

Welcome to the 3rd
**INTERNATIONAL
SAFETY EDUCATION
SEMINAR 2015**

21-22 October 2015
Malmö, Sweden

www.ises2015.se



Myndigheten för
samhällsskydd
och beredskap

INFORMATIONSBOLAGET

Welcome to the 3rd International Safety Education Seminar 2015

– A conference for anyone working with fire prevention and safety



Information, communication and education of the public in issues concerning fire and safety are becoming an increasingly important part of the prevention work of the rescue services. In order to be successful in reducing the number of fatalities and injuries as a result of accidents, we must improve our ability to interact and adapt communication to the target groups in question. By meeting the various needs of the target groups through different means and methods, we can better deliver our message and subsequently reduce accidents. The conference is aimed specifically at you who are active within the rescue services, district councils, local authorities or other organizations involved in information, communication and educational training within the area of fire prevention and safety issues.

We cordially welcome you to Sweden and Malmö where for two days we will be confronting the important issues highlighted during the conference. The aim of the conference is to enhance skills, share experiences and spread new knowledge between European countries.

The conference will consist of three program blocks:

- **How do we identify the target groups?** We look into the research concerning those who suffer from accidents and how social factors influence the risk of suffering from accidents.
- **Different people, different needs?** Do we have sufficient knowledge about the different needs of the target groups and public in general? We will learn more about the prioritized target groups so that we can adapt messages and methods in order to better disseminate knowledge and information.
- **How can we reach the different target groups?** What techniques and tools can we use in our communication? Here various experiences are presented from different methods used to deliver our messages, for example, through personal meetings, social media, voluntary organizations or the use of public relation communicators.

For further information, program and registration

www.ises2015.se



Time and location

21-22 October, 2015. The conference will be held at Malmö Börshus, Skeppsbron 2, Malmö, Sweden. More information about the conference venue can be found on www.malmoborshus.se Registration opens at 09.00 a.m. on 21 October.

Malmö Börshus is located on the waterfront in central Malmö with very good transport links. Malmö Central Station with connections from Copenhagen International Airport (Kastrup) and other destinations in Sweden is situated directly across the street. The shuttle bus from Malmö Airport (Sturup) stops directly outside the conference venue. For those travelling by car, ample parking space is available in the adjacent multi-storey car park on Baggers plats (Baggers place) and at Malmö Central Station.

The target audience

The conference is specifically aimed at those of you who are active within the rescue services, district councils, local authorities or other organizations involved in information, communication and educational training within the area of safety and security issues.

Organizers

The conference is organized by the SBB (The Swedish Association of Fire Officers) and FEU (Federation of European Union Fire Officer Associations) in collaboration with MSB (Swedish Civil Contingencies Agency), Räddningstjänsten Syd and Informationsbolaget.

Cost

The conference fee is 330 Euros. This fee includes participation at the conference, lunch on both days, coffee and documentation. The conference dinner in the evening is not included in the cost and must be booked separately during registration.

Hotel accommodation

A number of rooms at the Comfort Hotel near the conference venue have been pre-booked. The cost of hotel accommodation is not included in the conference fee and all rooms are booked and paid for by the participants themselves. Please enter the booking code "210898" when booking. First come first served, so book as soon as possible. Single room: 1279 SEK. Double room: 1479 SEK

Comfort Hotel

Carlsgatan 10 c
211 20 Malmö, Sweden
Telephone: +46 40 330 440
E-mail: co.malmo@choice.se
Website: www.nordicchoicehotels.se
Map: www.nordicchoicehotels.se/map

Registration

Registration is made through www.ises2015.se. When registering for the conference, confirmation will be sent electronically. Registration for the conference dinner in the evening is made in conjunction with conference registration. Registration is binding but can be transferred to another person. In the event of a cancellation less than 7 days before the conference, 50% of the conference fee will be refunded per participant. No refund will be made for registrations that are not cancelled.

Further information

Should you have any questions regarding the conference please do not hesitate to contact us for further information.

Questions concerning the conference program:

Jörgen Hallberg, SBB, e-mail: jorghall@gmail.com

Other questions concerning your booking:

Mia Erichs, Informationsbolaget, e-mail: mia@informationsbolaget.se





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organizers



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