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PRESS RELEASE

CAPA: “Truth or Dare” in the face of disinformation challenges

Disinformation, corporate reputation, and the role of Artificial Intelligence at the heart of the first “CAPAcities” event - The discussions were held under the internationally recognized “Chatham House Rule” framework

With a central focus on disinformation, corporate reputation protection, and the role of Artificial Intelligence in truth and corporate affairs, the Corporate Affairs Professional Association (CAPA) held the first event of the “CAPAcities” series on Tuesday, June 24th, at Deloitte’s event hall in Maroussi Plaza.

Corporate Affairs and Communications executives, journalists, business representatives, and members of Civil Society took part in an open dialogue entitled “TRUTH or DARE”, exploring the importance of truth and courage in addressing the challenges of disinformation in the new digital reality.

The discussion began with “truth in the media,” featuring Rodis Savvakis, CEO of *fyi.news*, and journalist Stamatis Zacharos. The conversation then turned to “truth in the age of Artificial Intelligence,” with journalist and author Thodoris Georgakopoulos and Giorgos Tsaprounis, CAPA member. The third panel explored “truth in Civil Society,” featuring Sotiris Petropoulos, co-founder of *HIGGS*, and Rouli Christopoulou, CAPA member.

The event was opened by Anthi Trokoudi, President of CAPA, who explained that the “CAPAcities” discussions are conducted under the Chatham House Rule—an internationally recognised discussion framework applied to encourage open and honest dialogue at events, fora, and conferences. Under this rule, participants are free to use the information received; however, neither the identity nor the affiliation of the speakers or other participants may be disclosed.

At the closing session, Pakis Papadimitriou, CAPA Board Member, and Panagiotis Kakolyris, CAPA Member, led a “therapy session,” inviting participants—under conditions of anonymity—to share their own professional experiences regarding disinformation and how they have handled it in relation to corporate reputation and image.

Key takeaways from the event:

- The crucial role of truth in both traditional and new media was highlighted, as well as the impact of Artificial Intelligence on the production and dissemination of information.
- The risks of industrial-scale disinformation, the challenge of protecting corporate reputation, and the need to strengthen critical thinking and democratic resilience were discussed.



- The responsibility of communication professionals, businesses, and Civil Society in fostering trust and creating a digital environment that respects truth was emphasised.
- The need for the responsible use of AI tools was underlined, along with findings from contemporary research showing a decline in critical thinking among younger generations—pointing to the importance of investing in education, both within companies and across society.
- Finally, the importance of continuous training and adaptation of professionals to a rapidly evolving technological landscape was stressed.

Sponsors of the first “CAPAcities” were Mastercard and Deloitte. Supporters: HPPC, One Team, and Avantis Estate. Media Sponsors: *Direction Business Network*, *Business Today*, and *fyi.news*. Photography coverage: Kostas Bekas.

About CAPA

The Corporate Affairs Professional Association (CAPA) was established in 2025 in response to the need for a strong and independent professional body representing Corporate Affairs and Strategic Communication professionals in Greece. With the aim of strengthening, institutionalizing, and continuously evolving the role of Corporate Affairs professionals, CAPA aspires to become the official point of reference for knowledge, ethics, networking, development, and influence in the field in Greece.

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