

PERSONAL INFORMATION

Chris Vanlangendonck



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Sex F | Date of birth 04/01/1969 | Nationality Belgian

WORK EXPERIENCE

December 2011 – present  
 (4 years and 3 months)

**Managing director**

Semiotics – [www.semiotics.be](http://www.semiotics.be) - Gent, Belgium

Semiotics: "directing science to the heart of society". Semiotics is dedicated to translating science and scientific insights to anyone who can benefit from it or to anyone who is responsible for taking action. We have a vision that was inspired by Simon Sinek's golden circle: WHY? HOW? WHAT? Ever wondered why the Wright Brothers were the first to fly an airplane (and so many other engineers were not)? Or why Martin Luther King became the spokesperson of the civil rights movement (and so many others fighting for the same cause did not?) Because they thought, acted and communicated so very differently. Most organisations know what they do, some know how they do it (and know their USP's for example), but few of them know why they do what they do (besides making a profit). We have the privilege of working for scientists, for people who know why they get out of bed every morning. We believe that science and scientific insights make a difference and that the world should know about it. We are dedicated to translating science to the world.

**Business or sector** COMMUNICATION

December 2014 – present  
 (1 year and 3 months)

**Co-founder**

One Health Platform – [www.onehealthplatform.com](http://www.onehealthplatform.com)

One Health recognizes that the health of humans, animals and ecosystems are interconnected. After all, approximately 75% of the new emerging human infections have their origin in zoonotic agents, meaning that they are naturally transmitted from animals to humans. Other infectious agents rely upon vectors, such as mosquitoes, ticks or sandflies to transmit from one host to the other. In addition, environmental and ecosystem health negatively influence human and animal health through issues like contamination, pollution and poor conditions that may lead to new infectious agents. Therefore health science professionals, key opinion leaders and public health officials need to work together to attain optimal health for people, domestic animals, wildlife, and our environment. The One Health Platform is an international Foundation that wants to offer the framework for information-sharing at all levels – for health scientists, ecologists, social scientists, policy makers and industry. Professor Ab Osterhaus and Professor John Mackenzie are the co-founders. Prof. Ab Osterhaus is the CEO of Artemis One Health Foundation. In addition, he is Professor of wildlife virology and virus discovery at the Utrecht University. He is the director of the newly established Research Center for Emerging Infections and Zoonoses at the University of Veterinary Medicine in Hannover, Germany. Professor John Mackenzie is a Research Associate & Professor of Tropical Infectious Diseases at Curtin University, Australia

**Business or sector** PUBLIC HEALTH COMMUNICATION / SCIENCE COMMUNICATION

2013 – present  
 (3 years)

**Co-founder**

Mugas Foundation – [www.mugasfoundation.net](http://www.mugasfoundation.net)

Multiparty Group For Advice on Science (MUGAS) Foundation. MUGAS meetings aim to enhance public health security by addressing unsolved scientific issues that hamper public health guidance. More specifically, the MUGAS concept has been designed to bring benefit to society, in an open and transparent environment that allows in-depth discussion based on the latest scientific data. To that end, the MUGAS initiating partner(s) explicitly call upon all parties involved to share their views and have their voices heard. MUGAS meetings can be initiated by any scientist or research institute who aims to improve public health in Europe. The first MUGAS meeting was about the "review and statistical analysis of oseltamivir data".

- September 2013 – Present  
(2 years 6 months)
- Communicator EU FP7 projects**
- Responsible for communication and dissemination of study outcomes resulting from EU funded research programs.  
**Business or sector** PUBLIC HEALTH COMMUNICATION / SCIENCE COMMUNICATION
- January 1998 – Present  
(18 years 2 months)
- Manager**
- European Scientific Working group on Influenza – [www.eswi.org](http://www.eswi.org)
- Strategic communication advice for the European Scientific working group on Influenza (ESWI) Development and implementation of communication plans. Management of the group  
**Business or sector** PUBLIC HEALTH COMMUNICATION / SCIENCE COMMUNICATION/ADVOCACY
- May 2014 – December 2014  
(8 months)
- Dissemination of project results**
- EU project ETTBIO – [www.ettbio.eu](http://www.ettbio.eu)
- ETTBio (Effective Technology Transfer in Biotechnology) aims to identify, exchange and share good practices enabling successful and effective technology transfer in biotechnology. EU project/following partners: Technische Universität Dresden (Lead partner) // City of Dresden // Imperial College Business School // Regional Development Agency In Ostrava // Vrije Universiteit Brussel // Biocat // Centre for Genomic Regulation // City of Warsaw // International Institute of Molecular and Cell Biology // City of Tartu Semiotics is responsible for: Positioning and promoting the ETTBIO conference/dissemination of achievements/converting BioemprenadorXXI program to Flanders / preparation of roadshow  
**Business or sector** SCIENCE COMMUNICATION
- November 2002 – Present  
(13 years 4 months)
- Science Policy Interface**
- SEMIOTICS
- A separate programme track for policy makers at scientific conferences. Top level scientists translating their data to a non scientific audience... Implemented at the European Influenza conferences and at the International One Health Congress, Amsterdam, 15-18 March 2015. To be implemented at the 4th International One Health Congress, December 2016, Melbourne, Australia.  
**Business or sector** SCIENCE COMMUNICATION / PUBLIC HEALTH COMMUNICATION /ADVOCACY
- December 2013 – Present  
(2 years 3 months)
- Organiser and coordinator**
- European Influenza conferences - [eswi.org/influenzaconferences](http://eswi.org/influenzaconferences)
- Riga, 14-17 September 2014 / Riga, 10-13 September 2017
- The European Scientific Working group on Influenza (ESWI) organized the fifth edition of its ESWI Influenza Conferences in Riga, Latvia, on 14–17 September 2014. Over the past 11 years, the ESWI Influenza Conferences have grown into the largest European scientific conferences entirely dedicated to influenza. In keeping with its excellent scientific reputation, the fifth edition gave the floor to the most renowned influenza scientists. Additionally, the conference had a second, tailor-made programme for public health officials and opinion leaders in healthcare work. They were given the opportunity to participate in a series of seven sessions that covered the entire spectrum of influenza policy making. We are responsible for the overall organization of this triennial event. [www.eswiconference.org](http://www.eswiconference.org). Next edition: Sixth European Influenza Conference, Riga, 10-13 September 2017.  
**Business or sector** EVENT COMMUNICATION
- January 2016 – Present  
(2 months)
- Organiser and coordinator**
- Fifth International One Health Congress – Saskatoon, Canada
- Bringing the One Health Community together at a Scientific Meeting (2000 pax) of 4 days. Separate Science Policy Interface will be included in the programme.  
**Business or sector** EVENT COMMUNICATION
- April 2012 – Present  
(3 years 11 months)
- Science Inspired Tales (SIT – trademark of Semiotics)**
- [www.sit-movies.org](http://www.sit-movies.org)

- Developed a brand new concept (trademarked) to bring science closer to people, in a fun way, in a comprehensive way.  
**Business or sector** SCIENCE COMMUNICATION
- January 2005 – Present  
(11 years 2 months) **Executive Coaching**  
Executive coaching - on personal professional level / communication / performances for several people - names not to be mentioned here.  
**Business or sector** HUMAN RESOURCES
- October 2011 – September 2014  
(3 years) **Communication advisor**  
Viroscience lab, Erasmus MC Rotterdam  
Strategic communication advice and implementation. From Department of Virology to "Viroscience lab, where skills meet to study and protect".  
**Business or sector** CORPORATE COMMUNICATION
- June 2011 – May 2012  
(1 year) **Strategic communication advisor on NEED**  
Cirion Foundation, Viroscience lab  
Development of "NEED" - Neglected Emerging Exotic Diseases" - a fundraising tool - goes hand in hand with an educational campaign towards young people.  
**Business or sector** SCIENCE COMMUNICATION
- January 1997 – October 2011  
(14 years 10 months) **Managing Director**  
LINK INC  
Running an agency that brought "social marketing" to the Flemish/Belgian market and abroad. Decided to bring it more on an international market (started already in 1997) and founded Semiotics in 2011.  
**Business or sector** SOCIAL MARKETING
- October 2006 – November 2007  
(1 year 2 months) **Strategic communication advice**  
Green party Flanders  
Strategic communication advice and positioning of the party for the election for the Federal parliament in 2007. Result: representation of the party in Federal parliament (non existent since elections 2003)  
**Business or sector** POLITICAL COMMUNICATION
- January 1999 – September 2007  
(8 years 9 months) **Communication advisor**  
King Baudouin Foundation  
Communication advice on several projects: "cultural heritage", "inclusion programs", "corporate social responsibility in Belgium and Europe".  
**Business or sector** NOT FOR PROFIT COMMUNICATION
- January 2006 – January 2007  
(1 year 1 month) **Strategic communication advice**  
Viral Hepatitis Prevention Board  
Positioning the organization  
**Business or sector** SCIENCE COMMUNICATION
- February 2004 – February 2005  
(1 year 1 month) **Strategic advisor – communication expert**  
CSR Europe  
Communication advice on how to involve local (national) partner organizations in the European organization.  
**Business or sector** STRATEGIC COMMUNICATION / FACILITATION
- August 2003 – October 2004  
(1 year 3 months) **Strategic consultant communication – free lance**  
Green party of Flanders  
Strategic communication advice - elections Flanders - from 2, 8% (2003) to 7,6 % in Flanders, 9,8% in Brussels and 8% European Parliament (2004). From "Agalev" to "Groen!" and the campaign "De bal ligt in uw kamp".

**Business or sector** POLITICAL COMMUNICATION

February 2002 – June 2004  
(2 years 5 months)

**Strategic advisor**

NGO Federation (Coprogram) – development coordination

Strategic advice on the position of the organization and collaboration between member organizations.

**Business or sector** STRATEGIC COMMUNICATON / FACILITATION

January 2001 – November 2003  
(2 years 11 months)

**Free lance consultant – strategic marketing advice**

EU Ecolabel – DG Environment

Development and implementation of marketing actions for the EU Ecolabel.

**Business or sector** MARKETING COMMUNICATION

January 1992 – January 1996  
(4 years 1 month)

**Communication officer & fundraiser**

Amnesty International

**Business or sector** NOT FOR PROFIT COMMUNICATION

**EDUCATION AND TRAINING**

1989-1991

**Bachelor of Science (BS), Applied Communication Sciences**

COMMUNICATION HIBO, GHENT

- Theory of communication science / applied communication/ AV / copywriting and editing/management and coordination of projects – project management

1987 - 1989

**Bachelor of Science (BS), Marketing**

MARKETING, ANTWERP

- Marketing theory / market research and survey techniques / statistics/ product placement/ market communication

**PERSONAL SKILLS**

Corporate communications/ Strategic communications/ Public Relations / Social Media / strategy / event Management / Marketing / Marketing Strategy / Corporate Social Responsibility / Crisis Communications / Community development / Communication skills / strategic partnerships / internal communications/ media relations / project management

**Mother tongue(s)**

Dutch

**Other language(s)**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	C1	C1	C1	C1	C1
German	A1	A1	A1	A1	A1
Spanish	A1	A1	A1	A1	A1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

- Communication skills**
- Good communication skills due to work field and experience in several contexts
  - Experienced in facilitation of interactions due to several projects stakeholder management
  - Good level of translating difficult matters / contents to target groups due to working with scientists/ politicians/ health care workers (medical doctors),...

- Organisational / managerial skills**
- Leadership (working with more than 10 employees at Link Inc., currently working with people on pay roll and freelancers at Semiotics)
  - Responsibility (in projects and in working with people)
  - Structural working (planning / implementation / evaluation) – organisation of conferences over 1000 pax

- Job-related skills**
- Understanding different cultures due to work field
  - Problem solving (in general and often “on the spot”)

**Digital competence**

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Levels: Basic user - Independent user - Proficient user  
[Digital competences - Self-assessment grid](#)

- Other skills**
- Writer of children stories
  - Art communication

**Driving licence** B

**ADDITIONAL INFORMATION**

- Publications**
- From peer to peer communication to communicating with policy makers and the general public, Elsevier, Vaccine, Volume 33, Issue 49, December 8, 2015, A.D.M.E. Osterhaus, C. Vanlangendonck
  - Scientists and policy makers gathered in the post H1N1 pandemic period at the Fourth ESWI Influenza Conference, Vaccine, Volume 30, Issue 51, Pages 7343, December 2012, A.D.M.E. Osterhaus, C. Vanlangendonck
  - About courageous scientists, responsible policy makers, bridge-builders and preparedness for the next influenza pandemic, Vaccine 30(51): 7437-8, December 2012, A.D.M.E. Osterhaus, C. Vanlangendonck
  - The Third European Influenza Conference, Vaccine, Volume 27, Issue 45, Pages 6269-6392, October 23, 2009, A.D.M.E. Osterhaus, C. Vanlangendonck
  - Stakeholder dialogue, broadening of support and use of communication: an integrated and integral part of influenza preparedness, Vaccine 27 (2009) 6390-6391, October 2009, A.D.M.E. Osterhaus, C. Vanlangendonck
  - Chapter III. The second European Influenza Conference - lessons learnt and actions to take. The urgent need for a European Influenza Task Force, Vaccine 25(11): 2155-60, April 2007, A.D.M.E. Osterhaus, C. Vanlangendonck
  - Conclusions of the workshop of the Second European Influenza Conference, Vaccine, Volume 24, Issues 44-46, Pages 6761, 10 November 2006, A.D.M.E. Osterhaus, C. Vanlangendonck

- Special Issue: Proceedings of the Second European Influenza Conference, Malta, September 2005, Vaccine 24 (44-46): 6575-6576, A.D.M.E. Osterhaus, C. Vanlangendonck
- Book: Communiceren op uw gezondheid: de stem van wetenschappers in het gezondheidsdebat. Garant/Maklu, April 2015 – Ab Osterhaus en Chris Vanlangendonck

**Synopsis of the book****CHEERS TO YOUR HEALTH!**

Strengthening the role of scientists in the public health debate

16 March 2015 saw the publication of "Communiceren op uw gezondheid" (English working title: Cheers to your health!), a book authored by professor of virology Ab Osterhaus and communications expert Chris Vanlangendonck. In this new publication, academics are urged to play a more active role in the public health debate. After all, their scientific knowledge and expertise puts them in a perfect position to provide advice to decision makers, to inspire healthcare workers and to correctly inform the general public. This is of critical importance in our modern era where information is omnipresent. And so is disinformation. Unfortunately, however, disinformation about public health themes can cost patients' lives or cause unnecessary panic. The latter was clearly the case during the recent Ebola outbreak. Which leads the authors to conclude that scientists can no longer stand idly by. On the contrary, academics can and should contribute to improving public health policy. To that end, scientists need to adapt their communication strategies, tailoring their messages to decision makers and the general public.

The authors illustrate their conclusions and recommendations with examples and anecdotes, taken from their long and fruitful collaboration on the intersection between science, health policy and communication. They dilate upon the opportunities and pitfalls in establishing press relations, in "translating" scientific research and in cooperating with the pharmaceutical industry. But above all, "Cheers to your health!" provides some clear views and concrete guidelines for scientists, policy makers, industry representatives and healthcare workers to join forces in order to contribute to a sustainable health policy.