



Press Release

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Iberia moves to Switzerland for two days

At the bottom of it is the forthcoming **First Global Forum “Communication on Top”** that will be held in Davos on Feb.8-10th, 2010.

The goal of the Forum is to start 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.

On the 8th of February, 2010 in Davos Congress Center **Rodrigo Moita de Deus** - one of the founders of 31 da Armada (probably the most popular Portuguese blogs) will lead a discussion named “E-democracy, e-activism and e-revolution”. He will give his answers to questions like “Can e-participation, e-activism and e-engagement change social and political behaviors? Is social media mining the power and information structure in our societies?”

Rodrigo formerly worked in the Champalimaud Foundation – a Portuguese biomedical Research private organization. He is interested in the use of neurosciences teachings to communication strategies and is actively researching the impact of brain processes (memory language and emotions) in consumer and political decisions.

At the First Global Forum Rodrigo Moita de Deus will share his opinion on how the political communication could be refined through applying the political participation and engagement formulas to online and social media projects.

On the next day – Feb.9th – **Mrs.Nuria Villanova** will provoke a discussion on “Communication after the crisis: what do companies need”. She is the Chairwoman and founder of Infopress, the major consulting agency for communication and public relations in Spain. Based on her experience she is convinced that the Three keys of today’s PR are:

- To mobilize the staff of the companies to encourage the change from below;
- To integrate Public Affairs and corporate communication to support the strategy of the company;
- To integrate on-line communication into street marketing and into product communication.

At the same time in another hall of Davos Congress Center again a natural Iberian will debate with his audience how to “Build trust in a turmoil Crisis through Change Management communications”. His name is **Rui Martins**, he is Corporate Communication and Public Affairs Director at Dianova Portugal. His interests are focused on examining Corporate Reputation, Social Marketing, Social media marketing and Health Communications and their key influencers.

According to Mr.Martins trust is critical to organizations and to communication to establish and maintain relationships with stakeholders on whom the success of the organization depends, based on the credibility or the confidence that receivers have in the accuracy and truthfulness of a certain message. Organizations should be advised not only to be more transparent because their entire value is based on trust, but also be trustworthy, measured by whether one is perceived as having competence, integrity, goodwill, reliability and is open.

For more information about the event and participants’ applications please visit www.forumdavos.com
Or contact us on post@fordavos.com