

Strong Communications Team for Aarhus 2017

ECoC Aarhus 2017 will strengthen its organization by employing two very experienced head of communications with strong profiles, ensuring an optimal platform for communications internationally, nationally, regionally and locally for Aarhus 2017.

Bent Sørensen, who is Head of the Communications Department and part of Management at the European Training Foundation (ETF), will begin as new Head of Communications for Aarhus 2017 on January 12th 2015. Bent Sørensen was previously co-editor-in-chief and member of the editorial staff at B.T.

On March 1st 2014 Peter Vestergaard, former editor-in-chief at Århus Stiftstidende, was assigned as interim Head of Press at Aarhus 2017. Starting from November 1st, he will be working for the foundation as Head of Press and Events.

With almost 15 years of experience as Head of Communications in the EU, Bent Sørensen is a strong international profile, who also has a solid background working for national Danish Newspapers. Peter Vestergaard has a very strong local and regional background with a significant network in media, culture, sport, business and politics, so the two complement each other very well.

“This is a giant scoop for Aarhus 2017. I could not be happier with this constellation. Bent Sørensen and Peter Vestergaard complement each other perfectly and their collaboration will strengthen our communications in a local, regional, national and international perspective,” says Managing Director of Aarhus 2017 Rebecca Matthews.

The Director elaborates:

“Bent Sørensen has many years of experience planning and executing strategic communications and campaigns as well as an impressive international network, which will benefit an international project such as Aarhus 2017. Since March, Peter Vestergaard has played a key role in the Aarhus 2017 team with his significant local and regional network and knowledge, and I am happy that he will continue in that position,” says Rebecca Matthews.

Bent Sørensen has an education in Journalism and was editor-in-chief at Berlingske Tidende and B.T., before he became part of the editorial staff at B.T. in 1995. In the year 2000, Bent Sørensen moved abroad and worked as Head of Informations in Vienna, before he in 2003 moved to Italy to build a new department of external communications at EU's Institute for Business Educations.

60-year old Bent Sørensen is also a board member at EU's Centre for Translation in Luxembourg and member of a working group at EU's Foreign Services.

Bent Sørensen is on the forefront when it comes to developing new forms of communications, especially on social media, and over the last couple of years, he and his team have received five international awards for their work.



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Under protektorat af Hendes Majestæt Dronningen / Under the patronage of Her Majesty the Queen

“Aarhus 2017 is a great challenge and I look forward to tell the whole world about the rich culture and nature that make Aarhus and the entire region unique in Europe. Aarhus and Central Denmark have many world class cultural institutions, so the frame for being ECoC in 2017 is already in place, with many creative cultural actors filling this frame with exciting and creative projects,” says Bent Sørensen who is looking forward to moving to Aarhus again.

Peter Vestergaard also has an education in Journalism and has previously worked as sports-editor and editor-in-chief at Århus Stiftstidende. In the last six years, the 55-year old native Aarhus citizen has worked on large events. Among other things, Peter Vestergaard was Head of the 2011 UEFA European Under-21 Championship that Aarhus hosted, as well as playing a key role in The Tall Ships Races in 2013.

“Being ECoC will forever change Aarhus and the region and it is a unique opportunity that we will never get again. Therefore, I am thrilled about continuing to be part of the team behind Aarhus 2017. The last eight months working for the 2017-organization has been an absolute pleasure for me, and I look forward to continue a close collaboration with Rebecca Matthews, the strong 2017-team as well as a capacity such as Bent Sørensen,” says Peter Vestergaard.

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