

IMI Projects Communication Event

Agenda Day 1 01.04.19

01.04.2019 • The Hotel. •
Boulevard de Waterloo 38 • 1000 Brussels • Belgium

19:00 – 22:00 **Networking Diner**

Agenda Day 2 02.04.19

02.04.2019 • The Hotel. •
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08:30 – 09:00 Registration & welcome coffee

09:00 – 09:15 **Welcome**

Pierre Meulien, Executive Director, IMI

09:15 – 10:00 **Keynote speaker**

Con Franklin, Managing Director Health, Ketchum London

10:00 – 10:30 **Rules for IMI project communications**

Catherine Brett, External Relations Manager, IMI

10:30 – 11:00 **Coffee break**

11:00 – 12:00 **Communication Resources & Channels**

Rossella Paino, Communication officer, DG Research and Innovation, European Commission

Iris Ontavilla, Head of communications and Institutional Relations, IMI

Elisabetta Vaudano, Principal Scientific Manager, IMI

12:00 – 12:45 Digital communication

Eric Vander Oost, Healthcare Dept. Manager, Ogilvy Social Lab

12:45 – 13:45 Lunch**13:45 – 15:15 Best Practices from IMI Projects** *(presentation and panel discussion)*

13:45 – 14:15 **HARMONY**
Ellen de Waal, Communication Manager HARMONY Alliance, European Hematology Association (EHA)

14:15 – 14:45 **EPAD**
Jean Georges, Executive Director, Alzheimer Europe
Sean Knox, EU+ Medical Lead Alzheimer's, Biogen

14:45 – 15:15 **ELF**
Kristina Orrling, Program Manager, Lygature

15:15 – 15:45 Coffee break**15:45 – 16:55 Workshop**

Communication challenges from IMI projects

16:55 – 17:00 Closing