



Euprera Congress and panel debates

Communication ethics in a connected world

September 11 to 13, 2014 - IHECS Institute, rue du Poinçon 15, Brussels

You are warmly invited to the 2014 international congress of the **European Public Relations Education and Research Association (Euprera)**, on the topic "*Communication Ethics in a Connected World*". The congress is known as **the major meeting of public relations and corporate communication scholars and experts across Europe**. The congress is organized by the LASCO laboratory (Université catholique de Louvain). More than 50 papers and panels will provide insights into recent research and discuss crucial issues: ethics in communication practices today, the tension between transparency and privacy, and empirical studies on a broad range of topics ranging from CEO communication to big data and cross-cultural communication. **Full program available on www.euprera.org/congress2014** (« program » in the menu on the left). **If you are interested in attending the whole congress**, please register until September 5 on the website www.euprera.org/congress2014 (« registration » in the menu on the left).

During the congress: special free event "professional voices" on transparency and ethics – September Thursday 11, 18:00-20:15

As part of the congress, EUPRERA will hold **two professional panel debates** about communication ethics.

→ **Professional voices 1 - Transparency and privacy in a connected world – 18:00-19:00**

Speakers from government, industry and society will address how transparency in the digital age has affected our professional lives and how we balance it with privacy.

Keynote speakers will include:

- **Mrs. Irina Vasiliu**, European Commission DG Justice
- **Mrs. Nathalie Mol**, Secretary General of Europabio
- **Dr. Jan Marco Müller**, Assistant to the Chief Scientific Adviser to the President of the European Commission (Anne Glover)
- **Mr. Simone Boselli**, Account Director at Hill+Knowlton Strategies Brussels
- Moderation: **prof. David Zaruk**, Université Saint Louis, Brussels.

Questions addressed will include:

- How do we reconcile the right to be forgotten with open access?
- How do we protect commercially sensitive information?
- How do we balance between expert advice and conflicts of interest?
- When does the demand for transparency shift toward unwarranted surveillance?

→ Professional voices 2 – Ethical issues in communication practices – 19:15-20:15

Four leading professionals will discuss how they cope with ethical dilemmas, what role professional codes of ethics play, how professional associations fit in, how to balance a responsibility to both the client and society and where to get ethical guidance.

Keynote speakers will include:

- **Mr. Thierry Bouckaert**, President of 3C, Managing Director of Akkanto and lecturer at Université catholique de Louvain
- **Mrs. Melanie Faithfull Kent**, CEO at Hill + Knowlton Strategies Brussels
- **Mrs. Florence Vanin**, previous External Communication Director, ALSTOM; administrator of Communication & Entreprise association, France.
- Moderation: **Dr. Johanna Fawkes**, author of Public Relations Ethics and Professionalism, Routledge (2014)

Questions addressed will include:

- How do professional ethics impact your daily work?
- Are ethical problems more pressing now than previously?
- How do practitioners cope with ethical dilemmas and what support do they have?
- How much do professional codes of ethics help in daily decision making?
- What role might professional associations play in developing ethical tools?
- Do you see yourself as an advocate for the client or an ethical guardian?
- Are you responsible first to the client or society?
- Where do you get your ethical guidance?

When Thursday, September 11, 2014 18:00-20:15 (each panel will last one hour with a 15-minute break in between)

Where Bord-de-Verre building (Rue du Poinçon 15 – 1000 Bruxelles) at the IHECS Institute in Brussels. The building is near the Grand Place and can easily be accessed by taxi, train, underground, tram and bus. For complete information, visit www.euprera.org/congress2014 and click "venue" in the menu on the left.

Event fees

- Registration to the whole congress (11-13 September) is possible on the website until 5 September («registration» in the menu on the left).
- Registration to the special event "professional voices" is free of charge and can be made until September 9 by writing at andrea.catellani@uclouvain.be or congress2014@euprera.org. A walking dinner reception following the public affairs panel debate is €30 and will begin at 20:15. Guests may pay for the reception at the event or in advance.

Please register by **September 9, 2014** at andrea.catellani@uclouvain.be or congress2014@euprera.org

