



Department of Public Information · Davos, Switzerland

Communication on Top – Davos: How To Follow Us on Social Networks

Davos, Switzerland, 10 February 2011 – II World Forum “Communication on Top” will make full use of key social networks on 17-18 February 2011 to give access to the conference to a wider audience and include more interested people in the discussions.

Remember to have one of Communication on Top pages open on the 17th and 18th February 2011 and be on Top! Trend-makers and key figures from the financial, political, corporate and marketing communications industry will participate in the Forum. Among them are top-managers of world-known companies like **PepsiCo**, **GALLUP**, **Swiss Air Lines International**, **ENEL**, **EDELMAN**, **Credit Suisse**, **SPN Ogilvy**, **DELL**, **Brainstore**, leaders of large-scale political and social projects in various countries, and world-famous “stars” in the area of consultancy and communications.

The 2011 Forum participants will examine: current challenges to the communications profession within the new media era; successful on/off-line reputation management; the 'web-2.0 effect' on business and politics; and much more...

Twitter

Follow the official Communication on Top live Twitter account **@comm_on_top**. During the Forum all current news and key quotes from the plenary sessions and speakers' presentations will be published there. As well you may ask questions to Forum speakers online tweeting in reply to **@comm_on_top** or using hashtag **#topcom**.

http://twitter.com/#!/comm_on_top

Hashtag of the Forum: **#topcom**

Hashtag of Communication 4 Future Award: **#C4F**

Facebook

Our Facebook Page will be the platform for **FREE LIVE video broadcast** from the Forum sessions. You may leave your questions to the speakers on this page, too.

Fan page of the Forum: <http://www.facebook.com/ForumDavos>

Online broadcast: http://www.facebook.com/ForumDavos?v=app_142371818162

During the coffee breaks we shall conduct live interviews with selected participants based on the questions received from you. So push the “Like!” button and be in the centre of all our events!

Livestream

If you don't hold a Twitter or Facebook account, **watch the forum live FOR FREE** directly on Livestream: http://www.livestream.com/com_on_top_davos

Included in the Forum events, the **Communication 4 Future (C4F) Award** ceremony will take place during the gala dinner on the 1st Forum day. C4F is an award for communication professionals given to individuals with major influence on the improvement of communications and contribution to the newest trends in the development of the communication industry. The annual award is positioned within 4 nomination categories: “Titan web 2.0”, “Image of the Future”, “Media of the Future” & “Relations of the Future”.

Additional information: Ekaterina Lavrova press@forumdavos.com