

Technical Seminar on communication

Warsaw, Poland, 29–30 October 2018

PROVISIONAL AGENDA

Monday, 29 October 2018

09:00–09:30 **Registration of participants**

09:30–10:15 Opening ceremony

Elżbieta Rafalska
Minister of Family
Labour and Social Policy, MRPiPS
Poland

Gertruda Uścińska
President of the Social Insurance Institution
Zakład Ubezpieczeń Społecznych (ZUS)
Poland

Dominique La Salle
Director, Social Security Development
International Social Security Association (ISSA)

10:15–11:15 Session 1: Communication strategy

This first session will provide an insight at what is an effective communication strategy for a social security institution and which aspects of communication should be addressed and taken into account. It will also look at the role of management in the implementation and management of the communication strategy.

An effective communication strategy in social security institutions

Ewa Maria Marciniak
Director of the Institute of Political Science
University of Warsaw
Poland

Questions / discussion

11:15–11:35 *Coffee break*

11:35–13:00

Session 2: Building public support and trust towards social security

Public support and trust is essential for social security institutions. This session will look at how an institution can build this trust and improve their image towards the public, but also towards political instances. It will also explore how can they bring a better awareness in the population and educate the younger generation in the importance of social security.

Transparency and stakeholder involvement – building blocks of public trust

Stefan Boltz

Deutsche Gesetzliche Unfallversicherung Press Officer
Deutsche Gesetzliche Unfallversicherung (DGUV)
Germany

The Hungarian State Treasury – as service provider

Zsuzsánna SZÓKE-LOVAS

Communication Adviser to the President
Hungarian State Treasury
Hungary

Title

Aleksandra Belkowska-Gołoś

Head of Unit, Social Communication, ZUS President Office
ZUS
Poland

Discussion

13:00–14:00

Lunch

14:00–15:20

Session 3: Tailoring the message

A good communication has reflect its circumstances, the legal and political context as well as the reality of the audience it is aimed at. An effective communication should therefore be adequately tailored to life situations and take into account the institutional environment.

INPS, close to the people and forward looking

Giuseppe Conte

Public Relations Officer
Istituto Nazionale della Previdenza Sociale (INPS)
Italy

Title

Magdalena Mazur-Wolak

Director of the Customer Service Department
ZUS
Poland

Title
Łukasz Borowski
Director of the ZUS President Office
ZUS
Poland

Discussion

15:20–15:40 *Coffee break*

15:40–17:00 Session 4: Crisis communication

Social security institutions all face difficult situations at some point. It can be a new unpopular law, financial difficulties, a damaging news article, etc. The way they will communicate around these situations is key in order to save their image and maintain the trust people have in them. Introducing communication in the risk management strategy might prove useful to face such situations.

An open, active and comprehensive communication in risk management. How The Norwegian Directorate of Labour and Welfare have applied transparent communication as a core ingredient of risk management.

Anne-Berit Herstad

Section Chief of Communication Unit
The Norwegian Directorate of Labour and Welfare
The Norwegian Labour and Welfare Administration (NAV)
Norway

When to say I am sorry? Lessons learned in crises communication.

Pipsa Lotta Marjamäki

Communications Director
Kansaneläkelaitos (KELA)
Finland

Handling crisis when it is foreseeable. The case of the communication of Social insurance contribution increase

Julita Varanauskienė

Adviser of Director of Sodra
State Social Insurance Fund Board of the Republic of Lithuania
under the Ministry of Social Security and Labour (SODRA)
Lithuania

Discussion

Tuesday, 30 October 2018

09:00–11:00 Session 5: Use of new technologies to communicate

New technologies, in particular social media are changing the way people and organization communicate. This last session will explore the various opportunities and challenges these new channels represent for social security institutions, and how to make the best use of them.

"Kill'em with kindness!" - Chances and Challenges of using Social Media in the Public Sector

Stefanie Brüning

Project Manager Social Media

Deutsche Rentenversicherung Bund (DRV-Bund)

Germany

How to reach citizens and customers via social media. Best practises from The Social Insurance Institution of Finland Kela

Siiri Kärkkäinen

Communication Officer

Chief Social Media Specialist

KELA

Finland

Social Media in times of crisis. Based on a true story

Geertje Visser

Senior Communications Adviser

Sociale Verzekeringsbank (SVB)

Netherlands

Corporate story telling at SUVA

Martin Nellen

Head Of Corporate Communication

SUVA

Switzerland

Discussion

11:00–11:30 ISSA Guidelines on Communication by Social Security Administration

Dominique La Salle

Director

Social Security Development

International Social Security Association

11:30–11:45 Conclusions and Closing

11:45 *Lunch grab n' go*