



INTERNATIONAL UNION
OF RAILWAYS

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Workshop on Crisis Communication and Social Media **Venue: UIC Headquarters, 16 rue Jean Rey, 75015 Paris**

Agenda on 8th February 2018

Tuesday, 13 February 2018

- 09:00 Registration & welcome coffee
- 10:00 Opening of the workshop
- 10:30 1st Session: Communication concepts from railway companies
- 13:00 Lunch
- 14:30 2nd Session: Communication concepts from 3rd parties
- 18:00 Cocktail dinner

Wednesday, 14 February 2018

- 09:00 Welcome
- 09:30 3rd Session: Crisis communication – research results and perspectives
- 12:00 Lunch
- 13:30 4th Session: Communication guidelines workshop held by the University of Sheffield
- 16:30 Wrap up and closure
- 17:00 End of the event



13 February 2018

Opening address on behalf of UIC (10:00 – 10:30)

1st Session: Communication concepts from railway companies (10:30 – 13:00)

- Marcia van Hugten (NS, the Netherlands): Crisis communication – perspectives from NS
- Pierrette van Egmond-Kousemaker & Andy Wiemer (ProRail, the Netherlands): The ProRail social media and crisis communication policy
- Rainer Cohrs & Doris Betzl (MVG, Germany, remote presentation): Case study: Munich shooting rampage, 22 July 2016
- Sanja Paic (HŽ Infrastruktura, Croatia): Communication on Social Media – HŽ experience in Croatia
- Janez Krivec (Slovenske železnice, d.o.o., Slovenia): Communication strategy of Slovenia Railway
- Michael Schacherhofer (ÖBB, Austria): in coordination

2nd Session: Communication concepts from 3rd parties (14:30 – 17:30)

- Erik Sandhill (Trafikverket, Sweden): How to co-ordinate operative communication
- Magda Koutkova (Ministry of Interior - Directorate General of the Fire and Rescue service, Czech Republic): Communication with the public during crises
- Amélie Grangeat (Gedicom, France): Improving Internal and External Crisis Communication Efficiency by Automating Procedures: key points to consider
- Xavier Tytelman (CGI Business Consulting, France): Open source investigation for crisis management
- Alessandra Tedeschi (IMPACT Project, Italy): The influence of socio-cultural factors in crowd management before and during emergencies
- Volker Tondorf (VOST Germany): VOSTs - founding and cross-European collaboration in Emergency Care and Civil Protection

14 February 2018

3rd Session: Crisis communication – research results and perspectives (09:30 – 12:00)

- Rémy Bossu (European-Mediterranean Seismological Centre, France): LastQuake: From Real-Time Information to Global Seismic Risk Reduction
- Francis Bedel (UIC, France): Management of public information and the related risks
- Fabiana Zollo (University of Venice, Italy): Polarization Dynamics in the Age of Social Media: How the Confirmation Bias is Changing the Public Discourse
- Marc-André Kaufhold & Christian Reuter (TU Darmstadt, Germany; remote presentation): Social Media in Emergencies: Empirical Findings and Prototype
- Gilles Martin (ATRISC, France): Révolution numérique et Médias Sociaux: un changement de paradigme dans la gestion des crises? [Digital Revolution and Social Media: a paradigm change in crisis management?]
- Eric Bruder (SNEF, France): Governmental crisis management in France. A major role for crisis communication

4th Session: Communication guidelines workshop (13:30 – 16:30)

- Workshop held by Dr. Paul Reilly (University of Sheffield, UK): Communication guidelines for first responders and CI operators developed in the EU projects CascEff and IMPROVER