



Philippe Borremans

Seasoned multilingual consultant and trainer specialised in strategic crisis and risk communication and emergency preparedness.

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PROFILE

Seasoned Consultant with over **25 years of experience** in strategic **risk and crisis communications, community engagement, and emergency preparedness** for international organizations like the UN and EU.

- Specialized in developing impactful **crisis communication strategies, preparedness plans, and capacity building programs** focused on risk communication, community engagement, and infodemic management.
- Extensive experience managing communications for **public health emergencies and natural disasters** including COVID-19, Ebola, Malaria, and earthquakes. Additional crisis expertise with **private sector crises** like critical system failures, airplane crashes, product recalls, and terrorism.
- Skilled communicator and collaborative team leader adept at managing **complex projects in multicultural and emergency** settings.
- Multilingual professional with extensive experience across **Europe, Africa, Asia, and the Caribbean**.
- Certified **Professional Trainer and Agile Project Manager**. Currently Vice President of the International Association of Risk and Crisis Communication and member of the European Association of Communication Directors. Former President of the International Public Relations Association.
- Author of "**Mastering Crisis Communication with ChatGPT - A Practical Guide**" bringing AI-powered crisis communication tactics to professionals worldwide.
- Passionate about training the next generation of **communication and emergency professionals** in effective crisis and risk communication best practices.

PROFESSIONAL EXPERIENCE

05/2021 – present
Remote, Portugal

World Health Organization (European Region), Senior Risk Communication, Community Engagement and Infodemic Management (RCCE-IM) Consultant & Regional Capacity Building Team Lead

Responsible for revamping and redesigning **WHO EURO's regional RCCE-IM capacity building package** to reflect lessons learned and new evidence that emerged during the COVID-19 response. Ensuring alignment with latest best practices in infodemic management and community engagement.

Lead consultant overseeing RCCE-IM **capacity building initiatives across 53 countries** in WHO's expansive European Region, from the Atlantic to the Pacific oceans.

Develop key RCCE-IM capacity building projects including the **RCCE-IM Capability Mapping Tool for self-assessment, the RCCE-IM Plan Creator online platform for emergency response planning**, and establishment of a regional RCCE-IM community of practice.

Develop and deliver various RCCE **training programs including full scale emergency simulation exercises**, in-person workshops, and e-learning courses.

Collaborate with key partners like **member states and universities** to incorporate RCCE-IM best practices into capacity building programs.

Guide WHO EURO's ongoing RCCE-IM response to the COVID-19 pandemic by leveraging experience rolling out the previous 5-step Emergency Risk Communication capacity building package across 19 countries.

08/2020 – 12/2020
Manila, Philippines

World Health Organization (Western Pacific Region), Risk Communication and Community Engagement Pillar Lead

COVID-19 Emergency Risk Communications response, based in Manila, the WHO Philippines' country office.

Oversee WHO Philippines strategic communications and emergency response.

Implement the Risk Communication & Community Engagement plan and tactics for other emergencies (Polio, Measles and Rubella vaccination campaign).

Manage the Risk Communication & Community Engagement team of five associates, advise and consult on advocacy activities, support the country's executive team and the Ministry of Health of the Philippines.

Special care was taken to create an inclusive communication plan, taking into account **the cultural, religious and language diversity of the population** of the Philippines.

Tactical areas of final responsibility: media relations, social media campaigns, social listening, online monitoring, content creation, community outreach, reporting, measurement & evaluation of RCCE.

05/2020 – 08/2020
Remote, Portugal

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ),
Risk Communication & Capacity Building Consultant** [✉](#)

Emergency Risk Communication Capacity Building for the West African region in the context of COVID-19.

Development and delivery of webinar training sessions on RCCE and outreach/advocacy material development.

Third and final phase of previous similar project (see below for more background).

02/2020 – 03/2020
Tangiers, Morocco

**The Foreign, Commonwealth & Development Office (GOV.UK) & DAI
International Development -,
Emergency Risk Communication Consultant** [✉](#)

Project TASHAROC funded by the European Union.

Assist the Regional Council of the **Tanger-Tétouan-Al Hoceima Region** (North Morocco) to build more efficient and effective crisis & emergency risk communications plans and outreach tools to increase preparedness and information flow in the region.

Additional development of specific **COVID-19 Emergency Risk
Communication Guidelines.**

The adopted plan took into account the specificities and history of the region as well as **the cultural diversity and identity of its population.**

06/2019 – 02/2020
Rabat, Morocco

**Office National de Sécurité Sanitaire des produits Alimentaires
(ONSSA), Risk & Crisis Communication Consultant** [✉](#)

EU funded project managed by Opera Consulting for the **Moroccan National Food Safety Agency** (ONSSA) based in Rabat.

Communication consulting project to review the organization's food related crisis preparedness & corporate communication.

This +12 month mission comprised; an audit of the existing communications and risk communication plan and set up. An audit of all stakeholders of the agency and advocacy material development and production.

It also included the drafting, development and implementation of a new national Corporate Communication & Crisis Communication plan.

Work was performed in Rabat at the offices of the ONSSA and in full cooperation with the diverse communication team of the client.

08/2018 – 06/2019
West Africa

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ),
Risk Communication & Capacity Building Consultant** 

This +12 month mission included stakeholder mapping, e-learning & workshop development and delivery, training & consulting for epidemic/pandemic preparedness in all **15 countries of the West African region** (ECOWAS).

Active training & coaching of government communicators in **Benin, Liberia, Sierra Leone, Togo and Guinea.**

During the course of the project, I trained **over 300 public sector Risk Communicators from 15 different countries** in both English and French.

Training topics developed and delivered: **Community Relations & working with Religious Leaders (adapted to African context), Social Media Communication during Emergencies, Media Relations during Emergencies**, Roll Out of Simulation Exercises, Train the Trainer capacity building.

(For information of the last - COVID-19 focused - phase of the project, see job description above.)

03/2019 – 04/2019
Port of Spain,
Trinidad & Tobago

**Pan American Health Organization (PAHO),
Risk Communication & Capacity Building Consultant** 

Development and delivery of a Vector Control Risk Communication Workshop including; Emergency Risk Communication basics, Media Relations, Social Media use during Emergencies and Community Engagement.

I delivered the workshop in Port of Spain to +30 vector control specialists.

07/2018 – 01/2019
Geneva, Switzerland

**World Health Organization (WHO),
Emergency Risk Communication Consultant** 

Several missions at the WHO headquarters in Geneva in the context of Risk Communication & Pandemic Preparedness; advocacy material & e-learning development, country profile (Joint Evaluation Exercise) analysis, digital communications strategy development.

01/2016 – 06/2017
Casablanca, Morocco

**PR Media - Hill & Knowlton Partner Agency,
Strategic Communication Director**

As the Director of Strategy at this leading Public Relations agency in the Maghreb region, I handled strategic communication consulting with key clients and the overall Public Relations & Digital skills & method development of the teams.

Reporting to the CEO, I was responsible for the strategic direction of the agency and would manage large campaign projects with dedicated and diverse teams.

12/2015 – 01/2016
Solna, Sweden

**European Centre for Disease Prevention and Control (ECDC),
Risk Communication & Capacity Building Consultant** 

Risk Communication training in the context of the Ebola epidemic for the ECDC communications team at the headquarters in Sweden.

06/2009 – 03/2015
Kortrijk, Belgium

**Van Marcke Trading Group International, Chief Social Media Officer &
Corporate Social Responsibility Coordinator** 

Reporting to the CEO, I was responsible for integrating social media communication & collaboration in all core functions of the group (marketing, customer support, PR).

Rolled out a collaborative & social intranet for 1500 employees worldwide in English, French and Dutch.

Oversee audits and analysis on Corporate Social Responsibility projects. Coach and educate the senior leadership team in the Global Reporting Initiative (GRI) methodology.

1999 – 2009
Brussels, Belgium

**International Business Machines (IBM),
Public Relations Manager & EMEA New Media Lead**

During my 10-year stay at IBM I was responsible for all external corporate communication in Belgium & Luxembourg.

My responsibilities included media relations, liaison with the Brussels correspondence network, crisis communication and online communication.

I contributed to the first "blogging guidelines" - later the corporate wide social media guidelines of the company - and the launch of the first social intranet on a global scale.

For two years, I was also responsible for leading a 7-person virtual, international team to integrate social media into the corporate communication functions in Europe, Middle East and Africa.

1995 – 1999
Brussels, Belgium

Porter Novelli International, Public Relations Consultant

I joined Porter Novelli as Junior Account Executive when the agency was just starting out in the "Brussels Bubble" with 5 employees.

Due to a merger with a local Belgian player in the Public Relations industry, the agency quickly grew to a +50 person operation and I became responsible for a multicultural team of Account Executives, handling different clients such as FedEx, Monsanto, the Association of Plastic Manufacturers in Europe and Iomega.

SKILLS

Team Management ● ● ● ● ●
Multicultural & diverse teams / Coaching

Emergency Risk Communication ● ● ● ● ●
Epidemic Preparedness (Ebola, Malaria, Covid-19), terrorism, industry specific crisis experience.

Community Engagement/Relations ● ● ● ● ●
Multicultural & geographic experience: West & North Africa, Europe, Caribbean & Asia

Online Communication ● ● ● ● ●
Social Media / Online Publishing / Monitoring & Analysis

e-Learning Course Development ● ● ● ● ●
Self-paced & blended online learning

Corporate Communication ● ● ● ● ●
Media Relations, Internal Communication and Crisis Communication.

Advocacy ● ● ● ● ●
Public Relations & Public Affairs

Project Management ● ● ● ● ●
Agile/Kanban project management certified.

Capacity Building & Training ● ● ● ● ●
Curriculum design and delivery, including workshops, online learning and all types of simulation exercises.

LANGUAGES

English ● ● ● ● ●
Native/full working proficiency

Dutch ● ● ● ● ●
Mothertongue

Darija/Moroccan Arabic ● ● ● ● ●
Basic proficiency

French ● ● ● ● ●
Native/full working proficiency

Spanish ● ● ● ● ●
Conversational level

EDUCATION

1991 Institut International des Relations Publiques (INIREP),
Brussels, Belgium Public Relations Diploma

1988 Royal Atheneum of Halle, Modern Languages - High School Diploma
Halle, Belgium

CERTIFICATES

- Certified Trainer - Train the Trainer Certificate
- SCRUM & Agile Project Management

COURSES

- 2022 **Communication is Aid, Humanitarian Leadership Academy**
- 2021 **Psychological First Aid, International Medical Corps**
- 2019 **Communicating During Global Emergencies, Emory University / CDC**

ORGANIZATIONS

- 2021 – present
Genève, Switzerland
- International Association of Risk and Crisis Communication, Co-founder & Vice President** [↗](#)
- The International Association of Risk and Crisis Communication (IARCC) is a non-profit organisation that promotes research, knowledge exchange and professional development in Risk and Crisis Communication worldwide.
- 2016 – present
Brussels, Belgium
- International Public Relations Association, Past President & Professional Member**
- IPRA, the International Public Relations Association, was established in 1955, and is the leading global network for PR professionals in their personal capacity. IPRA aims to advance trusted communication and the ethical practice of public relations. The association does this through networking, its code of conduct and intellectual leadership of the profession.
- 2006 – present
Brussels, Belgium
- European Association of Communication Directors, Professional Member** [↗](#)
- The European Association of Communication Directors (EACD) wants to attract, inspire and engage current and future communication leaders to drive excellence in our profession. The association offers communication professionals a platform to connect, deepen their expertise, share best practice, establish and promote relevant standards.

PUBLICATIONS

- 08/02/2023
- Managing Crisis Communication with ChatGPT - A Practical Guide, PublishDrive** [↗](#)
- "Mastering Crisis Communication with ChatGPT: A Practical Guide" covers key strategies for utilizing the AI's technical writing and summarizing skills to generate fictive crisis scenarios, reactive statements, key messages, and plans for crisis communication.

Wag The Dog Newsletter - at the intersection of emergency communication and artificial intelligence, Self Published [↗](#)

The Wag The Dog curated newsletter (and podcast) blends insights on risk and crisis communication with the evolving roles of technology and AI in the Emergency Management and Corporate Communication landscape.

Public Relations Hacking – Introducing automation & AI in our daily PR lives, Reputation Today

European Companies Stay the Long-Term Course Toward Social Business, Forbes Magazine

Tactics and Tools Required for Digital Marketing, Chronicle.lu

Support & Enhance your Crisis Communications plan with Social Media, Communication World Magazine

The Electronic Evolution of the Written Word, Communication Director Magazine

 **REFERENCES**

Dr Rabindra Abeyasinghe (MD, MSc, DTM&H),

WHO Representative and Head of the WHO Country Office to Malaysia, Brunei Darussalam and Singapore,

World Health Organization

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