



FEIEA Academy 2006



**3rd FEIEA Academy
13 October 2006
Vienna
House of Industry**

Communications – Cross Borders – Cross Cultures

Dear colleagues in Europe!

Communication is always a challenge, and global communication a special one. The goal is to achieve peoples awareness, motivate them through better information, touch their personal interest and bring them into the same boat, powered by enthusiasm, motivation and joy of work.

We are the champions when we know about the difference of culture, communication behaviour and personal needs. And we are the world champions when we are able to link both, the needs of employees and the requirements of our companies.

Let's learn from global acting communicators, let's share our experiences, our troubles and our ideas. Vienna is waiting for you!

Birgit Snizek
President of FEIEA

THE PROGRAMME

FRIDAY 13 OCTOBER 2006

Venue: House of Industry, Schwarzenbergplatz 4, 1031 Vienna

Theme: CROSS-BORDER COMMUNICATION

- 08.30 – 09.00 Good morning service
- 09.00 – 09.15 Welcome by **Marita Roloff**, President of ViKOM; **Daniel Ambühl**, President of SVIK/ASCI President elect of FEIEA; **Birgit Snizek**, President of FEIEA and **Doris Ladewig**, Vice President of ViKOM
- 09.15 – 10.00 Impuls statement by **Hanna Risku**, Head of the dept. for knowledge and communication management Danube University Krems:
“In one voice: Intercultural communication – where cultures and languages meet”
- 10.00 – 10.45 Presentation by **Bettina Gneisz-Al-Ani**, Head of corporate communications of OMV:
“One press office for 25 countries”
- 10.45 – 11.15 Communication Break
- 11.15 – 12.00 Presentation by **Michael Mauritz**, Head of corporate communications of Erste Bank:
“Communication during acquisition-process”
- 12.00 – 13.30 Lunch
- 13.30 – 14.15 Presentation by **Matthias Wolf**, Project manager of the study “Great place to work”:
“Great place to work - the role of communication”
- 14.15 – 15.00 Presentation by **Karl-Heinz Heuser**, CEO Burson-Marsteller Germany:
“Cross cultural aspects of cross border communication”
- 15.00 – 15.30 Communication Break
- 15.30 – 16.15 Presentation by **Gregor Kreuzhuber**, Former EU Commission spokesman for enterprise and industry (Vice President Günter Verheugen):
“Communication in an international surrounding addressing an international audience”
- 16.15 – 17.00 Presentation by **N.N.**, Red Cross Austria:
“Integrated and international communication in times of crisis and deseasters”
- 18.30 – 19.30 Reception at the House of Music, Vienna
- 20.00 Dinner in the Restaurant Cantino, House of Music

SATURDAY 14 OCTOBER 2006

- 09.30 Guided tour Vienna
- 13.00 Informal lunch

REGISTRATION FORM

VIENNA – 13-14 OCTOBER 2006

Please note that registration is for all aspects on the event, excluding accomodation. Details of some carefully-selected hotels are enclosed for your convenience.

We now ask you to complete the following details:

Surname: _____

First name: _____

Billing address: _____

Name of company: _____

Email: _____

Costs: Total program 190.- Euro for FEIEA / ViKOM members
240.- Euro for Non-members
Gala Dinner only 90,- Euro

REGISTRATION FOR THE WHOLE PROGRAMM:

FEIEA / ViKOM member Non-Member Gala Dinner only

Please return the registration form by post, fax or e-mail to:

Ms. Heidi Abentung
Industriellenvereinigung, ViKOM
Schwarzenbergplatz 4, 1030 Vienna
Tel. 0043 1 71135-2306
Fax: 0043 1 71135-2313
Email: a.abentung@iv-net.at

HOTEL ACCOMODATION

Hotel SOFITEL Vienna

Am Heumarkt 35-37,
1030 Vienna
Tel: 0043 1 716 16 – 850
Fax: 0043 1 716 16 – 888
Email: h1276-gm@accor.com
www.sofitel-vienna.com
single room 120.- Euro incl. Breakfast

Hotel Erzherzog Rainer

Wiedner Hauptstraße 27-29
1040 Vienna
Tel. 0043 1 50111 - 316
www.schick-hotels.com
Email: rainer@schick-hotels.com
single room 91.- Euro incl. Breakfast
double room 108.- Euro incl. Breakfast

The SOFITEL is just around the corner of the House of Industry, Hotel Erzherzog Rainer is a few minutes walk away. Please refer to FEIEA as we have reduced prices there and make your reservations as soon as possible.

For further informations or any queries contact:

Birgit Snizek
Messerschmidtgasse 45/11
1180 Vienna, Austria
0043 664 20 20 275
mail: snizek@nextra.at