



WORLD FORUM FOR COMMUNICATION TOP MANAGERS

8-9 February 2010, DAVOS

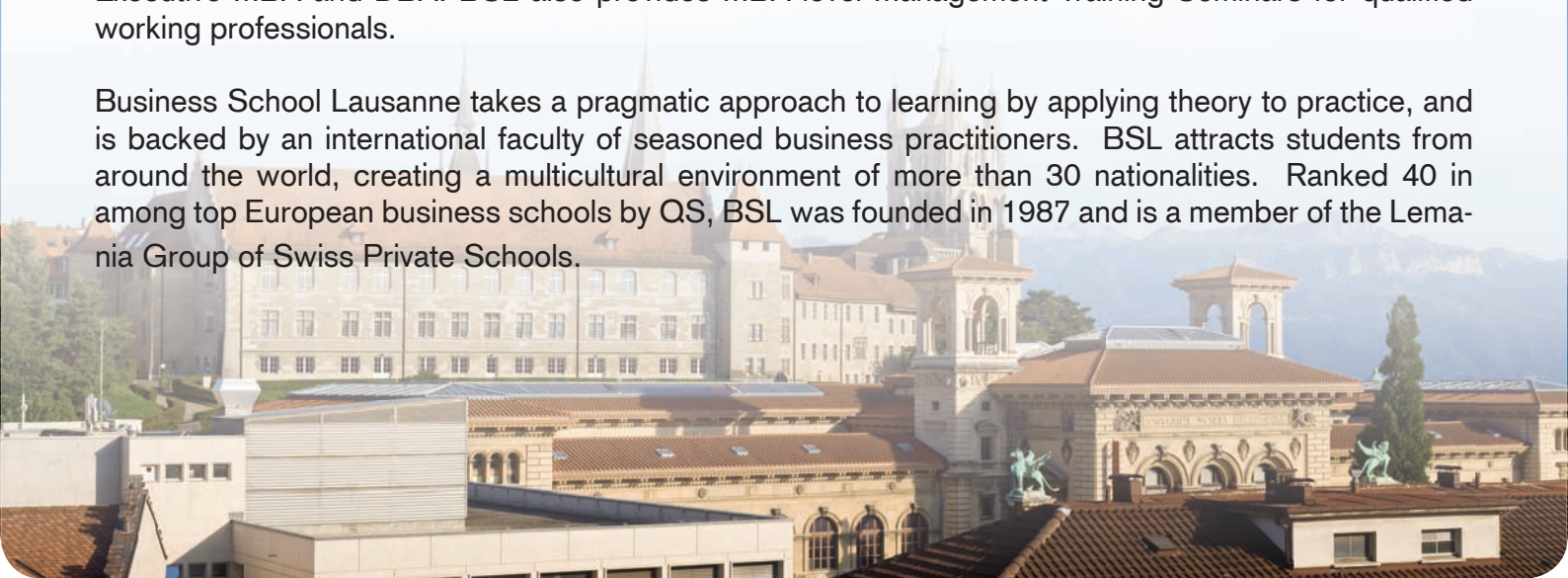
The logo consists of the letters 'BSL' in a white, serif font, centered within a dark red square.

Business School Lausanne

BBA, MBA, EXECUTIVE MBA, DBA

Business School Lausanne is a leading innovator in higher business education for entrepreneurs. The school's ACBSP accredited degree programs include BBA, pre-MBA, Full-time and Flex MBA, Executive MBA and DBA. BSL also provides MBA level Management Training Seminars for qualified working professionals.

Business School Lausanne takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. Ranked 40 in among top European business schools by QS, BSL was founded in 1987 and is a member of the Lema Group of Swiss Private Schools.



DAVOS
KLOSTERS

Davos – the leading conference destination of the Alps

Davos has established over the past 40 years as a leading and successful international congress and conference venue. Its strength is the symbiosis of education and recreation at the highest level, far from the hustle and bustle of large cities. Conference organizers and participants appreciate

the modern, professionally run Congress Center, the city in Davos and the wide range of recreational possibilities that the largest resort in the Alps.

Davos has benefited from the fact that it could accommodate just after the opening of the congress building in 1969, large and major training events, whose organizers are determined to carry out their events again at the same time in the „Landwassertal“. Actual motor of the Davos Congress was the German Federal Medical care, offering training courses for practical medicine at the beginning of the '50s in a big hotel in Davos.

The Davos Congress tourism today generates annually about 120'000 overnight stays (approximately 15% of the Davos overnights). A proven team of specialists is available to the organizers for the organization, administration, engineering and implementation of an average of 55 meetings and up to 100 other events each year. The Davos Congress Center is occupied around 250 days on a year.

The Congress Center is located in the middle of town on the „Promenade“ and belongs to the community of Davos. It is operated under a management contract by the Davos Destinations-Organisation. The building consists of three parts operated independently, which can be linked with each other.

More information on Davos Congress
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The Committee



Natalya Belenko
Top Communication
GmbH, Austria

Dear friends,

Only a week ago there was another international forum that took place here, in Davos - World Economic Forum. Quite naturally, it focused on the acute problems of contemporary economics, the solution of which more or less concerns us all, as people and citizens sharing the same planet. During the intensive discussions on today's financial and social problems, a huge emphasis on the essential role of effective communication in modern business, politics and science was placed.

Due to its rapid globalization, the communication industry needs new approaches and adequate development opportunities. Such a demand inevitably calls for a relevant world format for trans-professional dialogue, similar to the one that has already been set up to improve the contemporary world economic sector and the international politics.

We all know that WEF has been regularly held as an annual event since 1973, whereas "Communication on Top" is making its very first steps. Nevertheless, we believe that alongside with the rapid changes taking effect in the communication industry and the new technological aspects that inevitably alter the human's life, values, and even the human's personality, our forum will manage to gain its own professional reputation and authority. Our ambition is to set up the event as a global platform for annual discussion of communication trends and provide solutions to today's and future problems in this respect.

Trying to meet the requirements of the present situation, the forum format itself is more likely to create an experimental atmosphere, where marketing and financial experts, political figures, managers, scientists, and public relations specialists are united by their mutual interest in communication development. We believe you all, as our specially invited forum participants, share the same understanding of the strategic role of communications in the improvement of governmental and corporate structures and in the fostering of their interaction with various business and social networks, institutions and communities.

The first edition of our forum has summoned a variety of top-level professionals representing different religions, cultures, competitive corporations, scientific institutions. I would like to thank you for your support and response. I hope that the differences between us will only strengthen the ground for achieving a new communication approach and creating mutual projects.

We, as organizers, are happy that the forum enjoys partnership with a number of professional associations, public companies and scientific institutions. Moreover, the selected forum speakers are leading experts in business, social, and political communication, financial relations, marketing, and the media. We believe that together we can establish the Global Forum "Communication on Top" as an annual meeting for professionals working in the field of communications.

On behalf of the Forum Committee, I would like to wish you all a fruitful cooperation, creative ideas, and successful mutual work!



Alexander Anisimov
CEO,
Top Communication GmbH,
Austria



Yana Dubeykovskaya
CEO, SeaMediaGroup,
Bulgaria



Alexander Duzhinov
Head of IR,
Federal Grid Company of
Unified Energy System, Russia



Leonid Fink
Director,
Merlin Financial
Communications, UK



Andrew Izmailov
Credit Risk Portfolio
Analyst, Bank of
Montreal, Canada



Rui Martins
Corporate
Communication and
Public Affairs Director,
Dianova, Portugal



Thomas Missong
Independent Financial
Services Professional,
Austria

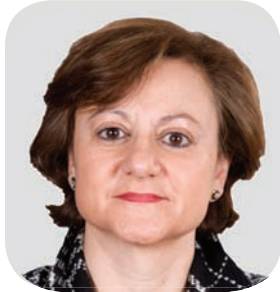


Dmitry Votintsev
Student,
Russia

General

Cristina Gallach

EU external communications



Cristina is Head of Division at the Council of the European Union. She is the Spokesperson and Chief Media Advisor of the High Representative of the European Union for the Common Foreign and Security Policy (CFSP), Dr. Javier Solana. In the past she worked as a Deputy Spokesperson of NATO and as European Correspondent of the Spanish News

Agency (EFE) in Brussels. Prior to that Cristina Gallach was a correspondent of the Spanish News Agency (EFE) in Moscow.

Her education includes a Master degree in International Affairs (MIA) from Columbia University in New York. She graduated from the Faculty of Journalism of the Universidad Autónoma de Barcelona and before that completed Studies on Anglo-Germanic Philology at the Universidad Autónoma de Barcelona. Cristina speaks six languages - Catalan and Spanish (mother tongues), English, French, fluent Russian and basic German.

transparency and secrecy *speak clearly and honestly* *walking on ice* opinion of a master *eurostar* influence

Garrett Johnston

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



Garrett Johnston was born on July 22, 1968 in Dublin (Ireland). He has degrees from Dublin University in the field of economy, and from Trinity College, Dublin in the field of international trade. From 1991 to 2003, Garrett has held managing positions in the marketing area in a number of major international corporations such as Cap Gemini, Ernst & Young, Cable & Wireless,

PricewaterhouseCoopers, Alcatel and MCI WorldCom. Prior to joining JSC "MTS" in 2003-2006 Garrett worked as a General Director of Marketing in the largest Ukrainian mobile operator Kyivstar and he was also a consultant of the group Telenor in Norway on subjects concerning the corporate marketing strategy. Since February 2006, Garrett is working as a Director of Strategic Marketing at JSC "MTS". He has a professional experience in 13 countries across 5 continents. Garrett speaks fluently eleven languages. He is married and has a son and a daughter.

key catalysts driving the Renaissance *21st century* digital big bang geopolitics *Russia* Slavic neighbors

N.B. The forum is hosting an online-conference focused on the basics of technological singularity. The webinar will be led by Mr. Garrett Johnston. For more information please ask the Top Communication representatives.

Thomas Missong

Communicating Effectively with Rating Agencies



Thomas works as an independent consultant since December 2008 with a specific focus on rating analysis, rating advisory and financial advisory. He also conducts Corporate credit risk seminars with several partners.

Prior to that Thomas was an Executive Director of Triple A Corporate and Rating Advisory, a 100% subsidiary of UniCredit Bank Austria in Vienna, acting as communication channel between the bank, the bank clients and the

international rating agencies. Previously, he worked as a project manager in Bank Austria Creditanstalt in the Energy and Utilities team in Vienna and as project Manager for Lyonnaise des Eaux, the leading global water utility, in Paris. Thomas Missong has a Master's degree in European Political Affairs from the College of Europe in Bruges and holds a Magister in Business Administration from Wirtschaftsuniversität in Vienna (with focus on Capital Markets).

At present Thomas is working on projects to improve the collaboration of rating agencies across Europe and assists clients in their relations with external rating agencies.

financial crisis new EU legislation **Big Three** methodologies government support sovereign ceiling hybrids

Paul Holmes

PR's coming golden age: Seize the opportunity or perish



Paul Holmes is one of the most renowned PR specialists in the world, often described as the most influential figure in the public relations industry globally. Holmes is an editor and publisher with more than two decades of experience writing about and evaluating the public relations business and consulting with both public relations firms and their clients. In 2000, he

founded The Holmes Report, a publication dedicated to providing insight, knowledge and recognition to public relations professionals.

The Holmes Report organizes the world's largest and most

sought after public relations awards competition, the SABRE Awards, which recognizes Superior Achievement in Branding and Reputation in North America, EMEA and the Asia-Pacific region.

The Holmes Group is dedicated to proving and improving the value of public relations, by providing insight, knowledge and recognition to public relations professionals. Paul founded it with the mission to providing the most sophisticated reporting and analysis on public relations trends and issues. The holmesreport.com website is a comprehensive source of knowledge and information about the public relations business, including an extensive body of knowledge that includes case histories, original research and reporting.

seizing opportunity perish **pr people** nurturing leveraging relationships central role corporate policy decision-making

Maxim Behar

New media-New Style-New Communication



Maxim started his career as a journalist. Later he became one of the founders of the Standart Daily Newspaper (1992). In 1999, he became the first Bulgarian member of the International Public Relations Association, and since 2005 he has been the only Bulgarian member of the American Public Relations Society. Since 2009, he has been the Chair of the Bulgarian Association of PR Agencies. He was the Chair of the Bulgarian Business Leaders Forum, which is a part of International Forum of Prince of Wales, for two terms (2001-2007). He has served as the Honorary Consul of the Republic of Seychelles

in Bulgaria, and in 2005 he became an Honorary Citizen of his native city of Shumen.

At present he is the owner of the largest PR company in Bulgaria – M3 Communications Group, Inc. a part of Hill & Knowlton Associates Group since 2000. The agency serves over 60 international and local companies. M3 Communications Group, Inc. is the only Bulgarian company which has reached the final of the international business awards, the Stevie Awards (the “business Oscars”) in 2007, where it won the prestigious World Award for Best PR Agency.

Maxim has written two books - Secondary Instinct (2000) and 111 Rules on Facebook (2009)- both of them bestsellers on the market. He is married and has a son and a daughter.

reaching customers couple of minutes destroying image securing a reliable team every corner channels coffee shop

Mohamed A. Al Ayed

Bridging the global gaps



Mohamed is a Saudi national from Hail who has established himself as one of the leading practitioners of PR in the Middle East. In 1998 he founded Saudi Creative Communications Services. In 2001, he became a President & CEO of TRACCS, expanding the company into a new PR network for the Middle East.

In 2005 Mohamed organized and chaired Saudi Arabia's first and only PR conference for 4 consecutive years. He spoke at the ICCO conference that was held in Prague as the only representative from the Middle East, and spoke at all the IPRA Conferences held in Dubai and Cairo. Al Ayed heads the organizing committee of Saudi Arabia's annual PR Forum.

Al Ayed served for two terms as the Vice President of the Western Province for the IPRA's Arabian Gulf Chapter. He is a member of the International Public Relations Association and the International Association of Business Leaders.

Mohamed Al Ayed took a high honors degree in Modern Languages with minors in French and Spanish, from Eastern Oregon State University in the USA. He was honored as the University's most outstanding foreign language student, and was on the “Who's Who” List among International Students in the US. He also earned a diploma in language from the University of Poitiers in France.

Al Ayed is fluent in Arabic, English, French, and Spanish and proficient in German. He lives in Jeddah, Saudi Arabia with his wife and four children.

continuous investments two critical fronts technology human capital spin doctors short impact long benefit

Katrin Muff

Communication styles in business: communicating the right thing, the right way at the right time



Dr. Katrin Muff was appointed Dean of Business School Lausanne in 2008 after completing her PhD in business from the University of Mannheim and Business School Lausanne. Serving as Dean, Muff is responsible for creation and realization of a new vision for the private university including overhaul of all programmes, faculty and administrative processes. She ensures real-life business direction at BSL by merging her entrepreneurial and corporate background with the academic world.

was Director, Strategic Planning EMEA of IAMS Pet Food, a division of Procter & Gamble.

Throughout the 90's, Muff held several positions for ALCOA (Aluminum Company of America), working in Russia as General Manager for Building Systems International, in the United States as an Industry Analyst for Global Mergers & Acquisitions and in Switzerland as a Business Analyst for Europe.

Dr. Muff began her career with Schindler Lifts in Australia and holds both a Master's and Bachelor's in Business Administration from Business School Lausanne.

A Swiss native, Katrin speaks English, German, French, Swiss German and Dutch.

In 2000, Katrin co-founded Yupango, a coaching consultancy dedicated to training management teams. Prior to that, she

3 Rs increasing quality **adapting style** **aligning values** **interests** **values** **service providers** **examples**

Social and corporate web communications and media

Valtteri Niiranen

Is there any future for traditional media?



Valtteri has been Executive Director of the ENPA – European Newspaper Publishers' Association since 2004.

Prior to joining ENPA, he worked for 4 years as Director of Legal and Public Policy Affairs at Finn-Media (Finnish Media Confederation) and for 4 years as Legal Counsel for associations representing

newspapers, magazines and periodicals, books and printing industry. At the beginning of his career (1992 – 1996) Niiranen

worked in a distinguished law firm, a district court as well as in a department of the Finnish government.

Valtteri is a Finnish citizen and has an Executive MBA degree from IE Business School in Madrid, Master of Laws (LL.M.) from Georgetown University Law Center in Washington D.C., a post-graduate LL.M. from the University of Helsinki in Finland and a LL.M. from the University of Lapland in Finland again.

He has authored or co-authored several academic/non-fiction textbooks e.g. on copyright legislation and media regulation, and is a regular columnist and a speaker at seminars and conferences.

pluralistic content **dropping newspapers circulation** **daily readers increase** **online versions** **unique visitors**

Christophe Ginisty

New Media 2 – 3.0. Economy and Ideology



Christophe is the founder and managing director of Paris-based RUMEUR PUBLIQUE (RP), one of the leading public relations companies in France that boasts the world's most recognized technology brands as clients. He and his pan European partners have been responsible for some of the most exciting and innovative IT launches

in history. His company has received numerous international awards including "PR Firm of the Year" for 2000 and 2003.

In 2007, Christophe has founded "Internet sans frontieres", an NGO devoted to promote the freedom of expression of every citizen throughout the web. He is listed in the Who's Who

of Personalities (France edition). Christophe is a sought after spokesperson on new media, digital revolution and the impact of the Internet on our societies.

Mr.Ginisty is a true entrepreneur and a responsible citizen. He has been working closely with Francois Bayrou, the leader of French Democratic Party and one of the most admired political personalities in France to develop creative bridges between Internet and politics.

Christophe is a member of "Renaissance Numérique", a French business club lobbying the government to promote the massive adoption of technology throughout the French society. He is also a board member of IPRA (International Public Relations Associations), the largest public relations association in the world.

economy ideology blogs specialists festival awarding human creativity freedom of expression

Joey Zadig Onnasch

i-TV



Joey is the President of the Council at the International media entertainment association and is responsible for managing the council in 12 countries, nominating new members, PR Activities and the motion picture content production and distribution development.

He is also working as a Product manager for mobile entertainment at Moustik/YOC AG in Berlin. He is managing product sales via classical Television distribution, creating analysis and managing TV Ads.

Before that Joey was working as a CEO and Consultant at

the Radio Television of Scandinavia RTNmediaCom, a media production company which he founded in 2007. He has experience from companies such as SVT - Swedish Television, ProSiebenSat1, Meter Film & Television and WhyTV on of Sweden's first internet and mobile broadcasters as well as Scandinavia's largest TV productions such as the Show "IDOL" and the Swedish pre Eurovision song contest live show.

After completing his studies at the Swedish School of Television in Gothenburg, Joey was elected to manage the PR activities as a consultant of the international media entertainment association. In 2009 he published the book "Blue and Yellow success" about Scandinavian entrepreneurship, business development and self development in a fast changing world.

industries integration Web distribution channels publishing systems motion picture special content

Denis Terekhov

Social Revolution. CIS countries experience a boom of marketing communications in the social media domain



Denis is a managing partner of the Social Networks Agency, LLC (Russia). The agency specializes in planning and executing complex strategies for a positioning and promotion of brands, persons, products, services, topics and meanings within social networks, blogosphere and internet medias.

The agency was the first in Russia to provide service of Social Networks

Relations. Among agency' clients: Russian federal government bodies, "Gazprom", Bayer AG, MTS, Nokia, Kodak, Imperial Tobacco, AEROFLOT, etc. According to the latest market research "Social Media Marketing 2009" conducted by the "So-

cial Media" Association, the Social Networks Agency, LLC controls at least 50% of the market.

Denis worked as a journalist for newspapers and TV channels in Moscow and Russian regions. Back in 1999-2001 he created two regional news agencies, during 2003-2007 Denis worked as a press-secretary for the political party "Soyuz Pravyh Sil".

In 2007 Denis was named the "Best PR-professional" by "Russkiy Reporter magazine" based on an opinion poll among Russia's political journalists. His passions are literature and writing, Dominican cigars robusto size and island types of single-malt whiskey. Denis is married and has a daughter.

cis countries marketing boom social media domain barriers achieving global goals

Stephen Davies

The corporate blogging and external online communications



Stephen is an online communications consultant. He has worked on a number of online PR and social media campaigns for national and multinational companies and currently consults with a broad scope of clients ranging from a B2B FTSE 100 to a number of well-known consumer brands.

Stephen regularly consults with PR and marketing agencies around the UK and abroad and has gained experience in a number of emerging markets including eastern Europe, Russia and the Middle East. He currently acts as a consultant with Action Global Communications.

Previously he worked for the world's largest independent

PR firm, Edelman, in London and was the UK point of the European Online Team. While working at online distribution company, RealWire, he helped introduce Europe's first Social Media News Release platform – a new kind of press release tailored for the online world. He subsequently helped implement SMNRs on behalf of a number of FTSE100 and Fortune 500 companies.

His professional blog – www.stedavies.com - was named 'Europe's number one PR blog' according to the rankings given by US publication, Adage. Stephen also is an official blogger for leading UK PR trade magazine, PR Week.

In 2009 he was added to the PR Week Power Book – which claims to include the top 1% most "powerful and inspirational" UK PR people.

corporate blogging dying fad press release killer current state global organisations

Political communication

Jolyon Kimble

Political communications through the credit crunch



Jolyon is Director of Middle East, Africa and Asia for Sovereign Strategy, based in Kuwait. He consults widely across the GCC region, and has recently advised the Royal Hashemite Court of Jordan.

A corporate communications expert, Jolyon has particular experience in conceiving strategic political communications plans and directing Crisis Communications and Corporate Social Responsibility and Sustainability programs for leading companies.

Jolyon was previously an Editor of Public Affairs News maga-

zine, the global government relations and a public affairs magazine, from 2004 until 2006. Before that he was Chief Political Correspondent for the political website ePolitix.com, covering the political stories of the day. He began his career on The House Magazine, the respected journal for MPs and peers, in 1998. Soon after joining he took over the "Committee Corridor" column on The House Magazine, and later began interviewing MPs and peers for the weekly "Profile" feature.

He has interviewed over 100 parliamentarians, and written in detail on the full range of subjects across the political spectrum. He has written extensively for many titles including The Parliamentary Monitor and Whitehall and Westminster World.

Jolyon is a member of the CIPR.

differences severity exposure variance sophistication communications functions storm a good crisis

Rodrigo Moita de Deus

E-democracy, E-activism , E-revolutions



Rodrigo Moita de Deus presently is the senior Associate of Next-Power a consumer generated media consultant company. Rodrigo works with important corporations, political parties and institutions developing online based marketing strategies. He tries to apply the political participation and engagement formulas to online and social

media projects. The use of neurosciences teachings' to communication strategies is another of Rodrigo's areas of interest. He actively research's the impact of brain processes (memory language and emotions) in consumer and political decisions - Rodrigo formerly worked in the Champalimaud Foundation the biggest Portuguese biomedical Research private organization. He studied Marketing Management and started his professional career in Publicis Portugal. He is one of the founders of 31 da Armada. Rodrigo has 3 children.

substituting typical political journalist language irony humor mining the power information structure

Nikita Belyh



Nikita Belyh (born on 13 June, 1975, in Perm) — a Russian politician, governor of the Kirov region, member of the Presidium of the Russian Federation's State Council. He completed his education at the Perm University Faculties of Economics and held his professional probation period in Oxford.

Nikita Belyh has been active on the political scene since 1998. In 2001 he was elected a regular deputy at the Perm region's

Politician's blog

Legislation Assembly and a chief of the committee working on the regional economic policy and taxes.

From March 2004 till May 2005 he was appointed the vice-governor of the Perm region – in charge of economic strategies, international relations, local market's consumer supply, small-scale business enterprises, mortgages, and other aspects of the regional economic sector. From May 2005 till September 2008 he performed the duties of the Chairman of the Federal Political Council Presidium of the Political Party "Union of Right Forces" (SPS). On 18 Dec 2008 he became the governor of the Kirov region.

He is married and has 3 children.

info dissemination **feedback** regular readers *diary* effective mechanism

Alexander Anisimov



Alexander is CEO of Top Communication GmbH. Previously he worked as an International Affairs advisor consecutively for the Russian government, Russian Parliament assisting the realization of EU TESIS program in Russia, and for Russian leader Michail Gorbachev during his work for Russian-German Petersburger Dialogue forum.

Alexander participated in a program regarding the North-West Russia development. Last he led the Governmental relations in major energy, mining and aircraft companies. He is an expert in International relations and political communications regarding Germany and German-speaking

countries.

He participated in the creation of various regional development programs. As a Professor he led a course of political communication for university students. He is a GR-Communications and International Relations specialist.

He graduated from the Diplomatic Academy in Moscow and completed a postgraduate qualification course at the Diplomatic Academy in Vienna. He is a PhD and the author of many articles and books about innovation development, politics system and social institutions designing regarding building up a "competitive" society and country.

Alexander is married and has 3 children.

From speech writing to blogging – the entropy of political communications

entropy of political communication opportunity for an open dialogue tectonic changes umbrella against network

Communication of Change

Rui Martins

Building trust in turmoil crisis through change management communications



Rui is the Corporate Communication and Public Affairs Director at Dianova Portugal since 2003. He is working on corporate reputation, corporate relations, social marketing communications, alliances & sponsorship programs, corporate & online communications, media relations, new media and social relations, health communications and social health marketing. He is a

pre-lector at many Universities on post graduation/masters seminars on Corporate Reputation, Social Marketing, Social media marketing and Health Communications. Rui is also the Regional Coordinator for Portugal at the European Association

of Communications Directors.

He is a Master on Social Economy (finishing thesis 2010), by ISCTE; post-graduated on Management and Multimedia Communications, by Instituto Superior de Economia e Gestão – Universidade Técnica Lisboa, and on Legal Problems on Drugs and Drug Addiction, by Faculdade de Direito da Universidade de Lisboa; and has a degree on Management and Public Administration, by Instituto Social de Ciências Sociais e Políticas – Universidade Técnica de Lisboa.

Rui speaks Portuguese, English, French, Spanish and Italian. He is a member of European Association of Communication Directors and European Network of Third Sector Leaders.

management comm change third sector organizational culture tools and techniques effectiveness leadership

Shel Horowitz

Communicate the value in your values and turn it into sales: Effectively marketing your social/environmental commitment



Beginning with a one-toddler action against smokers at his parents' party at about age three, Shel has been involved in environmental and social change movements his whole life. A veteran of the 1977 Seabrook occupation, his first book, written when he was only 22, was about why nuclear power makes no sense.

His award-winning sixth book, Principled Profit: Marketing That Puts People First and forthcoming eighth book, Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet (co-authored with

Jay Conrad Levinson) demonstrate to the business community that environmental and social responsibility, high standards of ethics, and a cooperative attitude are not only the right thing to do, they're also profitable strategies for business success.

Shel is also the author of several books on frugal marketing and one on frugal fun, as well as the e-book Painless Green: 110 Tips to Help the Environment, Lower Your Carbon Footprint, Cut Your Budget, and Improve Your Quality of Life-With No Negative Impact on Your Lifestyle. He is directly responsible for the first nonsmokers' rights regulations in Northampton, Massachusetts (USA) and for the defeat of a large and inappropriate mountaintop development in his current home town of Hadley, Massachusetts.

marketing your commitment social and environmental best-kept secret donating profits

Daniel Höltingen

Crisis communication – staying clear of turbulence



Dr. Daniel Höltingen is Head of Communications at the European Aviation Safety Agency (EASA) in Cologne since 2004. He previously worked as a head of public relations in the German federal transport ministry in Berlin and as a spokesperson for the federal interior ministry. Daniel holds a Ph.D. in economic geography from

the University of Cambridge and is a trained journalist.

Working for EASA he promotes the highest common standards of safety and environmental protection in civil aviation in Europe and worldwide. The European Aviation Safety Agency is the centerpiece of a new regulatory system which provides for a single European market in the aviation industry. Its vision is to see European citizens benefit from the safest and most environment-friendly civil aviation system in the world.

communication **media blitz** tact **factual information** clear answers "make or break"

Marketing Communication

Denise Stillman

Integrated marketing communications: growing relevance in a seamless society



Denise is the founder and principal of Clear Directions, LLC. She is an 18-year veteran marketer and strategist who has developed expertise in strategic planning, sales and business development through her work for well-known consumer products companies, pharmaceutical giants and the healthcare industry. She earned her MBA from Kellogg Graduate School of Business

at Northwestern University in the Chicago area.

She is an affiliate member of the Worldwide Association of Business Coaches. She worked as a consultant to pharma-

ceutical and consumer products companies including Astra-Zeneca, Abbott Laboratories, Procter & Gamble, Philip Morris USA and Dowbrands.

A summa cum laude graduate of Bradley University in Peoria, Denise holds a bachelor of science degree in public relations with an emphasis in political science. Her MBA from Northwestern University's Kellogg Graduate School of Management focused on strategy development, marketing and health services management. She also completed a fellowship program in leadership from the Advisory Board in Washington, D.C.

She has been recognized for her work by PRSA's Health Academy and the Publicity Club of Chicago. She lives in Oak Lawn with her husband and two children.

integrated marketing communications future competing on analytics growing importance Europe and Americas

Nuria Villanova

Communication after Crisis – What do Companies Need?



Nuria is a Chairwoman and founder of Inforpress, the major consulting agency for communication and public relations in Spain, with a team of 160 consultants, 9 offices and 20 years of experience. She is a member of the Plenary session of the Chamber of Trade and Industry of Barcelona and also a member of CEIM's Board of directors (Managerial Federation of Madrid

CEO).

She has graduated in Journalism and studies partially Eco-

nomics Sciences. She has been a speaker to various events and congresses. Like a journalist she started her activities in the year 1982, at the age of 18: El País, Catalunya Radio and Europa Press, as correspondent of the Garraf-Penedés. After two years, she returned to Barcelona to collaborate with different media, the diaries El Correo Catalán, El Noticiero Universal and Avui, besides incursions in gastronomic and society press. At the age of 21, she started having clients in the area of the communication. These were the clients that allowed her to create Inforpress 23 years ago.

Nuria has two passions: her children and the adventure to help them to grow as well as to travel to exotic countries.

future keys *change from below* *street marketing* strategy support *product communication*

Evgeny Grigoriev

Custom publishing today



Evgeny is a Marketing and Development Director of the Media Line publishing house, which specializes in corporate press. Media Line publishes more than 60 issues annually – magazines, newspapers, annual reports, books and albums. Today the publishing house has become a leader in the specialized press in Russia, rendering services of corporate press publishing to more

than 40 major Russian and international companies, such as Megafon, Gazprom, EuroChem, Aeroflot, Bayer HC, PepsiCo, Nycomed, 3M, GM and Russia's governmental structures.

Evgeny has more than 15 years of experience working as a Mass Media Marketing Director. He has cooperated with some of the major Russian (SALON-press, Extra-M, Logos) and international (Bauer) publishing houses, releasing new editorial projects on the market. In 2008 he was awarded with an honorable diploma from the 5th Russian National Forum for corporate press for his "Contribution to the Russian media industry development"; he is also a member of the Experts Board of the Corporate Media Associations. He holds a Master's Degree in Nuclear Physics.

He is interested in music and philosophy. Married, has three kids.

transnational corporations clones of the original *publications* *personnel* adopting modern methods

Evgeny Boychenko

Individual Consumers Value Orientation



Evgeny is a Marketing and Communications consultant since 1999 and presently he is the General Director of the UFK Company. He executed successful projects for major Russian companies related to the development of marketing platforms - VTB bank, Kristall, The Central Bank of the Russian Federation etc. He conducted extensive researches of consumer preferences for both business and public structures.

of National Economy under the Russian Government; State University of Economics, School of Public Administration at the Moscow State University; Moscow International Business Higher School "MIRBIS".

He is the author of "Consumer Behavior" – a textbook for MBA programs. Since 2007 he is the Head of MBA Marketing Institute "MIRBIS". This particular MBA program is considered the most prestigious program for training managers with specialization "Marketing" in Russia. This work he combines with the practice of a consultant. He is amongst the top five best teachers in disciplines of marketing in Russia.

Since 2002, he has been lecturing on marketing and communications in the prestigious Russian universities - Academy

He is married and has two sons, enjoys yoga.

"life counters" reliable platform opposite poles consciousness social strata subcultures behavior regulator

Case Studies

Yves Robins

Indicators and dashboards – an approach to measurement at Dassault aviation



He is a Senior Vice-President, External Relations and Corporate Communication at Dassault Aviation in France, European leading designer of business jets and combat aircrafts. His responsibilities include all aspects of the company's and its subsidiaries' communication worldwide.

An international civil servant from 1988 to 1999, Yves Robins was a Director of Information at the Western European Union (WEU) Assembly, and a member of the Board of Directors of the Euro-Atlantic Foundation. He also worked as journalist: he was Chief Editor of "Aerospace International" and of "Defense Magazine". For the German press group Mönch, he was Head of their NATO-office at first in Brussels and, later of their Paris office.

Before that, he held the position of VP International Relations for Dassault (from 1999 to 2006).

A Belgian citizen, he holds a degree in Law and Journalism from the University of Brussels and has studied Anglo-Irish literature and poetry at Trinity College (Dublin).

indicators and dashboards for whom what for parallel glass cockpit toolbox virtual communication plateau

Melissa Keklak

Making Social media simple: a look back on Casio's Social media movement



Melissa is the Public/Celebrity Relations Manager for Casio America, Inc., where she oversees all public and celebrity relations across all divisions, internal and external communications and national shows and events. During her tenure at Casio America, Inc., she has been charged with revitalizing the Casio brand by developing strategic public relations programs to create awareness and excitement among all product categories and position them as leaders in their industries. Ms. Keklak has also been appointed the company spokesperson on all celebrity relations efforts. Melissa has appeared on various broadcast segments on behalf of Casio including Good Morning America, Extra!,

and Fox Business News.

Before joining Casio America, Inc., Keklak was an Account Executive for The Sherry Group, a New Jersey based public relations agency. She managed media relations and project management for Fender Footwear, Wenger, Wilson Golf, Higher One and State Fair Meadowlands. Melissa is an active member of the Public Relations Society of America.

In 2006, she was selected as one of PR Week's top ten rising stars of the PR industry. Melissa received a Bachelor of Arts in Communication as well as the completion of the International Communications study abroad program in Italy from The University of Scranton. She also served as president of the university's Public Relations Student Society of America.

simplifying social media generating buzz 25th anniversary launching new products

Yannis Freris

Gefyra in the times of "Comm Boom" and "eco2soc" crises



Yannis leads the communication and corporate responsibility department of GEFYRA S.A. (Concessionaire of the Rion – Antirion "Harilaos Trikoupi" Bridge), from the beginning of the epopee of this European mega-structure, as well as during its operation started in 2004. Spokesperson, corporate communication strategist, certified

CSR practitioner and responsible for sustainable development policies, he is coordinating a team which won 10 national and European awards during the last two years, in the fields of Communication & CSR. He is the

Regional Coordinator of European Association of Communication Directors for Greece, an initiator of the same association's CSR working group, an IEMA - approved CSR practitioner and a board-member of the Corporate Responsibility Institute. He is also a member of the International Association of Business Communicators (IABC) and the International Public Relations Association (IPRA).

His past experience in the public and private sector counts research as Scientific Director of the Institute for Research & Policy Strategy, communication and event management of the Greek action plan of the European Year Against Racism (1997) appointed by the Minister of Labour & Social Affairs and consultancy inside PLANET S.A.

examining relations companies – environment common action platforms worldwide messages eco-responsibility

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

NETHERLANDS

IABC Netherlands is a part of the International Association of Business Communicators - an international organization with chapters around the world, linking 13,000 professionals who practice business communications as careers.

The Dutch chapter was established in November 2007 and in the first year saw a growth of more than 60%. It currently has 59 members of which are 28 individual members, 5 student members and 26 corporate members. In addition, the mailing lists consist of over 200 communication professionals.

IABC's mission is to provide lifelong learning opportunities that give IABC members the tools and information they need to be the best in their chosen discipline; share among our membership best global communication practices, ideas and experiences that will enable us to develop highly ethical and effective performance standards for our profession; shape the future of the profession through ground-breaking research; champion the communication profession to business leaders; and unite the communication profession worldwide in one diverse, multi-faceted organization under the banner of the International Association of Business Communicators.

IABC links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. They are recognized as the professional association of choice for communicators who aspire to excel in the chosen field.

<http://nl.iabc.com>

ENPA EUROPEAN NEWSPAPER PUBLISHERS' ASSOCIATION

Established in 1961 in Garmisch as the Confederation of Newspaper Publishers of the Common Market - CAEJ, following the Treaty of Rome in 1957 which established the European Communities, CAEJ operated as a forum for discussion and exchange of information for European publishers, as well as meeting Heads of State and issuing statements on pan-European issues related to the newspaper publishing industry.

In 1991 the decision was taken to establish a formal association with a permanent Secretariat in Brussels, and CAEJ was re-born as an international non-profit trade association established under Belgian law.

In the mid-1990's the association changed its name to ENPA – the **European Newspaper Publishers' Association**, and has since then matured and evolved while still continuing to its work to achieve its core objectives; namely to promote and defend the interests of the European newspaper publishing industry at different European institutions and organizations and to provide a forum for the exchange of information for our members from across Europe.

At present ENPA represents over 5,200 national, regional and local newspaper titles, published in 25 European countries.

Given the rapidly changing media and business model landscape, ENPA works on behalf of its members and their publishers, who embrace new media opportunities in the ongoing development of successful multimedia businesses, and who hope to receive increasing proportions of their profit from the successful exploitation of their information and data through non-traditional media formats.

www.enpa.be

ZWIĄZEK FIRM PUBLIC RELATIONS

The Polish Public Relations Consultancies Association (PPRCA) was established in January 2001 to represent the professional PR services industry in Poland and currently associates 31 agencies. It is a member of the Polish Federation of Private Employers Lewiatan (PKPP Lewiatan) and the International Communications Consultancy Organization (ICCO). It also has a

cooperation agreement with the International Public Relations Association (IPRA).

The Association is especially interested in building professional dialog between the PR industry and the media. PPRCA carries out research into the relationships between the two industries, organizes regular meetings of PR consultants with leading journalists and presents PR case studies to the media.

The Polish Public Relations Consultancies Association organizes one of the industry's most important events in Poland: PR FORUM - Congress of PR Experts and Specialists and a contest for the best PR campaign "The Golden Clips".

PPRCA also conducts training seminars based on the prestigious curriculum of the London School of Public Relations. The LSPR seminars differ from other training programs by emphasizing practical education, not only theoretical studies.

www.zfpr.pl



International Communication Association - Political Communication (ICA) is one of the largest and oldest divisions of the International Communication Association, with more than 500 members from four dozen countries. Our members explore broadly the interplay of communication and politics. Specific work ranges from international relations and comparative work to the interactions among citizens, officials, and governments.

The history of ICA is a "story of a microcosm. It is a story of a learned society, born of necessity and reared with great difficulty. It is not a history of ideas, nor an intellectual or motivational analysis. It is not a system oriented of why things happened as they did. It is only a story of what happened and how it happened..." Organizations emerge, change is constant, and the organization evolves.

Intellectually, members do important systems and policy work, as well as critical and cultural analyses. Our work examines the politics all forms of technology and media, as well as political rhetoric and psychology. The division also has a reputation for methodological rigor. Division activities include a forum for intellectual discussions (see the link on the division page of the ICA site), an annual meeting with cutting-edge research and some of the best attended sessions, panels, and events, and an array of awards for research articles, books, and career achievement.

www.icahdq.org



The Direct Marketing Association, India, is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates industry standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process.

Founded in 1917, DMA today represents more than 3,600 companies from dozens of vertical industries in the US and 50 other nations.

Our partner – the DMA branch in India, has been a forum for over 16 years. The DMA India has been adjudged as a non-profit organization under section 25 of the Companies Act. It is the founder-member of the International Federation of DM Associations. DMAi publishes a well-received "Direct Marketing Report" as well as a "Marketing Directory" and endorses DM events and services on its website.

The DMA India operates under the guidance of a managing board that comprises of luminaries from the industry from India and abroad. Their members include National and International firms engaged in various activities of Direct Marketing. DMAi publishes reports on the Direct Marketing Scene of India, which give an overview of direct marketing in India. The Marketing Directory provide links leading marketing decision makers.

www.direct-marketing-association-india.org



The Mobile Marketing Association (MMA) is an international non-profit industry trade group that represents over 600 agencies, advertisers, hand held device manufacturers, wireless operators, aggregators, technology enablers, market research firms and other companies focused on marketing via the mobile channel

The association's headquarters are located in the United States, with branches located in Europe, the Middle East and Africa (EMEA), Asia Pacific (APAC) and Latin America (LATAM).

The MMA's aim is to work in a collaborative manner to educate the marketplace and establish industry-wide, national and international best practices and guidelines for mobile marketing.

The association was founded in 2000 as the Wireless Advertising Association (WAA), a New York-based non-profit trade association. In 2003, the WAA and the European-based Wireless Marketing Association (WMA) joined to form Mobile Marketing Association in the United Kingdom and France. The MMA North America remained at around 10–20 member companies until 2005 when mobile marketing began to take off in the United States. MMA established two national chapters in Austria and Spain and regional branches for EMEA and APAC in 2007 and for LATAM in 2008.

The Mobile Marketing Association is an action-oriented association designed to clear obstacles to market development, to establish guidelines and best practices for sustainable growth, and to evangelize the mobile channel for use by brands and third party content providers.

www.mmaglobal.com



Moscow International Business Association (MIBA) was founded on November, 19 1997. Co founders of the Association are Bank of Moscow, Moscow Property Fund (today Property Department of Moscow City Government), English firm R&A Financial Group inc. and Russian company "Crocus International". At the beginning MIBA counted 30 companies members from 11 countries of the world. Today it unites 200 companies, banks, enterprises from 23 countries.

Moscow Mayor Yuri Luzhkov stays as the President of the Association from the first day. MIBA unique character lies in the fact that it is a multi-professional organization and includes Russian and Foreign companies, working in the Capital City and in Regions, big, medium and small firms, which reflects practically the whole spectrum of the business community of Moscow and Russia. Annually MIBA is organizing alone or with partners 70 – 80 events, the most important of them is international investment forum "Moscow-Invest". It took place in different places during the years.

For the period of MIBA activity its foreign members only managed to attract to Moscow and to Russia about \$14 billions of direct investments. International and inter regional connections of MIBA are maintained through a network of 14 overseas and 32 regional representatives. MIBA also actively co operate with other business associations: Commerce and Industry chambers of Russia and Moscow, National Trade Association, Association of Russian banks and Moscow banks union, the Russian council of trade centers, Union of German economy etc. From 2002 MIBA joined Association of the entrepreneurs of the European capital cities (OPCE). From 2003 MIBA co-operate with the International association of business communicators (IABC).

www.mibas.ru



The International Federation of Communication Associations (IFCA) is a newly incorporated organization oriented towards improving the sharing of research in our field on a global basis. The Federation was created because of the felt need that there is very limited exchange of communications research between both developed and developing countries.

Within developed countries this problem is exemplified in the very limited sharing of research between the various communications-related journals. Most of the diffusion of research within the field is concentrated within the mid-western United States (the historical birthplace of the field) while there is very limited exchange with other disciplines (So, 1988). Even within developed nations, the pattern of research sharing tends to favor the original mid-western network in a centripetal fashion. Accordingly, there is only limited exchange between peripheral countries such as Australia, Canada, or Norway. Standing outside of this circle, developing nations have considerable problems with access to both primary and bibliographic literature for scholarship of any variety (Eres & Noerr, 1985) and for communication research in particular (Halloran, 1981). An awareness of this problem, and a desire to do something about it, on the part of a number of individuals brought the Federation into existence.

The IFCA stands for a global network of information exchange which is universally accessible and yet not hierarchically structured in ways that favor particular institutions, geographical locales, and forms of information. Such a network encourages regional decentralization and strengthens cooperation among widely dispersed and rarely noticed communication associations.

www.ifedca.org



THE INTERNATIONAL ASSOCIATION[®] OF ART MEDIA AND ENTERTAINMENT

The International Media Entertainment Association Arts and Sciences is an organization for

outstanding people working in the creative industries. In order to honour outstanding people and art, the association council exclusively selects and invites members to the association every year. You may recognize some faces but many more are behind the scenes, sharing their knowledge and bringing the magic of art to you.

The association is also a supporter of beneficial work and business forums around the world. No matter if it comes to support a local project or work in other countries we believe that art is an important tool to understand people and cultures. The association and members generously share their experiences with the public in a variety of programs and activities supported by the association throughout the year.

New members are being invited by the council that is based around the world. About 10 members are nominating and inviting new members through an exclusive silver envelope invitation that is being handled out to the person on an event. During the year the association is also nominating different art productions such as outstanding theatre plays, movie productions, shows, fashion and design and more. Productions that have received a nomination are allowed to use the exclusive label of RTNworld.

www.RTNworld.com



Trans-Arabian Creative Communications

Trans-Arabian Creative Communications (TRACCS) is one of the largest public relations networks in the Middle East & North Africa with over 200 professionals covering 14 markets from offices in Jeddah, Riyadh, Dubai, Kuwait, Doha, Muscat, Manama, Beirut, Amman, Damascus, Cairo, Tehran, Tunis, Algiers and Casablanca.

A multiple award-winning practice with regional headquarters in Dubai, TRACCS offers a full range of sophisticated services to government, corporate and multinational clients. TRACCS was founded with the goal of building an indigenous

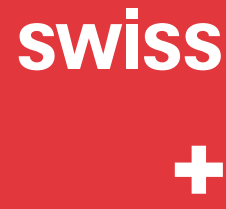
Arab public relations industry across the region and is the only public relations practice with the firm and long-term commitment to nurturing local talent in the public relations field across the MENA region.

Our approach is to serve our clients' business interests and objectives with discipline, integrity, professionalism, creativity and insight with the aim of producing measurable results. Our goal is to become so completely integrated into each client's mission, philosophy, policies and operations that our output is in perfect harmony with corporate aspirations and strategies. Active, on-the-ground involvement in every aspect of our clients' communications strategies is central to the TRACCS approach.

The TRACCS teams bring energy, experience and good ideas to the business of getting across timely and relevant messages. We work as an integrated unit with a commitment to delivering the very best. We look at problems from different perspectives and provide solutions that are appropriate, practicable and cost-effective. The cumulative impact of a carefully conceived and dynamically implemented strategic communications program can be dramatic and long-lasting.

www.traccs.net

SWISS INTERNATIONAL AIR LINES
EXCLUSIVE OFFICIAL CARRIER
for Communication on top Forum



Swiss
International
Air Lines

Swiss International Air Lines (SWISS) serves 76 destinations in 40 countries all over the world (as of winter 2009/10) from its Zurich hub and the further Swiss international airports of Basel and Geneva. SWISS is operating a 78-aircraft fleet. Switzerland's national airline embodies traditional Swiss values such as "personal service", "in-depth quality" and "typical Swiss hospitality" – we aim to make each and every customer feel at home on our flights.

SWISS is committed to the sustainable and careful use of resources at various levels, and considers a responsible attitude to the environment an essential part of its corporate culture. As a part of the Lufthansa Group, a Star Alliance member and a quality airline, SWISS stands by its mission to connect Switzerland with Europe and the rest of the world.





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