

FINAL AGENDA

Meeting of the IOTA Forum on Communication “Media Strategies for Tax Administrations: Navigating Crises and Engaging Younger Generations”

26-28 May 2026

Oslo, Norway

Hybrid Event

Tuesday, 26 May 2026

18.00 - 18.30 Preparatory meeting among the speakers

Chambre Séparée at Comfort Hotel Karl Johan, Oslo

18.30 - 19.00 Preparatory meeting for the Steering Group

Chambre Séparée at Comfort Hotel Karl Johan, Oslo

19.00 - 21.30

Welcome cocktail at Comfort Hotel Karl Johan, Oslo, with Opening Remarks from the Norwegian Tax Administration

Wednesday, 27 May 2026

8:30 - 09:00

Connection of virtual participants

Address: Norwegian Tax Administration, Schweigaards gate 17.

09.00 - 09.10

Welcome/Opening Remarks from the Norwegian Tax Administration

Ms Helen Ruth Rist, Head of Strategic Communication

09.10 - 09.30

Welcome & Introduction to the Forum

Ms Erika Szabo & Ms Oksana Stepanenko, IOTA Secretariat

09.30 - 10.00

Getting to Know You - Icebreaking Activity

Ms Erika Szabo & Ms Oksana Stepanenko, IOTA

- › Participants will be divided into groups in the plenary room, will introduce themselves and briefly share (3-5 minutes) their tax administration's recent news, hot topics or developments in the area of crisis communication and engagement with future taxpayers.

10.00 - 10.30

Coffee Break and Commemorative Photo

10:30 - 12:00

Plenary Session 1: Country experiences with media strategies, campaigns, and initiatives to effectively navigate crises

10.30 - 11.00

1. Lithuania - Bad News Travels Fast. Strategy Has to Move Faster

Ms Rūta Asadauskaitė

11.00 – 11.30	2. Finland - <i>Clear Roles and Practised Processes: Disruption and Crisis Communication in the Finnish Tax Administration</i> Ms Terhi Karttunen
11.30 – 12.00	3. Italy - <i>Italian Revenue Agency's integrated communication strategies to navigate crisis</i> Ms Giulia Marconi
12.00 – 13.00	Lunch Break
13.00 – 14.00	Group Discussion Session 1 – <i>Media Strategies for Crisis Communication and Crisis Communication Frameworks</i> Work Groups
14.00 – 14.30	Coffee Break
14:30 – 15:30	Plenary Session 1 Cont.: <i>Country experiences with media strategies, campaigns, and initiatives to effectively navigate crises</i>
14:30 – 15.00	4. Sweden - <i>Crisis communications for Tax administrations - Prevention, mitigation and action</i> Mr Erik Lif-Sjöcrona
15.00 – 15.30	5. Azerbaijan - <i>Ensuring effective communication during times of crisis</i> Ms Ulkar Nabiyeva
15.30 – 16.00	6. Bosnia and Herzegovina (ITA) – <i>Media management in crisis situations and in youth education</i> Mr Ratko Kovačević
16:00 – 16:30	Plenary Session 2: <i>Country experiences in engaging and building lasting relationships with younger generations in an increasingly digital environment</i>
16.00 – 16.30	7. Georgia - <i>Engaging Citizens and Younger Generations: Building Trust through Communication</i> Ms Teona Gurgenidze
17.45 – 22.30	Social Event 17:45 Guided walking tour in the heart of Oslo (meeting in the hotel lobby)

19:00 Dinner at Vaaghals Restaurant, Dronning Eufemias gate 8,
0191 Oslo

*Dress code is casual for the guided walking tour and the dinner
End of Day 1*

Thursday, 28 May 2026

8:30 – 09:00 *Connection of virtual participants*

09.00 – 09.10 **Welcome to day 2**
Ms Erika Szabo & Ms Oksana Stepanenko, IOTA Secretariat

09:10 – 12:00 **Plenary Session 2 Cont.: Country experiences in engaging and building lasting relationships with younger generations in an increasingly digital environment**

09.10 – 09.40 **8. Norway - Using SoMe channels indirectly to reach the young - How media gave us a new way to communicate**
Mr Christer Gilje & Ms Ingrid Borvik

09.40 – 10.10 **9. Lithuania - Love at First Tax: Engaging with Gen Z**
Ms Aurelija Ratkutė

10.10 – 10.40 **10. Belgium - Finance communicates credibly with Generation Z**
Ms Inge Mattens

10.40 – 11.00 *Coffee Break*

11.00 – 11.30 **11. Ireland - Harnessing the Power of the Digital Age by Empowering the 'Digital Natives' of our Customer Base**
Ms Carmel Fortune

11.30 – 12.00 **12. Finland - Empowering Youth Through Communication: Increasing Awareness of Organised Crime Threats**
Ms Katri Riekkinen

12.00 – 13.00 *Lunch Break*

13.00 – 14.00 **Group Discussion Session 2 – Engaging Younger Generations: Communication Campaigns and Innovative Approaches**
Work Groups

14.00 – 14.30 **13. Italy - Building the Future of Tax Compliance: Engaging the Digital Generation**

Ms Alessandra Gambadoro

14.30 – 14.50

Coffee Break

14.50 – 15.20

14. Denmark - *From abstract to personal: Engaging young people with tax*

Mr Christian Kirkebæk & Ms Anne Sophie Demandt

15.20 – 15.50

15. Latvia - *From Control to Connection: Engaging the Next Generation of Taxpayers*

Ms Janita Veinberga

15.50 – 16.20

Feedback from the Group Discussions & Open Debate - Steering Group members

SG Members

16.20 – 16.30

Closing Remarks: Evaluation & Conclusion

Ms Erika Szabo & Ms Oksana Stepanenko, IOTA Secretariat

End of the event