

Conference venue: Hotel Aquino
Hannoversche Str. 5b, D-10115 Berlin-Mitte
phone: +49-30-284-86-0; www.hotel-aquino.de

Wednesday, January 15:

12:00 - 18:00 Registration
15:00 - 16:30 Annual business meeting of HFFA e. V. (members only)
18:00 - 20:00 Opening Session
   Harald von Witzke, President, HFFA: Welcome
   Keynote Speech
   Patrick Moore, Chairman, Greenspirit Strategies, and founding member of Greenpeace:
   Confessions of a Greenpeace dropout
20:00 - 21:30 Reception and conference dinner
21:30 - 22:15 Film by Michael Miersch:
   "Und ewig sterben die Wälder"
Thursday, January 16:

08:30 - 09:30  Session 1
Geoff Lean, Agricultural Journalist, United Kingdom (tbc)

09:30 - 10:30  Session 2
Michael Miersch, Science Editor, FOCUS Magazine München
Everything is poisoned: how food scandals are produced – a journalist’s experience

10:30 - 11:00  Coffee break

11:00 - 12:00  Session 3
Dr. Klaus von Gebmer, International Food Policy Research Institute, Washington, D.C., USA

12:00 - 13:00  Session 4
Dr. Suzan Fiack, Head of Unit 23 „Press and Public Relations“, Federal Institute for Risk Assessment, Berlin, Germany
Perception, management, and communication of risks – a public agency’s view

13:00 - 14:00  Lunch

14:00 - 15.00  Session 5
Hugh Kellett, freelance journalist, Cambridge, UK
I have a dream: successful communication strategies – a PR experts view

14:00 - 15:00  Session 6
Tobias Haase, Filmakademie Ludwigsburg (The Collision-Prevent-Assist-System of Mercedes in a new and controversial light) in discussion with Heiko Wiese and Cornelius Winter, Agentur Zum Goldenen Hirschen, Berlin (advertising campaign of the German Farmers’ Union)
Communicating via social media: creativity, courage and agriculture – an oxymoron?

15:00 - 16:00  Session 7
Prof. Dr. Klaus Ammann, University of Bern, Switzerland
Anxiety over agricultural biotechnology and its causes

16:45  Transfer to ICC Berlin, opening of the Green Week followed by reception