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PRESENTATIONS 2010 AVAILABLE FOR DOWNLOAD “Communication on Top” Forum, Davos, Switzerland

On 28th March a **new sub-page** was launched on the “Communication on Top” Forum's website – <http://www.forumdavos.com/presentations>. The new page includes **presentations available for download** as pps, **each one with a synopsis** – based on the actual participation of speakers attending Forum 2010.

The presentations reflect the experience of specialists from around the world who occupy top positions in global companies and organisations. They share best practices and observations on contemporary PR, Marketing, and communication issues.

On the web-page you will find:

- **14 Power Point Show presentations,**

The Corporate Blogging and External Online Communications
Social Revolution. CIS countries experience a marketing communications boom in Social Media
Indicators and dashboards. An approach to measurement at Dassault Aviation
Companies & Environment in the “Comm – Boom” era and “eco²soc” crises
The value in your values turned into sales. Effective marketing of environmental commitment
Building Trust in a turmoil Crisis through Change Management communications
Company leaders change role – from management to communication
Communication after crisis: What do companies need? Future Communication Keys
Individual consumers' value orientation
Integrated marketing communications. Growing Relevance in a Seamless Society
Custom made publishing today
Political communications through the credit crunch
From speech writing to blogging – the entropy of political communications
E-democracy, e-activism and e-revolutions

- **1 PDF document,**

Communicating effectively with rating agencies

- **4 summary reports** on un-disclosed pps presentations,

Crisis Communication - Staying Clear of Turbulence
Making Social Media Simple: A look back on Casio's social media movement
Is there any future for traditional media?
Communicating the right thing, the right way, at the right time

- **2 outline notes** of the speeches held by the PR guru Paul Holmes and the indisputable marketing expert Garrett Johnston,

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

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

The **First Forum** (Feb'10) brought together participants from **21 countries, 35 companies,** and **10 international associations**, while the global internet audience had the opportunity to watch its online web-translation in real time!

Video material from the interviews is being currently uploaded on the Media sub-page of the Forum's website: <http://www.forumdavos.com/media>.

The Second Annual Forum “Communication on Top”, held **again in Davos on 28 Feb - 1 Mar, 2011**, following the WEF.

For more information (including video production) please visit www.forumdavos.com
Or contact us on partners@fordumdavos.com; Tel: +359 56 530 512

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