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| |  <p>European Communications Convention</p> <p>updated 21 March</p> |
| 22nd March | First Conference Day at Nymphenburg Palace Schloss Nymphenburg 1, 80638 München |
| 10:00 | Registration, Welcome Coffee |
| 10:30 | Opening Session - Welcome Address and Introduction into the conference subject "You (won't) get far by lying" by Christina Kahlert , Board Member DPRG, ECC-Co-Organizer |
| 10:40 | Francis Ingham , Director General PRCA, Chief Executive ICCO, London: "The state of the global PR industry" |
| 11:00 | Michael T. Schröder , Global President IPREX, Berlin: "Send, send, send - why don't we understand anymore how communication really works?" |
| 11:20 | Ioannis Zografos , EPP TV managing producer, Brussels: "Fake news - What strategy to deal with it in politics" |
| 11:40 | Matthew Thomson , The NewsMarket, London: "Communicating with audio-visual tools" |
| 12:00 | Panel Discussion, moderator Jean-Pierre Beaudoin |
| 13:00 | Networking Break - Lunch Buffet |
| 14:30 | Working in groups on different subjects - using audiovisual tools in a crisis situation - developing a sensor system against cyber attacks |
| 15:30 | Presentation of the Results |
| 15:50 | Professor Gabi Dreo Rodosek , University of Federal Armed Forces Munich |
| 16:10 | John Adams , Cyber Security expert, Chicago, USA: "How to deal with Cyber Criminality?" |
| 16:30 | Q&A, discussion |

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| 17:00 | Short Summary of the First Conference Day |
| 19:00 | Get-together and Kitchen Party at the Conti Bistro / Haus der Bayerischen Wirtschaft, Max-Joseph-Straße 5, 80333 München |
| 23rd March | Second Conference Day |
| 9:30 | Adrian Edwards , Geneva, Head News and Media, UNHCR Spokesman: "The Global Refugee Situation" |
| 10:00 | Dr. Christophe Fricker , Managing Partner Nimirum, Leipzig/Bristol: "Facts - Who Cares? Research and Politics post-Brexit" |
| 10:25 | A view on Brexit from two different angles: Alastair McCapra , CEO CIPR, UK: "The Post-Truth World, The Public Sphere and the Future of Public Relations?" |
| 10:50 | Networking Break |
| 11:20 | Jason MacKenzie , president CIPR, UK: "Signs of a paradigm shift to populism: PR, the US presidential election and the UK Referendum on EU membership." |
| 11:40 | Maurice Müller , Candidate (Green Party) for the German Bundestag: "Faked likes and followers, how to deal with these "seductions"?" |
| 12:00 | Panel Discussion, moderator Rob Beynon |
| 13:00 | Networking Break - Light Lunch |
| 14:15 | Jean-Pierre Beaudoin , Head of i&e Burson Marsteller, Paris: "The opinion Generation" |
| 14:40 | Rob Beynon , CEO DMA Media Ltd, London |
| 15:00 | Panel Discussion, moderator Professor Predrag Vujovic |
| 15:50 | Short Summary of the Second Conference Day - Closing Remarks |
| 16:00 | End of the Conference |
| 18:00 | Optional: German PR-Award-Gala of DPRG |

