



# Press Release

Department of Public Information · Davos, Switzerland  
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## Communication Gurus Invasion in Davos A top forum is meeting practitioners from 4 continents

First Global Forum “Communication on Top” is to be held in Davos, Switzerland, from 8-9 February, 2010.

The goal of the Forum is to provoke a **global discussion** on how to make communication more effective, customer-oriented, trustful and approachable; to adapt it to different cultures, religions and social groups; to create a platform where good practices, latest researches, ideas and innovations could be shared.

The overarching theme is “Communication on Top”.

During these two days **4 plenary meetings** will take place. They will be led by:

Mrs. Cristina Gallach – Spokesperson and Chief Media Advisor of Dr. Javier Solana, Secretary General of EU Council

Mr. Garrett Johnston – stunning marketing strategist with proven merits in 13 countries on 5 continents

Mr. Paul Holmes – one of the most renowned PR specialists in the world

Mr. Maxim Behar – the most influential person in Bulgaria outside the politics

And their topics are respectively:

EU External communication

Pervasive connectivity and ubiquitous computation - the key catalysts driving the Renaissance of the 21st century

PR's Coming Golden Age: Seize the Opportunity or Perish

New media, new style, new communications

The program of the Forum consists of **five sections** regarding:

Social & corporate web communication and media

Political communication

Communications of change

IR and financial communication

Marketing communication

The speakers are professionals with proven experience and deep insights. Acting in diverse geographical regions they will share good practices from around the world summarizing the impact of different cultures, habits and religions on communicational and marketing channels developing.

In Political communication section a great interest is expected. The speakers there are extremely heterogeneous – a recent advisor of the Royal Hashemite Court of Jordan, a former Head of Government relation dept. in major mining and energy companies in Russia, the founder of the most popular Portuguese blog, and one genuine politician – Mr. Nikita Belyh, who is the present governor of Kirov region in Russia. He is also a member of the Presidium of the Russian Federation's State Council and will lead a discussion on “What does the governor need a blog for?”

At this forum **three case studies** will be presented as well. French Dassault Aviation will stress on their approach to measurements, Casio America is emphasizing on Social media and the way of simplifying it. At last Greek GEFYRA will give prominence to the relation between the companies and the environment.

Alexander Anissimov, CEO of Top Communication GmbH shared: “I would like to point out that our ambition is to set up the Forum as an annual gated platform for expert observations on the latest financial, corporate and marketing communication trends. The selected Forum audience includes top communicational managers united by their high responsibility and deep understanding of the strategic role of communication in the contemporary business sector”.

For more information please visit [www.forumdavos.com](http://www.forumdavos.com)

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