

Evropski centar
za mir i razvoj
Terazije 41
11000 Beograd, Srbija

ECPD Headquarters

European Center
for Peace and Development
Centre Européen
pour la Paix et le Développement
Centro Europeo
para la Paz y el Desarrollo
Европейский центр
мира и развития



Belgrade, 26 May 2021

The European Center for Peace and Development University for Peace established by the United Nations, Belgrade (ECPD), in the framework of the ECPD International Program of Transfer of Knowledge System, in cooperation with **Istituto Superiore di Sanità of Italy, National School of Public Health of Greece, South-Eastern Europe Health Network (SEEHN), Sofia University, Bulgaria, Altai State University, North Caucasus State University, Russia, and ECPD International Center for Integrative Medicine**, organizes

INTERNATIONAL CONFERENCE ON **MASS AND MARKETING COMMUNICATIONS IN THE TIME OF COVID-19**

(27 May 2021)

The European Center for Peace and Development UN University for Peace organizes this Conference with the aim to direct the focus to the biggest challenge that we are all facing now, the fight against COVID-19. The goal of Conference is to analyze and discuss the marketing and mass communications against Coronavirus, in order to define which are the best and the most suitable in this situation.

The Conference will be opened with an introductory speech by **Prof. Dr. Jonathan Bradley**, President of the ECPD Executive Board and **Prof. Dr. Luca Rosi**, Director of the International Affairs at the Istituto Superiore di Sanità, Italy. **The Co-Chairs** of the Conference are **Prof. Dr. Jeffrey Levett**, Founding Dean of the Hellenic School of Public Health, Greece, **Prof. Christo Kaftandjiev**, Sofia University, Altai State University, **Prof. Siniša Zarić**, ECPD, Belgrade University and **Prof. Svetlana Zenchenko**, North Caucasus State University, Russia.

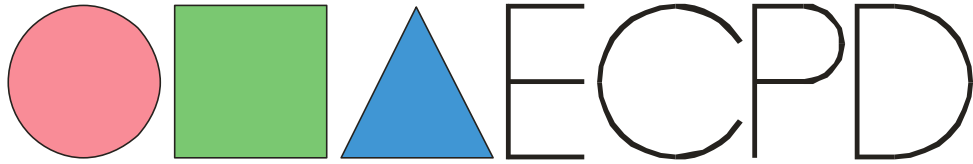
Program

Program of the Conference includes the following main topics:

- (I) Advertising and PR communications against Coronavirus**
- (II) Publicity in the Fight against Coronavirus**
- (III) Social Nets and their Role in the Fight against Coronavirus**
- (IV) Faked News about the Danger of Vaccination against Coronavirus**
- (V) Communicative Strategies and Approaches in Fight against Coronavirus**
- (VI) Main Topics about Vaccinations in Social Nets and Traditional Media**

Phone: +381 11 3246-041, 3246-042, 3246-043, 2652-170 Fax: 3240-673, 3234-082, 2651-344

E-mail: ecpd@EUnet.rs, office@ecpd.org.rs; www.ecpd.org.rs



Speakers

The speakers in this Conference are some of the most outstanding Russian and international professors in advertising, public relations and mass communications, as well as the leading professors from the EDPS in this field, including:

- **Prof. Dr. Luca Rosi**, Director of the International Affairs at the Istituto Superiore di Sanità, Italy
- **Prof. Christo Kaftandjiev**, Sofia University, Altai State University
- **Prof. Siniša Zarić**, ECPD, University of Belgrade
- **Dr. Roberto Savio**, Director of ECPD International Relations, Rome, Italy
- **Prof. Dr. Miodrag Ivanović**, Professor at the ECPD UN University for Peace
- **Prof. Dr. Thomas Lux**, Director of the „Competence Center eHealth“, University of Applied Sciences Niederrhein, Germany
- **Prof. Svetlana Zenchenko**, North Caucasus State University, Russia
- **Prof. Dr. Jeffrey Levett**, Founding Dean of the Hellenic School of Public Health, Greece
- **Prof. Dr. Klaus-Dirk Henke**, Chair of Health Economics and Health Management, University of Berlin, Germany
- **Prof. Dr. Miodrag Todorović**, Professor at the ECPD UN University for Peace, long-standing Director of the Seychelles Ministry of Health, Seychelles
- **Prof. Dr. Snežana Rakić**, University of Belgrade

Certificate

Based on the Conference attendance participants will obtain an internationally accredited **Certificate of the European Center for Peace and Development of the University for Peace established by the United Nations**.

Organization

The conference will be held through the **Zoom platform, starting at 10 am on May 27, 2021**. Participation for the Conference is **free of charge**.

The languages of the Conference are **English and Russian**. The length of the presentation is **15 minutes sharp**.

Application Form

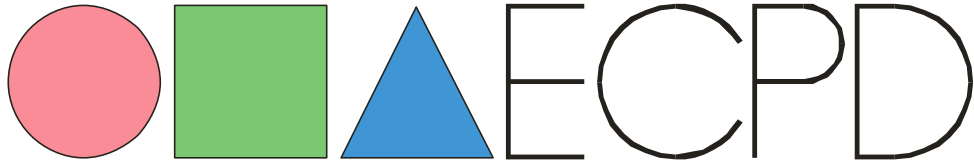
Application should be sent to: European Center for Peace and Development UN University for Peace, Terazije 41, 11000 Belgrade, Serbia; E-mail: ecpd@Eunet.rs and office@ecpd.org.rs; www.ecpd.org.rs

Looking forward to your application and seeing you at the Conference, we remain,

Sincerely yours,

ECPD EXECUTIVE DIRECTOR
(Prof. Dr. Dr. h.e.c. Negoslav Ostojić)





EUROPEAN CENTER FOR PEACE AND DEVELOPMENT (ECPD)
UNIVERSITY FOR PEACE ESTABLISHED BY THE UNITED NATIONS

**INTERNATIONAL CONFERENCE ON
MASS AND MARKETING COMMUNICATIONS
IN THE TIME OF COVID-19**

(27 May 2021)

APPLICATION FORM

1. Name and surname _____

2. Educational background _____

3. Speciality _____

4. Organization (name, address, phone, fax) _____

5. Workplace or function _____

6. Address for correspondence (if different than the given one) _____

7. Phone _____ Fax _____

E-mail address: _____

Application Form should be submitted to the European Center for Peace and Development UN University for Peace, Terazije 41, 11000 Belgrade; E-mail: office@ecpd.org.rs and ecpd@eunet.rs; Website: www.ecpd.org.rs

Place and date _____ Participant _____