



Department of Public Information · Davos, Switzerland

Communication on Top: The PR Debate Of The Year in Davos

Davos, Switzerland, 17 February 2011 – II World Forum “Communication on Top” started today with a significant debate between two communication industry gurus. Paul Holmes (The Holmes Report, UK) and Marshall Sponder (webmetricsguru.com, USA) discussed what is more important for business – PR or marketing.

Paul Holmes: “We are living in an environment where if you delay your message for 3 hours – you just don't exist! This is how social media is breaking down barriers between business functions. But it has NOT changed a thing for PR. GOOD PR was ALWAYS about transparency, influence, context, trust and dialogue!”

Marshall Sponder: “PR is measurable but the needed data is not collected. PR people don't know what to do, they don't understand it. From the standpoint of data PR is becoming irrelevant”.

The two speakers kept the attention of all Communication on Top Forum participants for no less than an hour and a half. But in the end they came to agreement, quoting Cezanne: “Everything has to be glued and come together”.

The debate was followed by panel discussion and various presentations in two sections – social media and political communications. Among today's speakers:

- **Dr. James Gillies** (Head of Communication Group at CERN, Switzerland)
- **Dr. Daniel Hölftgen** (Director of Communications at the Council of Europe, Belgium)
- **Valery Levchenko** (Deputy Editor in Chief at RIA Novosti, Russia)
- **Philippe Borremans** (Chief Social Media Officer at Van Marcke Group, Belgium)
- **Kerry Bridge** (DELL Public Sector, UK)
- **Nic Labuschagne** (Advisor at the Government of Dubai)
- **Jan Op Gen Oorth** (Public Relations and Comms Officer at the German Government)
- **Sultan Al Bazie** (CEO of Attariq Communications, Saudi Arabia)
- **Alyona Popova** (entrepreneur, start-up businesses consultant, blogger at alenapopova.com)

Tomorrow is the second day and we are expecting a number of captivating case studies, presentations, discussions and a blind panel session. The program will focus on financial and crisis communications.

The Communication on Top Forum is summoning the future elite communicators. The international Coordination Committee of the Forum is convinced that communication is now the main driver of the scientific, social, and business development.

You are welcome to watch the LIVE video broadcast of all the forum events on our Facebook page or in Livestream. You may also follow our twitter account [@comm_on_top](#) and leave your comments and questions using [#topcom](#) hashtag.

Links:

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