
AGENDA

EAPC CONFERENCE
COPENHAGEN 8-10 MAY 2008

Day 1: Friday, May 9th

Time	Subject	Speaker
08.45	Opening Address: "Welcome to the 2008 EAPC Conference in Copenhagen"	Bo Krogvig, EAPC President
09.00	"The Roadmap for a Global Agreement"	Bo Lidegaard, Permanent Under Secretary of State, Ambassador, The Prime Minister's Office
10.00	"The Role of Academia"	Lykke Friis, Pro Vice Chancellor at the University of Copenhagen
11.00	Coffee Break	
11.15	"Green Investments and European Growth: The Greening of European Policy Making"	Poul Nyrup Rasmussen, MEP, President of the Party of European Socialists (PES), former Prime Minister of Denmark
12.15	"A new Climate for Corporate Strategy: How to Integrate Business Reputation, Trade Conditions and Climate Change"	Susanne Stormer, Director, Corporate Branding & Responsibility at Novo Nordisk
13.15	Lunch	
14.30	"The Transparency Initiative – Red or Green Lights for Lobbying?"	Kristian Schmidt, Deputy Head of Commissioner Kallas' Cabinet
15.15	"The Scientific based Argument – Linking the Climate Change Agenda to Research"	Claus Castberg Nielsen, Partner and Managing Director at Copenhagen Economics and Hans Martens, Managing Director, The European policy Centre (tbc)
16.00	Closing Remarks	
17.00	Cocktail Reception at Radius Kommunikation	

Day 2: Saturday, May 10th

Time	Subject	Speaker
09.00	New Tools and Trends in Political Campaigning	
	"Social Software in Political Campaigns"	Tina Brunauer, Mag.a (FH) SORA Institute for Social Research and Analysis
	"Blogs and the Internet"	Maria Voigt, Blueberry Consulting
	"Internet and Blogs in Negative Campaigning"	Marko Rakar, Chief Executive Manager of MRAK Services Ltd.
	"New Tools in Political Analysis"	Dr. Hans Anker, Anker Solutions
	"Word of Mouth"	Bo Krogvig, EAPC President and Consultant at Springtime
11.00	"The Danish Election 2007"	Søren Lippert, Campaign Manager for the Social Democratic Party in Denmark
12.00	Lunch	
13.00	Election Cases	
	"The US Presidential Election: The Democratic Battle between Hillary Clinton and Barack Obama"	Kenneth S. Christensen, Partner in Christensen & Associates, Inc.
	"Can Republican John McCain win the Presidential Election?"	Kenneth Feltman, Chairman of Radnor Inc.
	"The Americanisation of Greek Elections"	Christina Alexandrou, PhD student of Political Communication at Kingston University, London
	"The Spanish Election"	Daniel Urena, MAS Consulting Group Espana
	"The Russian Presidential Election"	<i>Speaker to be announced</i>
15.30	Membership meeting	
16.30	Canal tour through Copenhagen and the harbour	
20.00	Gala Dinner at Tivoli Gardens	