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What's common between Dassault Aviation, Casio and Gefyra?

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.

Three case studies are included in the program. They will be presented on Feb.9th, 2010 in Davos Congress Hall starting sharply at 11.30 a.m.

The first one is landing from Dassault Aviation, France. **Mr. Yves Robins** who is Senior Vice-President of the External Relations and Corporate Communication will share good practice of the Company he represents. Dassault Aviation is one of the major players in the global aviation industry. A reasonably sized and financially secure private international group, with a presence in more than 70 countries across 5 continents, Dassault Aviation has been profitable ever since its creation in 1936.

The second case study is from Casio America Inc. All participants could set their watches with **Mrs. Melissa Keklak** - the Public/Celebrity Relations Manager. She will discuss Casio's integration into the Social Mediasphere through tactical social media PR efforts. She will share the experience of how the company utilized social media to generate buzz from Casio's brand's 25th anniversary to launching new products.

The third one is coming from Gefyra S.A., Greece – the company that materialized the European mega-structure Rion-Antirion Bridge known as "Harilaos Trikoupis". **Mr. Yannis Freris** – Head of Communication and responsibility department is examining the relation between companies and the environment, taking into account parameters as the global "eco2soc" (ecologic, economic & social) crises, the expansion of communication and its means ("The Comm-Boom"), corporate citizenship and sustainable civic involvement.

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