**MAY 30 PROGRAM | INTEREL HOUSE**

**Rue du Luxembourg 22-24**

18:30 – 20:00 Welcome Reception for Participants & Speakers

**MAY 31 PROGRAM | THE HOTEL**

**Boulevard de Waterloo 38**

***8:30 - 9:00 - Welcome Coffee -***

9:00 - 9:15 **Advancing Interests in a New Era**

*How can we excel as public affairs practitioners in this era of change, technological disruption, and frequent political chaos? Where are we going as a profession, and what are our responsibilities in this environment? The 5th Annual Interel Global Public Affair Summit kicks off with important questions and discussion to frame the day.*

**Speaker:**

Fredrik Lofthagen

[Interel CEO & Chairman, Interel Global Partnership](https://interelgroup.com/)

9:15 - 10:00 **New Frontiers: Public Affairs & the Commercialization of Space**

*Few industries like commercial spaceflight & technology exemplify the importance of public affairs in shaping a frontier market. Hear insights on how this exciting industry is helping create entirely new regulatory frameworks, policies and stakeholder engagement models for a potentially $1 trillion-a-year global market.*

**Speaker:**

Eric Stallmer

President

[Commercial Spaceflight Federation](http://www.commercialspaceflight.org/)

***10:00 - 10:15 - Coffee Break -***

10:15 - 11:15 **Public Affairs in a World of Finite Resources: Water Scarcity**

*Effective engagement between business, government and non-profits might offer the best and only ways to tackle some of the world's biggest challenges. Water scarcity is a very timely case example.*

**Moderator:**  
Vinciane Patelou   
Director  
[Interel EU](https://interelgroup.com/locations/office/european-union/)

**Speakers:**

|  |  |  |
| --- | --- | --- |
| Xavier Cardoso  Director of Marketing  [Nalco Water - Ecolab](https://www.ecolab.com/nalco-water) | Dean Muruven Global Policy Manager, Freshwater  [World Wildlife Fund](https://www.worldwildlife.org/) | Claus Haugaard Sorensen Senior Advisor Interel [Former European Commission](http://ec.europa.eu/commission/index_en) |

**MAY 31 PROGRAM | THE HOTEL**

**Boulevard de Waterloo 38**

11:15 – Noon **Is Technology a Threat to Democracy & World Order?**

*Once considered an important tool for democracy and globalization, social media and other technology advancements are now seen as a potential threat. How does technology and the means of communication today affect policy development, for better or worse?*

**Speaker:**Ann Mettler  
Head, European Political Strategy Centre   
[European Commission](https://ec.europa.eu/commission/index_en)

***Noon – 13:00 - Lunch –***

13:00 – 14:15 **Around the World with IGP**

*Gain insights from your IGP peers from around the world on the current domestic and international political dynamics of their respective markets, as well the public affairs opportunities and challenges. This session will be divided into regional segments: Americas, EMEA, and AsiaPac (following the coffee break).*

**Americas**

**Moderator:**

Benno van der Laan  
[Director, Transatlantic & Latin America](https://interelgroup.com/locations/office/united-states/)  
Interel Global

|  |  |  |
| --- | --- | --- |
| Gustavo Almaraz, CEO  [Grupo Estrategia Politica](http://gep.com.mx/wp/home/)  IGP Mexico | Ciro Dias, CEO [Imagem Corporativa](http://www.imagemcorporativa.com.br/)  IGP Brazil | Genevieve Young, President  [Global Public Affairs](http://www.globalpublicaffairs.ca/)  IGP Canada |

**EMEA**

**Moderator:**

Gregoire Poisson  
Managing Partner

[Interel EU](https://interelgroup.com/locations/office/european-union/)

|  |  |  |  |
| --- | --- | --- | --- |
| Florence Maisel  Managing Partner  [Interel France](https://interelgroup.com/locations/office/france/) | Luca Gargano, Partner [FB Associati](https://www.fbassociati.it/)  IGP Italy | Tamas Sardi [CEC](http://cecgr.com/) IGP Hungary | Markus Weidling Managing Partner  [Interel Germany](https://interelgroup.com/locations/office/germany/) |

14:15 – 14:45 **The New Europe: Challenges Ahead for the EU**

**Special Guest Speaker:**Herman van Rompuy

President Emeritus European Council

Minister of State

President European Policy Centre

***14:45 - 15:00 - Coffee Break -***

15:00 – 15:30 **Around the World with IGP (continued)**

*Gain insights from your IGP peers from around the world on the current domestic and international political dynamics of their respective markets, as well the public affairs opportunities and challenges.* ***This session continues with a focus on Asia Pacific.***

**Asia Pacific**

**Moderator:**

Mark Pinner  
Managing Director

[Interel China](https://interelgroup.com/locations/office/china/)

|  |  |
| --- | --- |
| Jakob Edberg, President & CEO  [GR Japan](https://grjapan.com/)  IGP Japan | Les Timar, CEO  [GRACosway](https://gracosway.com.au/)  IGP Australia |
| Preeti Bakaya  Partner  [Interel India](https://interelgroup.com/global-partnership/interel-in-india/) | Hans Vriens, CEO [Vriens & Partners](https://www.vrienspartners.com/) IGP Southeast Asia |

15:30 – 16:15 **Brave New World: Cybersecurity, AI & Privacy**

*The technological revolution has changed almost every aspect of society today, including the fundamental ways we share information. Policies and regulations are barely keeping pace with this revolution. How can this widening gap be bridged?*

**Moderator:**

Stephen Edwards

Deputy Managing Partner & Group Head of Technology

[Interel UK](https://interelgroup.com/locations/office/united-kingdom/)

**Speaker:**

|  |  |  |
| --- | --- | --- |
| Thomas Boue  Policy Director, EMEA  [Business Software Alliance (BSA)](http://www.bsa.org) | Gordon Morrison Director of Government Relations, EMEA  [Splunk](https://www.splunk.com/) | Paul Jordan Managing Director,  Europe [IAPP](https://iapp.org/) |

16:15 - 17:00 **Does Truth Matter Anymore? Alternative Facts, Fake News, and Reality**

*What is true anymore in an alternative-fact world? What sources of information can we trust? How can we credibly advocate in a world where information is no longer credible? A leading international expert on media literacy and the global research firm YouGov will cap the day program by delving into these questions.*

**Speakers:**

|  |  |  |
| --- | --- | --- |
| Barbara McCormack  Vice President  [Freedom Forum Institute (formerly Newseum Institute)](https://www.freedomforuminstitute.org/) |  | Chris Curtis  International Politics Research Executive [YouGov](https://yougov.co.uk/people/chris.curtis/) |

17:00 **Closing Comments**

**IGP ANNUAL DINNER  
Grand Place 19**

18:45 -19:30 Cocktail Reception

19:30 Dinner

20:00 **Global Leadership in a New Era***Shada Islam*

Director of Europe & Geopolitics

[Friends of Europe](https://www.friendsofeurope.org/)

21:00 **Awards: Advancing Interests**  
   
 Awards Jury:

|  |  |  |
| --- | --- | --- |
| Andras Baneth  Managing Director, Europe  [Public Affairs Council](https://pac.org/) | Catherine Stewart Senior Advisor [Interel](https://interelgroup.com/) | Dr. Fruzsina Harsanyi  Senior Advisor  [Interel](https://interelgroup.com/) |

**JUNE 1 PROGRAM | THE HOTEL (IGP ONLY)  
Boulevard de Waterloo 38**

***8:30 - 9:00 - Morning Coffee -***

9:00 - 9:45 **IGP Business Meeting**

9:45 - 10:00 **IGP Case Study: Public Affairs War Games!**

*Hear how Interel, IGP partners in South America, and our 2017 Summit speakers from* [*Scenarios4Summits*](https://scenarios4summits.com/) *teamed up to conduct interactive role-playing “war game” scenarios for an international client to strengthen their internal public affairs capabilities and policy response readiness.*

**Speakers:**

|  |  |  |
| --- | --- | --- |
| Vinciane Patelou  Director [Interel EU](https://interelgroup.com/locations/office/european-union/) | Mark Stoop  Co-Owner  [Scenarios4Summits](https://scenarios4summits.com/scenarios4summits/) |  |

***10:00 - 10:15***  ***- Coffee Break -***

10:15 -11:00 **Making the Most of Technology for Smarter Public Affairs**

*What if you took an integrated national and sub-national database on all government legislation, regulation and research, combined it with a database of real-time social media information on all stakeholders, and for good measure added a map of potential grassroots support for your client? Today, there are terabytes of information available to us online to support our work, but how can we use this information smartly and efficiently to achieve our clients goals?*

**Speaker:**

Alex Wirth

CEO

[Quorum](https://www.quorum.us/)

­

11:00 - Noon **Compliance Challenges in a New Era: Political Law & GDPR**

*With political law and transparency compliance regulations increasing in the U.S., Europe, and beyond, the global public affairs profession must meet growing demands by both clients and the general public. The newly introduced GDPR (General Data Protection Regulation) additionally impacts the daily work that we do. Gain insights from experts in this field on staying on top of compliance requirements for public affairs in a new era.*

**Speakers:**

|  |  |
| --- | --- |
| Elizabeth Bartz  CEO [State & Federal Communications](https://www.stateandfed.com/) | Bastiaan Bruyndonckx  Partner  [Lydian](http://www.lydian.be/) |

***Noon - 13:00*** ***- Lunch -***

13:00 – 14:30 **Break Out Sessions**

|  |  |
| --- | --- |
| **IGP Health Group**  For IGP members with a strong focus on healthcare, join for this inaugural specialized meeting on best-practices for global public affairs work in the healthcare industry as well as business development. | **IGP Association Group**  Associations and societies across all industries and professions increasingly need specialized management and advocacy support in their own markets and abroad. Attend this association management focused meeting to learn what opportunities your firm could support. |

14:30 - 15:00 Wrap-up