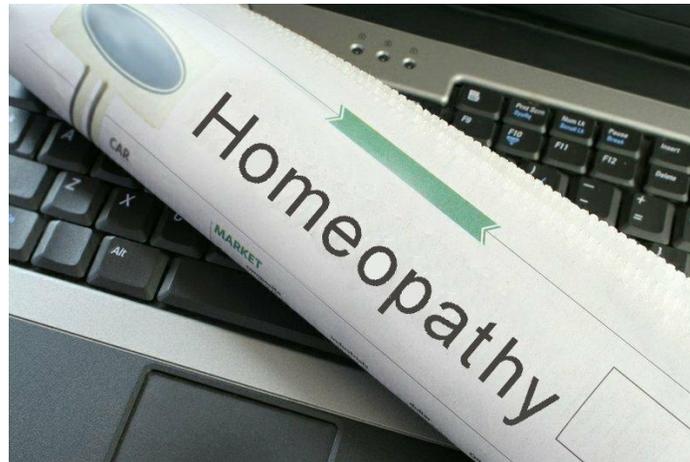


ECCH & ICH International Symposium Homeopathy and the Media

26 – 27 May 2011

Leuven, Belgium



Reaching and informing
the public



Reaching and informing the public

ECCH & ICH International Symposium: Homeopathy and the Media

26 – 27 May 2011, Leuven, Belgium

The European Central Council of Homeopaths (ECCH) and the International Council for Homeopathy (ICH) jointly organise a symposium for the sharing of knowledge and experience in the area of information distribution and media management. The public is currently uninformed, ill-informed and at times mis-informed about homeopathy. This symposium, which is **open to all homeopaths, homeopathy course providers and homeopathy association representatives**, will take place over 1.5 days in beautiful Leuven, home to Belgium's oldest University and the successful 2009 ECCH & ICH Education Symposium. Leuven is easy to get to, being just 20 minutes by direct train from Brussels airport.

This event will include presentations and facilitation from **media experts** as well as a range of **presenters involved in homeopathy** who have competence and experience in the area of the media. There will be ample room for **plenary** and **group discussions**.

Should you have any questions, then please feel free to contact us by e-mail at ecch@gn.apc.org or at: ECCH & ICH Secretariat, School House, Market Place, Kenninghall, Norfolk, NR16 2AH, United Kingdom. Telephone/Fax: + 44 1953 888 163.

IMPORTANT !!! You will find included in this document:

- Full programme
- Information on all presenters and their presentations
- Registration information
- Hotel room booking information

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Programme

Thursday 26 May 2011

Registration 08.30 – 09.00
Welcome Stephen Gordon (UK), ECCH & ICH General Secretary 09.00 – 09.15

A. Informing the public through the media

Keynote presentation

Challenges of getting your story to the public Rob De Spa (NL), Media Professional 09.15 – 10.00

Learning from experiences with the media 10.00 – 12.05

Learn from our mistakes Christal Sumner (UK) 10.00 – 10.15

Easy tips to make your organisation media friendly and effective

20 years of dealing with the media Petter Viksveen (NO) 10.15 – 10.30

Break 10.30 – 11.00

Promoting homeopathy over the radio Peter Schmidt Bubath (ES) 11.00 – 11.15

Empowering students to present homeopathy professionally 11.15 – 11.50

Mani Norland (UK) & Petter Viksveen (NO)

Scientism or science? Deconstructing the sceptics Lionel Milgrom (UK) 11.50 – 12.05

Discussion Group session 12.05 – 12.50

Summary of group discussion Plenary session 12.50 – 13.15

Lunch 13.15 – 14.30

B. Dealing with criticism

Keynote presentation

Handling the media effectively John Whyte-Venables (UK), Media Professional 14.30 – 15.30

Break 15.30 – 16.00

Talking the talk – Workshop John Whyte-Venables (UK) 16.00 – 17.30

Plenary discussion – How can we improve the profession's media strategies? 17.30 – 18.00

Friday 27 May 2011

C. Informing the public through the internet

Keynote presentation

Reaching the public through the internet 09.00 – 09.45

Reiner Merz, PR Consultant & Media Professional (DE)

Break 09.45 – 10.00

Learning from experiences with the internet 10.00 – 10.45

Using the Internet effectively Mani Norland (UK) 10.00 – 10.15

Twitter for homeopathy and homeopaths Alison Robinson (UK) 10.15 – 10.30

Making marketing regulations work positively 10.30 – 10.45

Zofia Dymitr (UK), Christine Liebing-Gabel (DE) & Solveig Aursnes (NO)

Break 10.45 – 11.15

Discussion Group session 11.15 – 12.00

Summary of group discussion and closing Plenary session 12.00 – 12.30

Practical – Register now !

Venue: Salons Georges, Hogeschoolplein 15, 3000 Leuven, Belgium. Tel: 0032 16 23 75 75

How to get there: Leuven is on a direct rail line 20 minutes from Brussels airport and 30 minutes from Brussels centre. The venue is 15 minutes walk from Leuven railway station in the city centre. Buses run from the station to the centre.

Price: Euro 120 (coffee/tea breaks and lunch on the first day).
Information on how to pay will be provided when you have registered.

Registration form

Quick registration is recommended as this will be a popular event!

To register: Send the required registration information by e-mail to ecch@gn.apc.org or fill in the form in this brochure and send it by post or fax to:
ECCH & ICH Secretariat, School House, Market Place, Kenninghall, Norfolk,
NR16 2AH, United Kingdom. Telephone/Fax: + 44 1953 888 163

Name: _____

Professional body: _____

Course/school: _____

Street: _____

City/town & Postcode: _____

Country: _____

Telephone: _____

E-mail: _____

Website: _____

Years in homeopathy practice: _____

Special dietary needs: _____

How to pay will be notified to you on receipt of your registration
For updates consult ECCH website www.homeopathy-ecch.eu

HOTEL / ACCOMMODATION

Do not wait too long to book !

Leuven is busy at this time of the year and hotels are already starting to become fully booked !

If you would like to book a hotel room for this event, then please contact Edvard Bjoerklaas at info@accommodate.no He will be able to set you up in a comfortable apartment or hotel at a reasonable price. The sooner you book, the more likely you are that you will get a room that suits your needs and your wallet. There are no additional charges for this service. Booking deadline: 15 April 2011

Apartments

Condo Gardens Flats Leuven

Dekenstraat 87, 3000 Leuven

3 nights: 282 Euro

4 nights: 373 Euro

5 nights: 462 Euro

Note! Prices are for all nights in total, irrespective of whether a single person or two persons use the flat. This means that apartments are approx. **93 Euro per night** for one person alone, OR approx. **46 Euro per person per night** if two share an apartment. Breakfast is optional, at an additional 12 Euro per person. A minimum of 3 nights must be booked.

Hotels

Hotel Mille Colannes

Martelarenplein 5, 3000 Leuven

(15 min outside the city centre)

Single room: **45 to 65 Euro** per night

Hotel Biestpoort

Brusselsestraat 110, 3000 Leuven

Single room: **92 Euro** per night, breakfast incl.

Double room: **100 Euro** per night, breakfast incl.

B&B Lavan

Celestijnenlaan 62, 3001 Leuven

Single room: **105 Euro** per night

Double room: **115 Euro** per night

Mercure Leuven Center

Alfons Smetsplein 7, 3000 Leuven

Single room: **160 Euro** per night, breakfast incl.

Double room: **170 Euro** per night, breakfast incl.

Novotel Leuven Centrum

Vuurkruisenlaan 4, 3000 Leuven

Single room: **150 Euro** per night

Double room: **170 Euro** per night

Presentations

Welcome Stephen Gordon

Stephen Gordon is one of the founders of the European Central Council of Homeopaths (ECCH) and the International Council for Homeopathy (ICH). He has served as ECCH's General Secretary since its establishment in 1990. He runs the ECCH Secretariat and carries out lobbying activities for ECCH on a European level, including the institutions of the European Union in Brussels and Strasbourg. He has practised homeopathy for 29 years.



The challenges of getting your story to the public

Rob de Spa – The perspective of a Media Professional

“Reaching and informing the public is crucial, for you homeopaths as well as for us media professionals! In this new digital world where social networks are bigger than any news organisation, we share the same challenge to reach a fragmented audience. The media professional of today has extensive knowledge of the different media platforms. All platforms should be used to reach the audience. So the a key question is: “What are the 'DNAs'? The technical and behavioural do’s and dont’s of these platforms.”

Rob de Spa has considerable experience in a whole range of media areas. He is responsible for editorial development of Koninklijke (Royal) Wegener NV. This is the largest publisher of regional daily newspapers and free door-to-door newspapers in the Netherlands: 7 dailies (circulation some 800.000) and 225 free papers and weeklies (8,6 million copies per week). Majority (87%) shareholder in Wegener is the London based Mecom Group plc.

Rob de Spa was Editor in Chief of the Dutch press bureau ANP for 10 years and has worked in the public broadcasting industry. He has been in charge of the transformation of a newspaper production house to a multimedia service provider.

He is a founding father of the MINDS-project, a European programme to develop applications for 3G phones, as well as a board member of a photo agency for the benefit of people in developing countries.

Rob de Spa is currently a board member of :

- The European Newspaper Publishers’ Association (ENPA)
- Stichting PRO, a Publication and Reproduction Rights Organisation
- Nederlands Dagbladpers, the Dutch industry and employer association of newspaper publishers

Handle the media effectively

John Whyte-Venables – Presentation and workshop



Talking the talk: The importance of media strategies

As homeopathy faces increasingly vociferous opposition Europe's homeopaths need to put across their case clearly and persuasively. Knowing what to say, when and how, is vital if we are to communicate our arguments powerfully and convincingly. Media trainer and former BBC journalist John Whyte-Venables explains how to create a media strategy that builds bridges with the audience and controls the agenda in media interviews.

Working with key messages

Handling the media effectively is all about preparation, working out beforehand what you want to say and why. In this workshop media trainer John Whyte-Venables shares top tips on how to develop and present key messages. The workshop includes a chance to practise new found skills in a simulated radio interview with full individual feedback.

John Whyte-Venables is a former BBC journalist and has worked for many UK radio, television and online news programmes, including the prestigious national breakfast show 'Today' and the BBC News website. Now a PR consultant he has trained and mentored a wide range of clients including UK Government Ministers. He is an authority on news values and has written several books on the media. John is currently a student of George Vithoukas.

Reaching the public through the internet

Reiner Merz – The perspective of a PR Consultant and Media Professional



Where traditional press releases are sent only to editors and journalists, the internet offers a chance to reach the public directly. There are many ways to reach the public through the World Wide Web. Two central aspects should be paid special attention to: Search Engine Optimization (SEO) and the fact that communication increasingly has changed from "one-to-many" to "many-to-many," simultaneously on many different platforms. Social media is the magic word: Facebook, Linked-in, Xing, twitter and dozens of current press portals. The definition of target groups has become increasingly important.

Reiner Merz is a Press & PR consultant based in Frankfurt/Main (D). He started his journalist career in the early 80s as a freelancer for German public broadcaster ZDF and became a local newspaper reporter.

In 1997 he founded the Press & PR bureau Reiner Merz PR and since then he has been in charge of different clients in the health and lifestyle sector, including the launch of RedBull as a wellness beverage.

Other experience includes :

- Station manager of one of the first private radiostations in Germany
- Director of Press & PR in the Swiss chemical industry
- Press officer of the Trade Fair Messe Frankfurt

Reiner Merz holds an MA from the Johannes Gutenberg University Mainz (D), where he studied communication sciences, German and Roman.



Learn from our mistakes ! Easy tips to make your organisation media friendly and effective

Christal Sumner (UK)

What do you do when TV and newspapers want a comment now, and it is a negative story that you only just found out about? Would you panic? What should be said and who should say it? Do you need to respond? How do you get your members involved?

Let's face facts, we in the UK haven't done brilliantly in the past responding to the media or putting out consistent messages to the public, but we are learning. Why not learn from our mistakes instead of making them yourself?

There are a number of simple things that will help your organisation manage messages, respond to the media quickly and enable you to put out messages effectively. Christal Sumner will provide tips on messaging, communication platforms, sample templates and facts and figures to help you make the most of media opportunities.

Christal Sumner, MBA, is Chief Executive of the Faculty of Homeopathy and British Homeopathic Association, UK. Ms Sumner is not a homeopath, but has been working for the Faculty of Homeopathy since 2000.

20 years of dealing with the media

Petter Viksveen (Norway)

Most patients find their way to us by word of mouth. However, in my experience, the use of the media as an additional channel of information often helps patients make the decision to finally pick up the phone and call for a consultation.

Getting your story in the media is a question of having a story to tell. Which story? How do you present it? When? What worked in my experience?



***Petter Viksveen** has been active in the media in Norway since before he graduated as a homeopath in 1990. He learned a lot from his father and uncle who were journalists and editors, and he has participated in a number of media training seminars. Petter set up media training for students at a homeopathy course in Oslo which educates homeopaths, as part of a module on how to establish and run a practice. In his career he has been interviewed by newspapers, radio and TV in Norway, and as ECCH Chairman interviewed also in a number of other countries in Europe. Petter holds a BA in pedagogy from the University of Oslo, as well as an MSc in Homeopathy from the University of Central Lancashire.*



Promoting Homeopathy over the Radio

Peter Schmidt Bubath (Spain)

Peter Schmidt Bubath will present experiences with a popular homeopathy radio programme that has been running for three years at Radio Popular Bilbao. The Spanish homeopathy patient association supports the programme. The show was set up by Guillermo Basauri, a medical doctor who practises homeopathy, together with Koldo Miravilla, a charismatic and popular radio producer. The programme, which runs for five hours every Sunday, includes a 1.5 hour session on homeopathy. Listeners are invited to call in, in order to have their questions answered. Not only does this radio programme reach the local population in the Basque region of Spain, but it is also available to Spanish speaking people across the world through the internet. How did they manage to set up such a programme? What are their plans for the future? Is there any way that similar programmes could be set up in other countries?

Peter Schmidt Bubath is the founder of two patient organisations in Spain, one for anthroposophical medicine in 2006, and more recently – a homeopathy patient association. He is originally from Germany and lived in East Berlin until the age of 10, whereafter he moved to the Western part. Later Peter moved to Canada and now lives in Madrid since 1998. He has three children and six grandchildren. In the past he studied architecture and urbanism, and now works as an architect, editor, printer, teacher of fine art and art therapist.

Scientism or science? Deconstructing the sceptics

Lionel R Milgrom (UK)

In his presentation, Lionel Milgrom will focus our attention on the terms *Science* and *Scientism*. It is important to realise that *scientism is itself unscientific*, and this is what has become the basis for critical reportage of homeopathy in the media. Disturbingly, this trend towards media scientism seems to be entering the main-stream scientific literature.

The *American Journal of Medicine* recently published an attack on homeopathy authored by two well-known media-friendly United Kingdom-based ‘sceptics’. This presentation will demonstrate how, as an example of the sceptical ‘genre’, such attacks on homeopathy are based on opinionated *scientism*, not *science*-based facts, while highlighting the essentially globalised context in which flourishes the current climate of what has been called the ‘New Fundamentalism’, that at its heart, is undemocratic.

Lionel Milgrom, PhD, has been a professional homeopath (LCH, MARH, MRHom) for 12 years, and led a parallel career as a research scientist for well over thirty years, with many academic papers published in leading chemistry journals, while co-founding an anti-cancer bio-tech spin-out company in 2001. He also researches in homeopathy, writes and comments about science and homeopathy and critiques those who would see it removed from Britain’s National Health Service, coining the phrase ‘New Fundamentalists’ to describe them.





Twitter for Homeopathy and Homeopaths

Alison Robinson (UK)

Alison Robinson is an enthusiastic tweeter for her homeopathy practise and regularly observes the tweets for and against homeopathy on Twitter. The poor quality of information on Twitter led her to run a Twitter account 'Homeopathy4UK' to disseminate positive news, research and information about homeopathy and to promote individual homeopaths' practices during November – December 2010. She will report on her observations and conclusions from the project and its implications for homeopaths and homeopathic organisations.

Alison Robinson is a business graduate and worked as a Business Systems Analyst / Designer until the birth of her children, when her interest in natural health and homeopathy developed. She qualified from Purton House School of Homeopathy in 2007 and practises in various locations in Berkshire and North Hampshire. She obtains a third of her clients through internet marketing techniques and implements these for other clinics and homeopaths through her other business First Impression Marketing.

Using the internet effectively

Mani Norland (UK)

Mani Norland will present his experiences with using You Tube, Facebook, Google Analytics and Google Ads to inform the public about homeopathy and the School of Homeopathy.

Mani Norland is Misha Norland's eldest son and grew up with homeopathy all around him. Mani is Principal of the School of Homeopathy. He looks after marketing of the school, sits on the Core Team, and represents the school at the UK Homeopathy Course Providers Forum. He is also Managing Director of Alternative Training, a business that manages home study courses and books.



In his previous professional career he worked in London as a brand and business consultant for over 10 years. He advised board level directors on business creation, vision and image. He has experience working with leading companies including Sainsbury's, Sky, and KwikFit.

Making marketing regulations work positively

Solveig Aursnes (Norway), Zofia Dymitr (UK) and Christine Liebing-Gabel (Germany)

There are marketing restrictions in individual countries which prevent homeopaths from saying “whatever” they would like. Christine, Solveig and Zofia share how to work positively within national advertising regulations in Germany, Norway and the UK.



Solveig Aursnes, Registered Homeopath MNHL, has been running her private homeopathy practice since she graduated from Skandinavisk Institutt for Klassisk Homeopati (SIKH) in 2008. She is a Board Member of Norske Homeopaters Landsforbund (NHL) and NHL’s ECCH Representative.

Zofia Dymitr, FSHom, Dip Supervision, has been in private homeopathy practice for 26 years in the UK. She is also a trained supervisor, a board member of the British Acupuncture Accreditation Board, currently Chairwoman of the Society of Homeopaths (SoH), SoH’s ECCH Representative, and Vice Chair of ECCH. She has also been involved with local environmental campaigns and has given local and national radio and TV interviews for both this subject and for homeopathy.



Christine Liebing-Gabel has been working in her private Heilpraktiker practice as a homeopath for 10 years and is a certified Bowtech Practitioner since 2005. In the same year she joined the board of Verband Klassischer Homöopathen Deutschlands e.V. (VKHD) and has been its Chairwoman since 2006, as well as VKHD’s ECCH Representative. She served as Chairwoman of World Homeopathy Awareness Organization (WHAO) from 2007 until 2010 and through her work she has become familiar with the questions of how to advertise positively without breaching / violating existing laws.

Empowering students to present homeopathy professionally

Mani Norland (UK) & Petter Viksveen (Norway)

Mani and Petter will give a joint presentation where they share their experiences with **teaching presentation and media skills** to the students of the School of Homeopathy in the UK, and Skandinavisk Institutt for Klassisk Homeopati in Norway.

For their profiles – see elsewhere in this programme.



Welcome to the ECCH & ICH Symposium on Homeopathy and the Media !