

EuroPCom Talks

7 November, 12:30-14:30, JDE 52
Interpretation from/into English and French

Come listen to our experts and ask them your questions!



Getting gender right

12:30

Jane Ostler will talk about the role of gender in brand strategy, creative advertising and media targeting, and why it's important to get it right. She will also discuss Kantar's research on how different countries perceive female leadership. She will bring this to life with the use of examples... and personal experience.



Jane Ostler is Global Head of Media, Insights Division at Kantar. In this role she is responsible for media effectiveness strategy, ensuring the evolution and delivery of solutions and expertise to address clients' needs in a fast-changing world. She is also a frequent public speaker, media commentator and mentor, and led an award-winning piece of research by Kantar called *AdReaction: Getting Gender Right*, about gender depictions in advertising. Jane used to run the creative and media and creative digital units at Ogilvy, Mindshare and JWT before a spell in early-stage venture capital. She then moved client-side to Digital UK, owned by the BBC and commercial broadcasters, which managed the UK's successful switchover from analogue to digital TV. She led on marketing strategy, managed agencies, execution and audience support, and subsequently moved to the role of Communications Director at Digital Radio UK. This was followed by a position as UK managing director for the fast-growing Media and Digital activities at Kantar Millward Brown. Jane is also a qualified architect and has two teenage boys.
[@janeostler](#) [@Kantar](#)



The power of data

13:00

The Obama and Trump campaigns have shown the world the power of targeted opinion-building. Digital communication enables us to measure public perception, track sentiments and target opinion leaders – creating new channels, new opportunities and new risks. Yet with great power comes great responsibility. Let's talk about how we can make the best use of the former while fully taking on board the latter.



Christoph Bornschein is one of the three founders and CEOs of the German digital business agency group *Torben, Lucie und die gelbe Gefahr* (TLGG). He advises international companies and brands in the strategic use of digital technologies. Public authorities and NGOs also seek the expertise of Christoph and his team in dealing with digital change. He has written numerous essays and articles on digital change and social media, and is a popular speaker at conferences and board meetings. Christoph also accompanies international start-ups as a mentor and investor. Since December 2018 he has been a member of the Supervisory Board of Deutsche Bank, where he advises on digital topics and issues. He also sits on various advisory boards such as that of ING-DiBa bank.
[@Playrough](#)



Designing for social media

13:30

The Commission's social media content was viewed 2 billion times on Twitter alone in 2018. With a portfolio spanning from bee welfare to space exploration, how can a European institution develop its online visual brand? What goes into creating its thumb-stopping visuals and what can we learn from it?



Anca Scortariu is Deputy Head of Unit, Social Media and Visual Communication, in the Directorate-General for Communication of the European Commission. Anca leads the social media and graphic design team of

the Commission's Directorate-General for Communication. Her design team produces graphic material for the Commission president, for major political events and campaigns, and for the Commission's corporate social media accounts. Her team is the guardian of the Commission's visual identity guidelines. Anca also coordinates the Graphic Design Network – a community of over 50 graphic designers working in the various departments of the European Commission. @AScortariu



Crisis communication: what should we believe?

14:00

Industrial explosions, technological fraud, food scandals, and other crises are increasingly pervasive and communication is always in the spotlight. Thierry Libaert will discuss how to navigate the plethora of available advice and how to communicate well in times of crisis.



Thierry Libaert is an adviser to the European Economic and Social Committee, where he is the French delegation's contact person for communication and a member of the C o m m u n i c a t i o n

Commission (COCOM). He is the author of the first European text on the fight against planned obsolescence. Mr Libaert is vice-president of the think tank La Fabrique Ecologique, a member of the Honorary Committee of the National Institute for the Circular Economy, and member of the Board of Advertising Ethics. A former professor of information science and communication at the Catholic University of Louvain, after being a lecturer at Sciences Po in Paris, he currently chairs the *Académie des Controverses et de la Communication Sensible* (Academy of Controversies and Sensitive Communication). Author of more than thirty books, in 2019 he was awarded a prize by the Academy of Business Science for his book *Communication Crisis* (Pearson, 2018). @ThierryLt