



Location: Universidad Corporativa LLORENTE & CUENCA
C/ Lagasca 88, 3rd floor | Madrid

08:30	Registration and welcome		
09:00	Welcome and introduction of the day Hugo Marynissen (President of CIP Institute)		
09:15	Welcome Llorente y Cuenca Arturo Pinedo (General Manager LL&C Iberia)		
09:25	Keynote: Learning from crises: managing the change agenda Colin Pilbeam		
10:15	Workshops 1 TRACK A1 The added value and ethical behaviour of the communication advisor in a crisis management team Anne-Marie van het Erve & Frank Vergeer The Netherlands	Track B1 Hypervulnerability and the use of bots in crisis prevention and management Luis Serrano & Héctor Castillo Spain	Track C1 The perfect crisis management. How do you get your crisis management team up to speed? How to align them with your processes? Bert Burkels The Netherlands
11:30	Comfort break		
12:00	Interactive session: Polarisation: Understanding the dynamics of us versus them Bart Brandsma		
13:30	Lunch Makkila, C/ Núñez de Balboa, 75		
15:15	Workshops 2 Track A2 Crisis management during the zombie apocalypse – an interactive crisis game! Robbert Meulemeester Belgium	Track B2 Outlaws and angels: illusions of control and how hackers are changing the way we make decisions Dr. Timothy Summers USA	Track C2 Normal Chaos: survey feedback Dr. Mike Lauder & Dr. Hugo Marynissen United Kingdom & Belgium
16:30	Keynote: Rethinking information security for the modern age. Data as a sensor Christopher Ensey		
17:20	Couch session		
18:00	Closing arguments & next steps Juan Manuel Dominguez (CEO of CIP Institute)		
18:15	End of conference		
21:00	Dinner (facultative) Loft39, C/ Velázquez, 39		



TRACKS

TRACK A. Polarization / the new normal?

Are we facing a society where fake news, mass manipulation techniques and propaganda are the norm?

TRACK B. Cyber challenges, can we be prepared?

Our fast moving digitizing environment is challenging us all. How can we benefit, and yet be safe navigating this cyber future?

TRACK C. Business, crisis and resilience

Today's managers live in the fast track! All management feels like crisis management. What are the lessons to be learned?