Public Relations in times of communication 4.0 - are women possibly the better communicators?

In this panel, we look into the future of communication and beyond equality or women's quotas. This is because digitalization, which is increasingly anchored in all areas of the economy, society and private life, is changing the way we communicate significantly. Communication 4.0 requires not only a change of work organization or leadership culture (leadership 4.0), but also of communication forms. The developments present new challenges, but also offer new opportunities, which we would like to discuss. Renowned speakers discuss the role of PR in the age of communication 4.0 and the communicative skills required. What consequences does communication 4.0 have for the PR work? What can PR do for a relevant, transparent and responsible communication that creates trust and provides orientation in the overflow of information? What importance does the communication skills of women have when they obviously form the majority in the communications sector? Alexa, Siri and many other navigation systems are female - why? Are women perhaps the better communicators in the digital age?

Speaker(s):

Kathrin Schum, Klenk & Hoursch AG, Corporate & Brand Communications Director

Frau Schum studied communication and media sciences at the University of Leipzig and the Karlsuniversität in Prague with a focus on PR as well as sociology and cultural sciences. After her studies, she was responsible for international technology clients in a specialized PR agency. At Klenk & Hoursch, Schum has been advising mainly consumer customers in the area of
brand commitment since 2010. She is part of the international team and coordinator for the PROI Worldwide Agent Network.

Eva Pauli, Head of Digital & Patient at fischerAppelt

Eva Pauli is an expert in the fields of Healthcare and brand communication. She is leading the team Health & Brands at fischerAppelt’s Frankfurt location. She has many years of experience in national and international projects, which makes her a specialist in the field of multi-channel and consumer communication. Her core competencies are strategic consulting and integrated campaigning. Pauli was responsible for prize-winning campaigns by renowned pharmaceutical and FMCG customers.

Anja Henningsmeyer, Managing Director of the Hessian Film and Media Academy

Prior to working at the Hessian Film and Media Academy, Ms. Henningsmeyer worked at the Berlinale and as a manager at Filmfest Hamburg. After graduation, she went to Berlin in 1985, where she was a freelance journalist for film criticism, cultural reporting and active in the press department of the TV station Free Berlin. In 2000, she founded the international agency Chinapix Ltd in Hong Kong. She teaches at 7 colleges and in companies: negotiation, presentation and business networking, and is in two Women’s networks active: the European Women’s Management Development International Network (EWMD) and the Digital Media Women (#DMWrm).

Marilejandra Rodriguez, innovation, marketing and business consultant

Owner of "KALEIDOSCOPE Innovation Consulting", and co-founders of "HOW TO CREATE A UNICORN ", Mariale grew up between Venezuela, the USA and Canada. She is an expert on innovation, Change management, marketing, human resources development and diversity. It accompanies transformation Projects, conducts executive workshops and performs as a guest speaker at congresses. She is a Guest lecturer at universities and mentor for women with management potential.

Yannis Salavopoulos, CAPITALS Circle Group GmbH Founder & Managing Director, Guest Lecturer & Former Diplomat

Yannis Salavopoulos is a lecturer for Public Affairs at the SRH Berlin and Senior Advisor for Public Affairs / Policy & Strategy for various Companies. He is also a member of the Supervisory Board of the German Economic College (EBC University). He joined Global Sustain as a director after a successful career in economic diplomacy on. He is the founder & president of Innovative Public Affairs Network & Think Tank, CAPITALS Business Circle and member of the International Bankers Forum in Germany. Moderation: Christine Riedmann-Streitz, Managing Director of Marken Factory GmbH and author of “Are there any brands in the future? Hybrid Brands - a vision of the future for strong brands “, Springer Gabler.

Moderator: Christine Riedmann-Streitz, the founder and managing director of MarkenFactory GmbH, has many years
of international management and management experience (including Public Relations and Marketing) in industry, trade and agency in various industries (B2B and B2C). She is an expert for brands, innovation and change and works as a consultant and certified innovation trainer and coach. As a lecturer, she teaches at renowned state and private universities in Germany. She deals with future topics such as the consequences of new technologies for brands and customers. She has recently published the book “Are there any brands in the future? Hybrid Brands - a vision of the future for strong brands” with the renowned and international publisher, Springer Gabler.

**Program**

12:30 pm (until 18:30) - Admission to the Future Convention and workshops, innovation slams, keynotes, presentations and panel discussions

16:00-17:30 pm - Business Wire: Tempo media event expert panel discussion, Forum 1 (EC)

**All Day Event:**

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**Language:**

English

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