

## INVITATION

**CAPITALS Business Circle** ([www.capitalsbusinesscircle.org](http://www.capitalsbusinesscircle.org))  
in cooperation with  
**Resilience Guard** ([www.resilienceguard.ch](http://www.resilienceguard.ch))  
and **Athens University of Economics and Business** (MBA International).  
cordially invite you to Athens High Level Workshop/Training:

# Crisis Management & Public Affairs Strategies in Times of Global Challenges & Systemic Risks

**JULY 4, 2016, 09:00-20:00**

Cultural Centre of Athens University (K.Palamas, Akadimias 48 & Sina, Kolonaki)

**CERTIFICATE**

signed by Organisers & AUEB MBA International

### SPEAKERS

#### **Yannis Salavopoulos, MBA, MSc**

Visiting Lecturer Public Affairs, SRH University Berlin - Senior Advisor Public Affairs-Crisis Management-Strategy-Economics, President CBC, former Diplomat (Berlin - Athens)

#### **John Zeppos, FBCI**

Managing Director, Resilience Guard GmbH (Zurich), NATO International Expert on Operational Capability, Visiting Lecturer Business Continuity, University of Thessaly

#### **George Ioannou**

Professor Athens University of Economics & Business (AUEB), Director MBA International (AUEB)

#### **Doug Cook, MBE CSyP FSyI**

Former UK Intelligence, former Security International Ambassador Deutsche Telekom, Chairman CTR Secure Services, Advisory Board Resilience Guard GmbH

#### **Jörg Dreger**

Managing Director Dreger Group, Managing Partner, Alliance.Net GmbH (Frankfurt), Senior Expert IT Intelligence & Cyber Security, Former Manager, IBM Germany (Tentative)

## PROGRAM

09:00

**Opening**

09:20

**Welcome & Introductions**

10:00

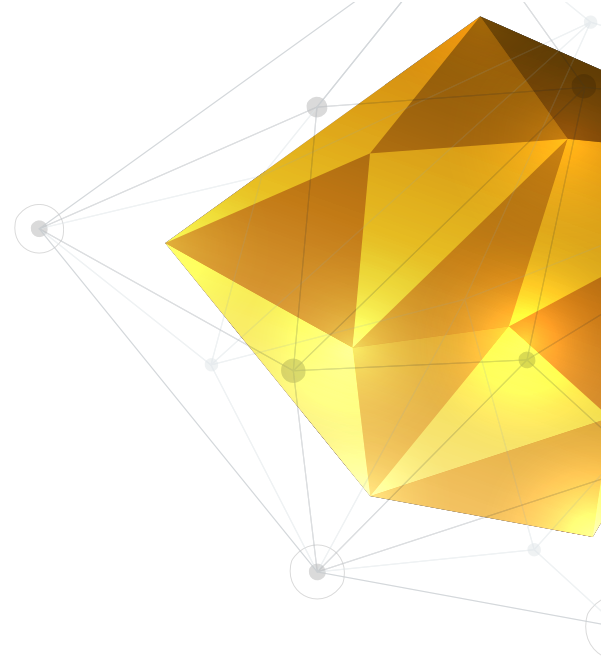
**Keynotes by CBC, Resilience Guard & Guest Speakers**

16:00

**Interactive Part/Q&A**

18:00 - 20:00

**Interactive Networking**



## CASE STUDIES STORYLINE

**INNOVATIVE MODELS - INTEGRATED CRISIS MANAGEMENT  
& PUBLIC AFFAIRS SYSTEMS & PROCESSES**

**CORPORATE DIPLOMACY STRATEGIES**

**CRISIS PREPAREDNESS/MANAGEMENT - CRISIS RESPONSE -  
CRISIS COMMUNICATIONS - RECOVERY MANAGEMENT -  
BACK TO NORMAL OPERATIONS**

## ADDED VALUE

- **Attend a workshop** with strong institutional endorsement/support
- **Learn** through case studies from experienced international trainers/tutors
- **Prepare** your organization to unlock & lead growth within crisis
- **Get a certificate** with added value
- **Meet** with other decision makers

### Max 30 Attendees:

Executives, (CEOs, CTOs, CIOs, Board of Directors) Senior managers Public Affairs, Communication, Policy, PR, Business Continuity, Risk Management, IT Security etc.

### Registration:

Please register by email at [info@capitalsbusinesscircle.org](mailto:info@capitalsbusinesscircle.org) till 30.6.2016.

EARLY BIRD TILL 14.06.2016

**€390** per attendee

REGULAR PRICE

**€480** per attendee

**Special corporate rates** for more than 2 participants and corporate groups

ONLINE REGISTRATION



# CRISIS MANAGEMENT & PUBLIC AFFAIRS STRATEGIES IN TIMES OF GLOBAL CHALLENGES & SYSTEMIC RISKS



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland in Greece

Under the Auspices of the Embassy  
of Switzerland in Greece

## INSTITUTIONAL PARTNERS



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