



# Press Release

Department of Public Information · Davos, Switzerland  
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## FORESEE THE FUTURE WITHOUT A CRYSTAL BALL

### First Global Forum “Communication on Top” in Davos, Switzerland

First Global Forum “Communication on top” is to be held in Davos, Switzerland, from 8-10 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 **speakers** of this First Forum are performing in diverse spheres:

- 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. Sean Brickell – a certified neuro-linguistic programming practitioner
- Mr. Thomas Missong – a trustworthy professional in bank sector
- And many others

And the things they have in common – thorough knowledge and observations on communication, on its influence and development during years, good will to share their experience and ideas and “to see how the land lies”.

The overarching theme is “Communication on Top”. The Forum will consist of at least **3 plenary meetings** including themes like “PR’s coming golden age: seize the opportunity or perish”, “The world of communications and how it will look in 2015”, “The naked communicator – Communication cultures laid bare”, and not less than **10 round tables** with different sub-themes concerning various sectors such as investment, business, political, social, etc. There will be **special round table** with discussion on innovations in ratings, public companies assessment as well as new approaches of huge investors’ attraction.

The Top Com Board decided that the Forum is to be held “at the highest possible level”. 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 managers of major companies specializing in various industries and parts of the world, yet united by their high responsibility and deep understanding of the strategic role of communication in the contemporary business sector”.

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