

First WCO Global Communication Strategies Conference

"Communicating seamlessly in the digital age"

8-9 October 2019

WCO Headquarters, Brussels

Day 1 : 08 October 2019

08.30 – 09.30 – Registration

09.30 – 09.45 – Welcome address by WCO Deputy Secretary General

09.45 – 11.00 – **Session 1: Understanding Customs challenges and the new Communication landscape**

This session will set the trend for the Conference by discussing some of the challenges facing customs nowadays: the change in focus from revenue collection to trade facilitation and protection and society, changing trade environment – rise of trade in service and intangibles, changes in trade patterns, debate surrounding multilateralism in trade and re-birth of national borders, development of e-commerce, movement towards a digital economy, and the public awareness on climate change and sustainable society.

Moderator: Mr. Ping Liu, Director Tariff and Trade Affairs Directorate, WCO

Speakers:

Mr. Ricardo Treviño Chapa

Deputy Secretary General,
World Customs Organization

Mr. Stephen Quest

Director General,
European Commission Directorate-General for
Taxation and Customs Union (DG TAXUD)

Mr. James Sweeney

head of the Customs Investigations,
European Anti-Fraud Office (OLAF)

Mr. Poul Hansen

Chief, Trade Facilitation Section,
United Nations Conference on Trade and
Development (UNCTAD)

11.00 – 11.30 – Coffee break

11.30 – 13.00 - **Session 2: Catalogue of best practices for communicating**

This session will discuss the experiences of Customs in delivering an effective communication campaign. WCO will draw from the Communication Survey that has been sent out to Members to select impact stories that will be shared during this session. The expectations are to have representatives from all WCO regions to discuss their realities and share their experiences in how they overcame the different challenges.

Moderator: Ms. Brenda Mundia, Deputy Director, Capacity Building Directorate, WCO

Speakers:

Ms. Lissette Selman	Communication manager, <i>Dominican Republic Customs</i>
Mr. Randy Baltimore	Inspector of Customs <i>Antigua & Barbuda</i>
Mr. Epiphane Soudonou	Planificateur, Chef Service Aux Usagers, Point Focal Réformes Institutionnelle, <i>Benin</i>
Ms. Mable Bolele	General manager communications, <i>Botswana Unified Revenue Service</i>
Mr. Khalil Saqer bin Gharib	Director of Corporate Communication, <i>United Arab Emirates, Dubai Customs</i>
Ms. Thi Ahn Hong Vu	Editor-in- chief of Customs news, <i>Vietnam Customs</i>
Mr. Guido Canchari Obregon	Gerente de comunicaciones, <i>SUNAT, Peru</i>
Ms. Marcy Mason	Writer/editor communication and outreach division <i>U.S. Customs and Border Protection</i>

13.00 – 14.30 – Lunch – Offered by Korea Customs Service

14.30 – 16.00 – Session 3: Internal communication

This session will centre around how internal communication is taking over the employee engagement role from HR, the impact on employee journey, the link with the overarching people strategy and case studies from Customs administrations and other organizations who get their internal communications strategies right.

Moderator: Ms. Lucia Sebastiani, Anthropologist, Programme Assistant at the WCO

Speakers:

Ms. Dace Kalniņa	Communication Professional, <i>European Commission</i>
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Mr. Adel Baraja

General Manager – Marketing & Customer Experience
Saudi Arabia, General Customs Authority

Mr. Leonardo Trentini

Director of Institutional Customs Communication /
Uruguay National Customs Directorate

Mr. Carlos Popoca Lagunas

Chief Communication Officer,
Servicio de Administración Tributaria, Mexico

16.00 – 16.30 – Coffee break

16.30 – 18.00 – Session 4: Engaging with stakeholders in a common dialogue

Customs – Business Partnership will be the focus of this session where the participants will discuss the notion of “Knowledge translation” where Customs can partner with the private sector to make the message more intelligible to both the citizens and the Customs’ direct stakeholders. The dialogue will be based on the Customs-Business Partnership Guidance and will make recommendations to Customs, such as the setting up of monthly stakeholders meetings between Customs and the stakeholders along the supply chain.

Moderator: Mr. Shawn C. Beddows, Manager, Cargo Border Management, *International Air Transport Association (IATA)*

Speakers:

Mr. Dinis Adriaio

Assistant Director, Head of Communication Office
INTERPOL

Ms. Karine Badr

Policy Analyst,
Policy Governance Directorate (GOV)
Organisation for Economic Co-operation and Development (OECD)

Mr. Vincent Seruma

Assistant Commissioner Public Corporate Affair
Uganda Revenue Authorities

Ms. Sophany Ramaen

National Forum Coordinator,
Belgium Customs

Mr. Chong Kok Cheong

CEO, GeTS Global Pte Ltd;
Assistant CEO
CrimsonLogic

18.00 – 19.30 – Welcome reception – Offered by Korea Customs Service

Day 2: 09 October 2019

09.00 – 10.30 – Session 5: Storytelling: engaging emotionally with Customers

This session will discuss the various ways to communicate the various messages to the target audiences by creating natural, powerful, emotional and relatable stories that are effective in connecting with people. The ultimate objective will be to develop the skills to communicate in a way that people will experience the meaning of the data shared and the knowledge acquired in this way should lead to a change in behaviour, a better understanding of the corporate ideals and how they are linked to the actual lives of people. In a nutshell, storytelling brings the written story to life and involve people in the messages.

Moderator: Mr. Kolja Mendel, Managing Partner, Mendel Publishers

Speakers:

Ms. Aleksandra Kowalska	Corporate Communication Officer, Directorate-General for Communication European Commission
Ms. Clarinda Moonen	Communication Strategist Netherlands Customs
Mr. Mupishi Miti	Senior Collector & Manager- Customs Projects Zambia Revenue Authority
Ms. Johanna Tornstrom	Assistant Programme Manager - HMRC-WCO-UNCTAD TFA Implementation Partnership, Capacity Building, World Customs Organization
Ms. Kristina Katz Ms. Lina Navickaite	Co-founder Co- founder Smart up Visuals

10.30 – 11.00 – Coffee break

11.00 – 12.30 – Session 6: Engaging with audiences- unlocking the power of social media

Social media, once a playground for the young, has now become a powerful tool used by an older demographic. Audiences now want more interactive, inspirational or emotionally engaging content. Where does Customs stand in this new landscape? Is Customs aware of the new trends? How to surf in this new virtual world of Communication with various landmines such as “fake news” or “post-truths” and how to grasp the concept of “senders, amplifiers, curators, commentators and viewers” ? This session will also be complementary with the previous session on bots where algorithms, virtual reality and augmented reality will be further discussed.

Moderator: Mr. Dimitrios Politopoulos, Project Relations Coordinator, World Customs Organization

Ms. Izabella Cooper	Speakers: Head of press office <i>European Border and Coast Guard Agency (Frontex)</i>
Ms. Piia Kaijanto	Head of Communication <i>Finland Customs</i>
Mr. Igor Celikovic	Digital Communications Manager <i>European Commission</i>
Mr. Youssef El Mazouri	Chef de la Division de la Programmation et de la Communication, <i>Administration des Douanes et Impôts Indirects, Maroc</i>
Ms. Tine Hollevoet	Head of Campaigns and Digital Communications, <i>Europol</i>

12.30 – 14.00 – Lunch – Offered by Korea Customs Service

14.00 – 15.30 – **Session 7: Embracing new technologies: Ideas lab**

This session will act as a think tank to discuss the disruptive and established technologies that Customs could use to target audiences or reply to customers. With Data mining technologies, populations can be segmented for a targeted communication approach while Artificial Intelligence technologies have already proven to be effective in improving communication with Customers. Participants will thus be invited to choose an echo chamber to have in-depth discussions that will be captured by rapporteurs who will make a presentation at the beginning of the next session.

Moderator: Ms. Milena Budimirovic, Ag. Deputy Director, Compliance and Facilitation Directorate, WCO

Speakers:

Mr. Peter Heurling	Enterprise Solutions Director, EMEA <i>Meltwater</i>
Mr. Stephen Upton	Dir Strategy Business Gov. <i>Microsoft, US</i>
Mr. Alexander de Voet	Manager <i>Accenture Border Services</i>
Mr. Benedictus Jackson	Communication Manager <i>Indonesia Customs</i>
Ms. Renee Baltimore	Software Engineer <i>Antigua&Barbuda Customs</i>

15.30 – 16.00 - **Coffee break**

16.00 – 16.30 –**Session 8: Conclusion**

The last session will discuss WCO's review of its communication strategy, with the establishment of a Communication plan, the publication of a brandbook, the organization of a Communication Conference and the publication of a Handbook on Customs Communication Strategies. Participants will also be invited to share their view on the future role of WCO to lead the Communication agenda of Customs.

Mr. Ludovic Thanay

Head of Communication and Events
World Customs Organization

Mr. Hans Pieters

Head of Administration and Personnel,
World Customs Organization