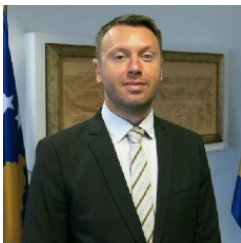


South East Europe Government Communication Conference 2015

Public dialogue, adding value to policy

Sofia, 18/19 September 2015, Venue: Sheraton Sofia Hotel Balkan,
Ploshtad Sveta Nedelya 5, 1000 Sofia

SPEAKERS



Arban Abrashi

**Government Spokesperson of Kosovo;
Minister for Labour and Social Affairs, Prishtina**

Studied at the University of Prishtina (Public Administration and Political Science), at the University of Sussex (M.A. European Studies) and at Harvard University. In 2010 Deputy Minister. 2011-2012 Advisor to the Parliamentary Committee for EU Integration. Since 2013 executive functions at the Democratic League of Kosovo; since 2014 Minister of Labour and Social Welfare, Kosovo.



Alex Aiken

Director of UK Government Communications, London

Graduated from the London School of Economics and Political Science. 1992-1997 Press Officer and Chief Press Officer as well as Head of News 1997-1999 (Conservative Party). 1998-2000 Deputy Director to manage the Conservative Party's campaigns. 2000-2013 Director of Communication and Strategy at the Westminster City Council. Since 2013 Head of the Government Communication Service. Accountable for standards of the service and management of the communication team, responsible for communications around cross government campaigns and the Civil Service Reform Program.



Aleksandra Atanasova

**Social Media Community Manager,
European Commission Representation in Bulgaria, Sofia**

Studied at Sofia University St. Kliment Ohridski, Humboldt University Berlin, University Sophia-Antipolis in Nice and European University Viadrina in Frankfurt (Oder), Germany (B.Sc. Psychology, M.A. in Information and Communication Studies, Cultural Studies and Intercultural Communication). Former Editor-in-chief for a monthly magazine, two years of experience in social media at European institutions (EP, EC).



Matthias Barner

Press Spokesperson, Konrad-Adenauer-Stiftung, Berlin

Studied Political Science in Bonn and Bologna. Afterwards research assistant at the German Bundestag and PR consultant in a communications agency. 1999 public relations department at the CDU headquarters in Berlin. 2002-2006 Deputy Press Spokesperson of the CDU/CSU parliamentary group. 2006-2009 Press Spokesperson of the CDU. 2010-2012 Head of the KAS

Media Program South East Europe in Sofia. Since 2012 Press Spokesperson of the Konrad Adenauer Foundation, Berlin.



Nadica Dujović

SEECOM Co-founder and an Honorary Member of the Steering Board

Graduated from the Media and Communications Department at the University Singidunum, Belgrade, Serbia. Nadica's 16 years' work experience, which she acquired mainly in Montenegro, entails communications responsibilities at the United Nations Development Programme, administrative assignments at the International Relief and

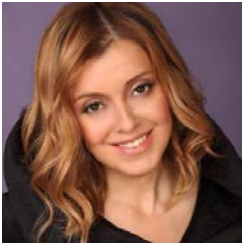
Development, public information duties at the Alter Modus, as well as various positions at the International Committee of the Red Cross.



Eleonora Gavrielides

**Communication Expert;
Former Director of Government Communications, Cyprus**

Holds a M.A. and a Ph.D. in Philosophy, University of Exeter, Devon, UK as well as a M.A. in Public Sector Management, Cyprus International Institute of Management. 1977-1983 Postgraduate Instructor at Exeter University. 1983-2015 Press and Information Office to the Government of Cyprus, Director since 2009. Gavrielides represents the Republic of Cyprus in numerous meetings in the EU and the Council of Europe as communications expert. She is the author of several publications on foreign affairs and cooperates with several universities in Cyprus in the areas of Communication studies and Philosophy.



Jasna Jelisić

Political Advisor to the EU Special Representative in BiH, Sarajevo

Studied at the University of Belgrade (B.A. in Political Science and Journalism) and at the City University of New York (M.A. in International Relations and Affairs), afterwards postgraduate studies at the University of Oxford and Ph.D. in Political Science and Government at the University of Sarajevo. 1999-2001 Journalist and political analyst, news magazine Dani; 2001-2005 International Correspondent in New York, news magazine Dani. In 2004 Consultant at the World Bank and Academic Researcher at the Princeton University; in 2005 Editor and writer, Magazine Gracija, Sarajevo; in 2006 Media and PR Specialist, ECORYS Rotterdam, Netherlands. 2005-2011 Academic Advisor and Expert Reviewer, Freedom House. 2011-2012 Assistant Professor, Sarajevo School of Science and Technology. Since 2006 Political Advisor to the EU Special Representative in BiH, Sarajevo.



Peter Lindvald-Nielsen

Head of Communication Department, European Economic and Social Committee, Brussels

Graduated from the Aarhus Business School, Denmark in 1985. Customs and Tax Officer in Denmark until 1989. Administrator at the Directorate General for Tax and Customs in the European Commission until 1996. Member of the Cabinet of Environment Commissioner Ritt Bjerregaard until 1998, Deputy- and Acting Head of the European Commission Representation in Denmark until 2004. Head of Unit at the Development Director General of the European Commission. Since 2007, after a brief attachment to the Commission Directorate General for Communication, Head of Communication Department at the European Economic and Social Committee, Brussels.



Detlef Lingemann

German Ambassador to Bulgaria, Sofia

Studied law in Bonn, Cologne, London and Strasbourg. 1973-1975 Service in the Federal Armed Forces. 1981 Entry into the German Foreign Office. 1983-1986 Economic Section, German Embassy in Moscow. 1986-1989 Deputy Head of Mission, German Embassy in Bamako. 1989-1995 Foreign Office in Bonn. 1995-2000 Head of Press Section, German Embassy in Washington D.C. 2000-2004 Foreign Office in Berlin, Economic Division. 2004-2006 Ambassador, German Embassy in Baku. 2006-2008 Deputy Head of Mission, German Embassy in Moscow. 2008-2011 Deputy Director General, Foreign Office in Berlin, Economic Division. 2011-2014 German Ambassador to Czech Republic. Since 2014 German Ambassador to Bulgaria.



Nebojša Regoje

Head of the Public Relations Office of the Ministry of Foreign Affairs (MFA), Bosnia and Herzegovina, Sarajevo

Nebojša Regoje is Head of the Public Relations Office of the Ministry of Foreign Affairs (MFA) of Bosnia and Herzegovina (B&H). Prior to joining government services, Regoje was committed to the career in engineering, after gaining BS in Mechanical Engineering from the University of Sarajevo, B&H and being appointed Assistant to the Professor at his alma mater. His career was broken by the war in his country in 1992. He entered the United Nations missions in Bosnia and Herzegovina and he served for the UN until 2001 when he joined his country's foreign service as the Counsellor in the Embassy of Bosnia and Herzegovina in Jakarta, Indonesia where he stayed until 2005. Upon the return to the MFA HQ, he was appointed the Head of the PR Office and he served until 2008 when he left MFA to continue education. He received MA in Management (Public Administration Reform) from the University of the West of England in Bristol and returned to the MFA to be appointed Head of the Planning and Information Department. Regoje was reappointed to his present position in 2012.

Regoje is one of the founding members of the Association of the Government Communicators in South-East Europe (SEECOM).



Ragnar Siil

Founder and Manager, Creativity Lab, Tallinn, Estonia

Holds a M.A. in Political Science, University of Tartu, Estonia. 2005-2006 Advisor to the Estonian Minister of Culture. 2006-2011 Head of Development Department of the Minister of Culture. 2011-2013 Estonian Undersecretary for Arts at the Ministry of Culture. Since 2004 Founder and Director of the Estonian Public Speaking Academy; since 2013 Founder and Manager of the Creativity Lab for Estonian cultural policy, creative industries think tank and consultancy; since 2014 International Adviser (EU Technical Assistance) for the Georgian and the Ukrainian Ministry of Culture. Siil has also been Member and Chairman to several theater foundations and Chairman of the Expert Group on Cultural and Creative Industries.



Tom De Smedt

Communications Manager, EU Committee of the Regions, Brussels

Holds a Master Degree in Communication and Business Communication. 2000-2009 Head of the Internal and External Communication Service, Ghent University, Belgium. Afterwards Advisor to the Government of Flanders. Since 2011 Communications Manager at the EU Committee of the Regions, responsible for strategy and communication projects. He is also an assistant lecturer in the M.Sc. Communication Management Programme, Ghent University.



Cormac Liam Smith

Chairman LG communications; Director Westco consultancy, London

Studied Politics and Economics at the University College Dublin until 1985. Since 2004 Senior Communications Manager at the Westminster City Council; since 2011 Head of Communications at Basildon Borough Council; since 2012 National Chairman of LG communications.



Christian Spahr

Head of Media Program South East Europe, KAS, Sofia

Studied at Dresden University of Technology (M.A. in linguistics and communication studies). Alumnus of the KAS School of Journalism. Afterwards business editor at Sächsische Zeitung, one of the leading regional dailies in Germany. 2006-12 Spokesperson at the German high-tech association BITKOM and editor of studies on digital society. Since 2012 Head of the Media Program South East Europe of the Konrad-Adenauer-Stiftung (KAS); focus of work: promotion of quality journalism and professional political communication. Board member of the South East Europe Public Sector Communication Association (SEECOM) which he co-founded on the basis of the annual SEECOM conference.



Georg Streiter

Deputy Government Spokesperson, Berlin

1974-1976 Soldier at the German Federal Armed Forces. Studied at the University of Bonn (political science, history and art history). 1979-2010 Editor at several German newspapers, among others the tabloid "Bild", "Bild am Sonntag", "Hamburger Morgenpost", and "Stern". 2010-2011 Press Spokesperson for the former MEP Silvana Koch-Mehrin in Brussels. Since 2011 Deputy Spokesperson of the Federal Government in Berlin.



Vincenzo Le Voci

**Secretary-General of the Club of Venice;
Administrator Press/Communications, Council of the EU**

Studied at University of Cagliari (Master degree in foreign languages and literature) and attended modern history, European Integration and management courses in Belgium and at US Universities. 1985-1991 Housing Manager at the US Air Force. Since 1992 EU Council official. He has worked on Transparency and Information Policy issues since 2001 and contributed articles for communications books and magazines. Since 2011 Secretary General of the Club of Venice, the network of the communications directors from the European Union member states and institutions and from countries candidate to the EU membership. Currently he works for the "Public Relations" Unit of the Council of the EU, coordinating the communication agenda of the Council Working Party on Information. He consolidated his experience within the Council by working in the Linguistic Division, Research and Technological Development, Education and Culture and Staff Training Departments.



Vuk Vujnović

**SEECOM Secretary General;
Public Affairs Specialist, Mission of Montenegro to the EU, Brussels**

Graduated from the Faculty of Philology at the University of Belgrade, Serbia. Over the past ten years, Vujnović occupied a number of senior positions in government communications, including as Head of the Montenegrin Government's Public Relations Office. He currently works as Public Affairs Specialist at Montenegro's Mission to the European Union in

Brussels and a co-founder and Secretary General of the South East European Government Communication Conference (SEECOM), since 2012. Vujnović developed a number of initiatives promoting citizen engagement in policy making, including the Citizens' Voice, South-East Europe's first government e-petition website. He also designed and managed the public engagement campaign "Be Responsible" winning the Open Government Partnership's Golden Award in New York in 2014. In recent years, he spoke on the topics of public communication, good governance and public diplomacy at events in the United States, UK, Belgium, Italy, Turkey and throughout South East Europe.



Ognian Zlatev

**SEECOM Chairman; Head of the European Commission
Representation in Bulgaria, Sofia**

Graduated at Sofia University St. Kliment Ohridski. 2011-2013 Head of Communication at the Directorate General for Employment, Social Affairs and Inclusion of EC. 2010-2011 Member of the Managing Board of the Bulgarian National Television. Prior to that, Founder and Manager of the Sofia-based NGO Media Development Center and Co-Founder and President of the South-East European Network for Professionalization of the Media (SEENPM). Other previous posts: External Communication and Public Outreach Consultant for the World Bank; Director of the Information Centre for the Open Society Institute in Sofia, Manager of the BBC Centre in Bulgaria and Exchange Officer at the British Council office in Bulgaria. Lecturer at the Diplomatic Institute of the Ministry of Foreign Affairs of the Republic of Bulgaria, the Albanian Media Institute in Tirana and Media Plan Institute in Sarajevo, as well as a speaker at numerous international conferences in South East Europe, the Caucasus, Middle East and Central Asia. Media Development Expert for UNESCO, OSCE, Representative on Freedom of Media.