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HUMANITY VERSUS SALES

World Forum “Communication on Top” Forum, Davos, Switzerland

Day One – 8 February, 2010 – of the World Forum “Communication on Top” held in Davos, Switzerland, brought up many questions and topics for discussions.

Starting with some of the well-known phenomenal communicators like Cristina Gallach, EU Spokesperson for the Spanish Presidency, and Garrett Johnston, Strategic Marketing Director at MTS, Russia, the daily plenary sessions seemed to be more instructive than provocative, before **Stephen Davis**, the **official blogger** of the UK PR-Week magazine, captured the speaker’s desk!

His presentation “**Corporate blogging: a dying fad?**” contrasted the opinion of Denis Terekhov, Managing partner of Social Network Agency, Russia and raised a discussion on the differences between social media and social networking...

Shel Horowitz, a US veteran of Seabrook occupation in 1977, involved in environmental and social change movements, also shared his opinion on the raised issue and spoke about the **groups of influencers that social media should summon** to help shape the public opinion on disputable governmental issues or crisis situations.

Stephen’s talk aimed at addressing the current state of corporate blogging and how it is being or not being utilized by organizations around the globe. But when he got to the topic of CEO blogging and the example used – Marriott’s blog, and in particular, the tragedy in its Islamabad hotel two years ago – Shel contradicted him and supported the idea that **corporate blogs should be more socially-oriented** and showing (in that particular case) some decency and authentic expression of grief, while Denise Stillman, a veteran marketer and branding strategist, founder of the USA company “Clear Directions”, insisted on the sound of logic – **if product sales are increasing, the strategies and tools used must have been the right ones...** from a marketing point.

As a real gentleman, Stephen Davies generalized that probably there is no way to find a unanimous “outcome” from the case, and concluded that corporate blogging should involve different generations with diverse values.

The last speaker for Day One of the Forum was Thomas Missong – one of the most reputable financial consultants in Europe who is devoted to improving the collaboration between rating agencies across Europe. His lecture, titled “Communicating effectively with rating agencies”, was closely followed by the participants for its really informative character and modern viewpoints.

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