Crisis Communications in the Social Media Age

PROGRAM

Organizer: International Air Transport Association
Host Airline: Turkish Airlines,
Sponsors: Airbus, Boeing, CFM International, Kenyon International Emergency Services, 15below

Wednesday 29 October 2014
19:00 Welcome Cocktail and Registration

Thursday 30 October 2014
08:00 Registration

08:30 Welcome Address
Speaker: Anthony Concil, Vice President, Corporate Communications, IATA

08:45 Social Media and Crisis Communications – A Journalist’s Perspective
Social media is a part of our daily life. It keeps us updated on our families and friends. It is also a source of news, especially during a crisis. The keynote speaker will share the media’s view on crisis communications in today’s context.
Speaker: Aaron Heslehurst, Presenter, BBC

09:30 Social Media Today and Tomorrow
Social media has changed the way we communicate, and the way we engage our stakeholders. This session looks at the evolving ways we can use social media to reach out to our audiences.
Speaker: Stuart Bruce, Managing Partner, Stuart Bruce Associates, and Founder Member of CIPR’s Social Media Panel

10:15 Coffee Break

10:45 Social Media and Operational Crises
When operational issues arise, customers, stakeholders and the media expect to be updated. Social media can be a powerful tool in meeting this expectation. Using case studies, this session will discuss the best practices for dealing with other aviation crises.
Speaker: Geert Sciot, General Manager, Communications, Association of European Airlines
Loretta Gunter, Senior Manager Communications, Boeing Commercial Airplanes
11:45  **Public Health Crises**
The Ebola outbreak in West Africa is dominating world headlines and impacting the confidence of travelers and industry workers. The World Health Organization is leading the effort to contain the outbreak. *This session will provide an update on the efforts and communications challenges.*
Speaker: Dr Margaret Harris, Emergency Communication Officer, World Health Organization

12:30  **Lunch**

13:30  **The Worst Case Scenario – Dealing with an Aircraft Accident**
An airline’s most challenging crises is an accident involving their passengers, crew and aircraft. *This session will look at case studies involving recent aircraft accidents, and discuss the opportunities and challenges for crisis communications.*
- **MH370 and MH17: The Media Perspective**
  Speaker: Tim Hepher, Reuters
  Christine Negroni
  B K Sidhu, The Star
- **Asiana OZ214**
  Speaker: John Bailey, Managing Director, Ketchum Icon
  Kelly Nantel, Director Public Affairs, US National Transportation Safety Board
  Hyomin Lee, Assistant Manager Public Relations, Asiana Airlines

15:15  **Coffee Break**

15:45  **Case Study: Crisis Communications after a Terrorist Attack**
On 22 July 2011, two terrorist attacks in Oslo and on the island of Utoya resulted in 77 fatalities and many more injured. *This session looks at the communications challenges faced by the Norwegian government, and how social media was used as part of the crisis communications strategy.*
Speaker: Kjell Brataas, Managing Director, Brataas Kommunikasjon

16:15  **Panel Discussion: Crisis Communications in the Social Media Age**
How has social media reshaped our crisis communications plans? Is the first press release within the golden hour still relevant? *This session looks at the “best practices” and will discuss the updated IATA “best practice” guidelines.*
Speaker: Anthony Concil, Vice President, Corporate Communications, IATA
  John Bailey, Managing Director, Ketchum Icon
  Martin Riecken, Director, Group Communications, Europe, Lufthansa
  Robert Jensen, CEO, Kenyon International Emergency Services

17:15  **End of Day 1**

19:30  **Conference Dinner Hosted by Turkish Airlines at Feriye Restaurant**

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**Friday 31 October 2014**

0830  **Social Media Campaigning**
Social media are an integral component of a communications plan. *This session looks at how it can be used to support a campaign*
Speaker: Duane Raymond, Fairsay

10:00  **Coffee Break**
10:30  **Understanding Accident Investigations**
This workshop will give aviation communicators a better understanding of what happens during an accident investigation, and how we as communicators fit into the accident investigation process.  
Speaker: Kelly Nantel, Director Public Affairs, US National Transportation Safety Board

12:00  Lunch

13:30  **Interactive Crisis Communications Workshop by Kenyon International Emergency Services**
The workshop will present a highly interactive fictitious scenario with multiple crisis communications challenges. Participants will be split into smaller groups to work through tasks, with each group responsible for a different crisis communications function, such as social media strategy; traditional press releases; communications to families, governments and stakeholders; preparing spokespersons and press conferences; website and social media management and more. As additional scenario inputs are provided, the groups may be redistributed for further challenge, with a feedback session following each segment.

This workshop will outline the critical areas that need to be addressed in any crisis communications plan with a focus on suggestions for staffing and typical problems associated with managing the different aspects.

Participants should leave the workshop with a framework they can take back to their organization to further develop their own crisis communications plan.  
Speaker: Robert Jensen, CEO, Kenyon International Emergency Services  
Donald Steel, Associate Director, Crisis Communications, Kenyon International Emergency Services

16:30  **Closing Remarks**  
Speaker: Anthony Concil, Vice President, Corporate Communications, IATA

*Many Thanks to our Conference Sponsors for Making this Event Possible!*  

**Host Airline:**

**Sponsors:**

- To confirm your attendance, please [register online](#).
- There is no registration fee to attend this event
- Casual dress is encouraged throughout this event