

IBCoM Lustrum Event

Afternoon Programme
on Woudestein Campus,
Erasmus University Rotterdam

**Closing
Networking Drinks**
16.30-19.00
Join us in the Foyer
& Honours Academy
Area

Afternoon Programme

Erasmus Paviljoen Theatre

13.00-14.00 **Opening Speech** by Prof. dr. Susanne Janssen, Founding Dean of IBCoM
Keynote by Philip Doyle, Director Communications and Campaigns at Amnesty International

14.15-15.00 **Doing Good in the Digital Era**
Lecture by Dr. Vidhi Chaudhri

15.15-16.00 **Privacy, Surveillance and Digitalisation**
Lecture & Panel by Dr. Daniel Trotter and Dr. Jason Pridmore
With Rashid Gabdulhakov MAs, Qian Huang MA, and Dr. Sarah Young

16.15-17.00 **The Future of Media and Communication**
Lecture by Dr. Etienne Augé

Erasmus Paviljoen: Honours Academy Area

Still want to join these exclusive parallel sessions? Come to the desk in the foyer to sign up.

14.15-16.00 **Making Positive Change in the Post-Trust Era:
Challenges for Organisations and Individuals**
Roundtable discussions organised by the Professional Advisory Committee

Speakers:

- Mark Jansen, Chief communications officer Google Northern Europe
- Dennis Naaktgeboren, Chief of news of newspaper Algemeen Dagblad
- Claudia Verhulp, Spokesperson of mayor Aboutaleb of the City of Rotterdam
- Christina Moreno, Founder and CEO of She Matters

16.15-17.00 **Alumni Panel** by Dr. Mijke Slot
Panelists:
- Annabel van Gestel, Editor in Chief at Scholieren.com (Netherlands)
- Francesca Gianfiglio, Business Development Consultant at Oracle (Ireland)
- Frank Holleman, Founder of Fork Ranger (Netherlands)
- Daniel Schulz, Managing Director at Content&Creative Ltd (United Kingdom)
- Petra Slits, Product Manager-Search Marketing at Zalando SE (Germany)

Specials

Still want to join these specials? Come to the desk in the foyer to sign up.

12.00-13.00 **Campus Tour by Current Students**

15.10-16.10 **Advantages and Limitations of Social Media in NGO Communication**
Workshop by Dr. Delia Dumitrica, Location: Polak Y1-23

15.15-16.00 **Innovation in Education and the use of MOOCs:
A tour at the Community for Learning Innovation and the Studio**
Special tour by Prof. dr. Jeroen Jansz, Location: Education Lab, Polak Building