

2ND EUROPEAN RISK SUMMIT
LIVING IN AN UNCERTAIN WORLD
Risk Communication: principles-strategies-tools
ATHENS HILTON 11&12 JUNE 2014

KING'S
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ANALYZE:
GIVE RISK
COMMUNICATION
A CHANCE**

LIVING IN AN UNCERTAIN AND CHANGING WORLD

Our world is connected in ways, previously unimagined or foreseen.

This greater connectedness brings with it both new opportunities and new risks: germs, emerging infectious diseases, hazardous chemicals, technological risks, earthquakes and floods. Risks are moving faster and farther than ever, thus influencing public health and economy. One thing we know for certain is that risks do not acknowledge national borders, neither do they stop at them. Consequently, a threat anywhere is indeed a threat everywhere. The aim of this conference is to provide insight into the complicated process of managing risks before, during, and after crises, and analysing these impacts on health and economy.

LEARN MORE

- What happens when risks become live issues -i.e. when they turn into a crisis- and you are caught unawares?
- What are the effects of bad communication strategies to the economy and brand reputation?
- What is the difference between crisis management and risk communication?
- What information is crucial to convey in initial messages, in order to prompt appropriate public responses after a crisis situation?
- What do emergencies, disasters, and crises have in common?
- What are the obstacles to effective communication and how can they be minimised?
- Do you assume there is common understanding between you and your audience?
- Do you engage in "off-the-record" discussions?
- Do you make side comments or "confidential" remarks?
- Do you feel too casual in your conversation?
- Do you argue with reporters?

THIS CONFERENCE IS FOR YOU. TAKE THE RISK



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