President, UMS

14:30 – 15:00 **COFFEE BREAK**

15:00 – 17:30 **Social media during the recent attacks**

Social media play a major role in today’s society. This session will provide an overview of the new opportunities but also the new challenges that have appeared when communicating during a crisis.

Introduction by **Emmanuel Foulon**, Press Officer, European Parliament

Emine Etili, Head of Public Policy, Turkey, Twitter – Twitter and Crisis Communication



Benoît Ramacker, Spokesperson, CrisisCenter Belgium & **Nicolas Vanderbiest**, Assistant, Université Catholique de Louvain – Twitter during Brussels Attack / Cross-over between research and reality

Sylvain Lapoix, Creator of #porteouverte (“opendoors”)

Antoine Jouanneaux, Fire Station Commander, Service of fire and emergency, the Essonne department, France – The role of VISOV (Virtual Operations Support Team) during Nice Attacks

Nicolas Vanderbiest, Assistant, Université Catholique de Louvain – How rumours spread during attacks

17:30 -18:30

Networking cocktail