



## **“PR360 2025: Communicating in a Post-Truth Era”**

Held on 11 December 2025 at the Wyndham Grand Athens – Athina Hall, the conference “PR360 2025: Communicating in a Post-Truth Era” welcomed 150 attendees and convened 25+ international and local leaders, remaining loyal to its mission to offer strategic insight and deliver cross-institutional dialogue.

The high-impact programme, consisting of 4 International Keynotes, 3 Industry Speeches, 2 Fireside Chats, and 4 Panels, explored the most critical themes of today's communication professionals: trust, authenticity, media shifts, and crisis & reputation management.

In an era where communication is strategy's stress test, Communication leaders across multiple sectors delved into how misinformation systems evolve, and how moving into the post-trust era, the role of the modern communicator involves into the professional who stands at the last border of truth, safeguarding trust, building reputation capital, anticipating competitive threats and staying ahead of emerging narratives.

### ***What Greece's PR & CorpCom Executives Really Think? Key Findings***

**Dimitris Sigalos**, Development Director, Global Link International Marketing Research

The spread of social media use primarily influences corporate communication practices, while the majority of the market agrees that the fragmentation of communication into different corporate departments makes it difficult to sustain a unified communication strategy and leads to conflicting messages.

### ***Navigating the Attention Economy: How to Be an Attention Entrepreneur***

**Mark Lowe**, Co-Founder, Third City

Knowing and speaking the grammar, not chasing viral sugar, owing attention responsibly, while realizing that trust and attention are not the same thing, are some of the steps one should take into becoming an attention entrepreneur.

**PANEL DISCUSSION: "Media Landscape in a Post-Truth era"**

Achilles Hekimoglou, Media Relations Manager, AKTOR Group of Companies  
Maria Leontari, Communications Director, Hellenic Association of Pharmaceutical Companies

**Panel moderator:** Filio Lanara, Communications Director, Corporate Affairs & Communication General Division, Metlen Energy & Metals

In a world where anger spreads faster than truth, relations with traditional media are in turmoil. This panel explored how communicators can overcome misinformation to build credibility in a landscape where facts alone no longer win. Key takeaways: media are not the medicine for every disease, press releases are not PR's holy grail, human intelligence must always come first.

**PANEL DISCUSSION: "PR2030: The forces shaping the future of Communication"**

Christina Fatourou, General Manager, V+O Greece, Roza Monou, Director of Communications, SEV Hellenic Federation of Enterprises, Evangelos Maximos Skopelitis Ph.D., Director Brand, Marketing & Communications, Greece & South Cluster, EY, Lydia Yannakopoulou, Group Corporate Communications Director, TITAN Group, Panel Moderator: Vassilis Mourdoukoutas, Chief Strategy & Growth Officer, V+O Greece

A wealth of concentrated knowledge and pure vision is what best describes this panel commenting on the findings of the SEC Newgate PR2030 global survey. In a polarized and unpredictable world, where credibility and truth have given way to misinformation and mistrust, communication is being transformed radically. At the core of this transformation lies technology and politics: on the one hand Artificial Intelligence as a tool of power, while on the other geopolitics, macroeconomics and climate change as potential causes of instability, uncertainty and crisis. Some of the forces shaping the future: creating good impactful stories, agencies becoming "client zero", capitalizing on narrative intelligence – investing in people who read the world rather reading data.

***Unlocking the future of corporate communications and its contribution to management***

Stephen Waddington, Director, Wadds Inc.

The industry seems brilliant at counting things that don't matter - impressions, clips, reach - but hopeless at measuring what does: business impact. Until PR pros can demonstrate value in the language of management, they will remain tactical regardless of the business title or reporting line. The most effective model isn't about structure but about three conditions: direct CEO sponsorship, integrated planning with strategy and finance, and ruthless measurement of business outcomes. The best functions operate as internal consultancies, not service departments. Three critical competencies: AI orchestration - not just using AI, but architecting AI-human workflows. Business and financial literacy within practice. And predictive analytics - moving from reporting what happened to predicting what will happen.

### **CEO FIRESIDE CHAT: “C-suite: what do they really want from their comms team?”**

**Litsa Panayotopoulos**, CEO E.VI.A. Intelligent Performance, President, Intale Retail Solutions, V.P. Papapostolou Healthcare Technologies, **Nondas Syrrakos**, Managing Partner one9six, Strategic Advisor Hellenic-Spanish Chamber of Commerce

Even though communications gained unprecedented visibility during the pandemic, it is often argued that PR underperforms its potential as a strategic function. So how PR pros can become a valuable asset to modern leadership?

This remarkable panel provided the audience with valuable lessons:

- Communication is strategy's stress test.
- A key factor in a business's success is its ability to maintain a coherent narrative.
- CEOs do not ask for content, they ask for clarity, strategy and people to trace at the right time consistencies and inconsistencies, and warn about danger.
- Leaders don't care about media exposure, but rather about their intention not being altered and misinterpreted within the chaotic media landscape.
- Creating content equals constructing meaning.
- Algorithms cannot generate positive reputation, by they can destroy it.

### **PANEL DISCUSSION: “Corporate Affairs: From Challenge to opportunity”**

**Angelica Patrouba**, Corporate Affairs & Sustainability Director, Greece & Cyprus - Coca-Cola Hellenic, **Panos Tsirides**, General Manager, V+O Communication Cyprus

**Panel Moderator: Tonia Gogou**, General Manager, V+O International

Trade and tariff crises, the transformation and impact of artificial intelligence, international conflicts, political instability and social unrest, but also many opportunities! This panel explored the role of Corporate Affairs and its essential contribution in building long trusting relationships and enhancing corporate impact in times of change. Among what matters most today is the deep institutional knowledge, understanding how politics and policies work, while also capitalizing on generational wealth by knowing how they think and what they want.

### **PANEL DISCUSSION: “Brave Communication in Healthcare”**

**Petros Lytrivis**, Chief Digital Officer (CDO), BGM OMD, **Nelly Kapsi**, Editor-In-Chief, Health Daily

**Panel Moderator: Chrysa Spyropoulou**, Marketing & Communications Director, Affidea,

This session presented “Prolamvamo - Preventing Cardiovascular Diseases”, the country's largest prevention program, as a case study of how successful communication led to a brave public-private sector collaboration. The speakers highlighted how strategic communication, media planning and effective journalism contributed to the program's penetration and strengthening of stakeholders' trust.

**FIRESIDE CHAT: “Reacting to AI-generated fakes, misinformation and crisis”**  
Apostolis Aivalis, CEO, Knowcrunch

**Panagiotis Papachatzis**, Strategic communications advisor & Owner of War Room Intelligent Communication

The two leading crisis, PR and reputation experts explored the rising threat of AI-driven fake content and its potential to undermine brand integrity. Generative media, deepfakes and coordinated disinformation schemes are rewriting the rules of brand risk and managing reality is what corporations must do in order to safeguard their reputation.

***Truth Under Pressure: Europe’s Fight Against Disinformation and Foreign Influence***

**Patrick Penninckx**, Secretary General, European Seniors' Union

Aimilios Perdikaris, Chairman of the Board and General Manager at Athens/Macedonian News Agency (AMNA) introduced this highly anticipated keynote, presenting the work, responsibilities and obligations of the News Agency and the strategy incorporated so as to tackle fake news and serve the duty of truth.

The keynote delved into how misinformation ecosystems evolve—and how Europe’s communications community can respond with resilience, ethics, and strategic clarity. As we move deeper into the post-trust era, the role of PR professionals has never been more critical. Our work is no longer just about storytelling; it’s about safeguarding trust, especially when information and communication are being used against us. Amidst an environment of information pollution, restoring trust is critical to societal stability.

***The Authenticity Paradox: Communication in the Age of Synthetic Truth***

**Christophe Ginisty**, Senior Advisor, Folgate Advisors

42.5% of fraud attempts are AI based, with an estimated success rate of 29%, while deepfakes have risen from 500.000 in 2023 to 8.000.000 in just under 2 years. Trust is the modern currency and communicators are the last line of truth. The most effective organisations are those that recognise a simple truth: communication generates value not only through what it helps to achieve, but also through what it helps to avoid. When leaders understand that good communication builds reputation capital, anticipates competitive threats, and stays ahead of emerging narratives, they naturally position it as a strategic function. This requires a governance model that sees communication as an intelligence system, not just a promotional tool. Companies led by people with this holistic view give their communicators a seat at the strategy table and as a result, they transform communication from a pure cost centre into a genuine engine of value creation.

The conference was held under the auspices of the **Corporate Affairs Professionals Association** and supported by sponsors **AFFIDEA**, **DEPA**, and **Knowcrunch**.