



**Chris Vanlangendonck** is a strategic communication expert, specializing in communicating scientific merits to society. Currently, she is the managing director of SEMIOTICS, an internationally operating communication and advocacy agency, working for a variety of scientific organizations, consortia, academic institutions and EU projects. Chris is an expert in political and governmental communication (ministerial level). She also coaches executives and spokespersons. Since 1998, she has been working for the European Scientific Working group on Influenza (ESWI) - a network organization that aims to reduce the burden of influenza in Europe - as their adviser on communication and strategy. Semiotics is responsible for the development and organization of ESWI's triennial European Influenza Conferences (including the separate Science Policy Interface programme), annual Science Policy influenza summits, national networks of influenza stakeholders, the dissemination of scientific articles and messages, and ESWI's young scientist actions. Chris has published several papers in respected scientific journals on topics such as the role of scientists in the public health debate, stakeholders dialogue and the science-policy interplay.