



Department of Public Information · Davos, Switzerland
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Holmes Resolves the Case without Watson's Help

File name: "PR's Coming Golden Age".
Possible scenarios: To seize the opportunity or to perish.
Witnesses hearings: Feb.9th at 9.30 a.m. in Davos Congress Center, Switzerland.
Investigator : Mr.Holmes ... Not the fictional Sherlock but the real Paul.

First Global Forum "**Communication on top**" is to be held in Davos, Switzerland, from 8-10 February, 2010. The goal 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.

Mr.Paul Holmes will attend as a speaker to reveal the meaning of "**social media age**". Using his intellectual prowess and astute observation he will prove that "there will no longer be any place for mediocre PR people to hide: missteps will be uncovered more quickly and punished more severely. But for good PR people--those who understand that PR is all about building, nurturing and leveraging relationships--the social media age will create unprecedented opportunities and a more central role in corporate policy and decision-making."

The owner of Holmes report has already started the application campaign for his annual SABRE (Superior Achievement in Branding and Reputation) competition. Before gathering all the evidences about who the winner is he will discuss the new era of communication at the Forum.

Each participant could oppose or back up Holmes thesis or even better – to suggest third or forth scenarios for resolving the case.
Be sure Mr.Holmes will be permitted to use his SABRE only for turning over the pages and the outcome of this discussion will definitely be positive.

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