

Davos World Communication Forum - İstanbul 2016

Prof. Ali Murat Vural (Phd)

Place, Date and Theme...

Davos World Communication Forum Istanbul
was hosted by the University of Istanbul and
hosted by

Crisises Vs Chances:

**Country, Company and Personal
Reputations**

on 3th – 4th of November

Guest Speakers...

1. **Yanina Dubeykovskaya**
2. **Sean Gardner**
3. **Lina Duque**
4. **Richard Linning**
5. **Jon-Hans Coetzer**
6. **Nurul Ashiqin Shamsuri**
7. **Gianni Catalfamo**
8. **Irina Bakhtina**
9. **Ekaterina Lavrova**
10. **Vasily Dubeykovskiy**
11. **Michael Bociurkiw** took part as a speaker

Speakers from Turkey...

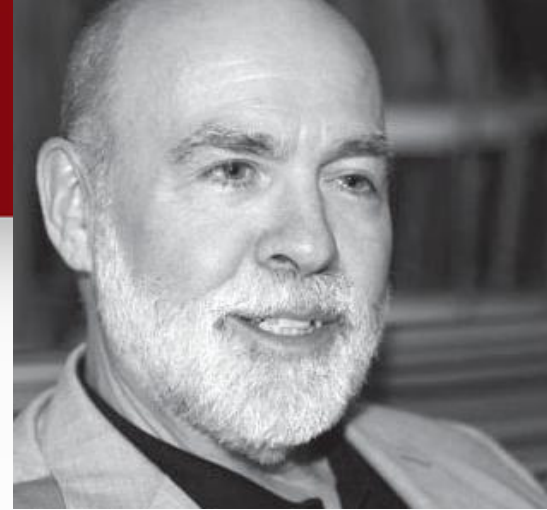
- 1. TRT Executive Vice President and International Emmy Director and Euronews Board Member İbrahim Eren**
- 2. Turkish Airlines Deputy General Manager Ahmet Bolat**
- 3. Ata Holding Chairman Korhan Kurdoğlu**
- 4. Invenura Holding CEO Burak Karapınar**
- 5. Turkish Exporters Assembly Member Ömer Burhanoglu**
- 6. Ericsson Turkey General Manager Ziya Erdem**
- 7. Marketing, Advertising and Digital Communications Expert Fatoş Karahasan**
- 8. Gün Partners' Attorneys Office Manager Mehmet Gün**
- 9. Vice President of Communication Consultancy Companies Association Arın Saydam attended.**

Discussed Topics...

- Allan Mayer as a keynote speaker: Reputation Management, Social Media, and the End of Privacy
- What Happens with Corporate and Country Reputation at Times Of Crisis?
- Can a Crisis Be Interpreted as a Chance?
- How to Manage Corporate Reputation in a Crisis?
- Managing Crises and Reputation in a Digital World is Environment
- Could a Crisis Create New Chances for an International Brand?
- How to Create an International Country Brand at Times of Crises?
- Convertible Instruments for Personal and Corporate Reputation

Alan Mayer

If you don't want to be a mystery, you can present yourself as you wish, however the most important is having your own story. Because as long as you don't tell your story, someone else will make up one for you and the results might not be what you like. Don't make up stories in order to look cool. Made up speech without content might ruin the truths about you.



Korhan Kurdoglu



What successful companies should do on social media is to respond to something in the right time with the right attitude.

You need to analyze what your clients want and have extensive data about it. You should just work as a real team.

Ahmet Bolat



Our story is motivation, innovation, communication and devotion.

We, as a brand, use social media very well, even I can say we are the most efficient social media user among airlines.

Yanina Dubeykovskaya



A crisis gives an important chance to companies and people to tell their story.

Crises are helpful in a certain way because we can create awareness about ourselves, which helps develop communication skills and reputation.

İbrahim Eren



We aim to inform the public in the most correct way possible. However the attitude of the worldwide media has been a disappointment.

Some social media channels have posted false information. The content they shared was mostly made up.

Lina Duque



Social media can ruin personal reputation completely. A mistake is a loss for both sides of the communication on social media.

If you don't personally manage your own social media, you will be damaged in one way or another.

Richard Linning



It is interesting but today's individual goes through a deep concern of «missing out» on something and tries to catch everything.

We are in a world full of people who cannot tell real news from the fake and this alone is matter for crises.

You should take lessons from crises because history usually repeats itself as tragedy.

Nurul Shamsuri



At times of crises you need to make strong decisions. Of course every crisis and their subsequent situation is different but these usually have some characteristics in common.

Crises are the times where weaknesses such as being surprised, scrutinizing, falling behind on rapid course of events and acting on misinformation occur the most.

Irina Bakthina



Crises help draw attention to yourselves. In times of crises you need to keep your calm and silence, therefore not getting in trouble would be the best attitude.

In a crisis environment one of the most important elements for company reputation is to create “Strategic Patience”. You need to adopt communication in 360 degrees and an open attitude.

Burak Karapınar



Nowadays everybody wants to make sure of the quality of the product they have. This is the period we are going through.

However in most of country we see that the general attitude is to figure out how to take advantage of this or how to sell it. This is why starts crises.

Fatos Karahasan



It is no longer easy to reach people because everybody uses their own technology. There is not one single voice addressing the masses.

Every time something bad happens, we continue to keep up with our lives the next day. General public, thinking “this too shall pass”, succeeds to move on come what may.

Gianni Catalfamo



We have different codes and access. Social graphic is about who is seeing our posts on where we have access.

Content is another personal formation but people interpret what they see their own way.

Generally we post what looks good in our hearts on our social media accounts.

Sean Gardner



We need to listen and offer something in overcoming crises and managing them. In these types of situations openness, honesty and apologizing are very important.

You need to prepare before the urgency finds you. Key points in achieving success is to listen, to be there, to be open, and to have a crises management team.

Dr. John-Hans Coetzer



Every part of us resembles a book consisting of different chapters.

We need to learn how to accept our differences and rhythms.

The important thing is how we own up to our differences.

The rule is to talk about what we do rather than what we see.

Omer Burhanoglu



We will continue to develop our economy in our country and the most important points are endurance and reputation.

We believe that reputation derives from sincerity.

Ziya Erdem



Crises should be teaching experiences.

You need to be able to go back to work after crisis situations.

You have to keep all of your channels on and inform the public during the crises.

Arin Saydam



France succeeded to overcome crises despite a lot of negative events and they achieved this success through elements of high brand value such as the Eiffel Tower and being a fashion center.

Every country needs to use their own unique formations of this kind.

Vasily Dubeykovskiy

Country image is not just a saying, it means feedback from consumers about your country.

In this context, you need to think about which element of the country will be centered through which brand and how, then you should present it effectively to the international atmosphere.



Ekaterina Lavrova (Voskoboinikova)



You need to feel your clients' success as your own and share it with your community and theirs.

Approaching someone with cordiality, a client for example, is an output of added-value most important to both you, your company and your client.

Mehmet Gun

I empathize with all of my clients and ask myself every possible question so that I can answer them when needed.

In my opinion, the way to turn crises into chances or opportunities is to first understand the issue and comprehend the truth.

Doing damage control and protecting the innocent. Detecting what is wrong and defining a repair. To inform and to apologize and to be sincere.



Micheal Bociurkiw



We live in a world where bad news travel at a hyper speed. This is why the first rule in crisis management is to establish open and transparent communication.

Time is the most valued element. You shouldn't let others fill your gaps, weaknesses in informing or being informed.



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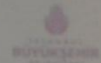
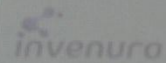








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