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A NEW ERA FOR PUBLIC RELATIONS

Paul Holmes announced **the end of transparency and the rise of authenticity** in modern PR at the beginning of **Day Two – 9 February 2010 – World Forum “Communication on Top”**.

“It’s impossible nowadays to control communications and to manipulate expectations. The only way for PRs is to **be honest and authentic**,” he added. Holmes revealed the meaning of “social media age”. He proved that “there will no longer be any place for mediocre PR people to hide: missteps will be uncovered more quickly and punished more severely. But for good PR people - those who understand that PR is all about **building, nurturing and leveraging relationships** - the social media age will create unprecedented opportunities and a more central role in corporate policy and decision-making.” At the end of his presentation titled “PR’s coming golden age: seize the opportunity or perish” he generalized “**Brand is no longer depending on its messages but on people’s opinion.**”

His speech was followed by **three case studies**:

- The first one landed from **Dassault Aviation, France**. **Yves Robins**, Senior Vice-President of the External Relations and Corporate Communication, introduced to the audience with the company approach for securing efficient and useful communication measurement.
- The second case study was from **Casio America Inc**. All participants had the opportunity to set their watches with **Melissa Keklak**, the company Public/Celebrity Relations Manager. She discussed Casio’s integration into the Social Mediasphere through tactical social media PR efforts. She shared company experience on how social media is used to generate buzz from Casio’s brand’s 25th anniversary in order to launch new products.
- The third one came from **Gefyra S.A., Greece**, the company that materialized the European mega-structure Rion-Antirion Bridge known as “Harilaos Trikoupis”. **Yannis Freris**, Head of Communication and responsibility department, examined 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.

After lunch the Forum’s participants had the opportunity to attend one of the two sections named respectively “Communications of change” and “Marketing communication”. Speakers from Spain, Russia, USA, Germany and Portugal presented their practices and understandings on the topics.

The second day of the World Forum “Communication on Top” ended with **Maxim Behar’s** speech (one of the most influential people in Bulgaria outside politics) named “**New media, new style, new communication**”.

The 2010 edition of the World Forum “Communication on Top” is over. During the last two days many PR specialists, communicators and managers from four continents discussed ideas on how to make communications more effective, customer-oriented, trustful and approachable, how to adapt them to different cultures, religions and social groups, and how to create a platform where best practices, latest researches, ideas and innovations could be shared. The organizers hope that every participant has taken a piece of knowledge from the event and wish all “to meet again next year and update the course we steer”.

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