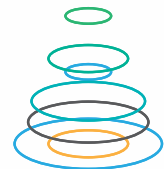


COMMUNICATION ON TOP WORLD COMMUNICATION FORUM IN DAVOS

Key Debate:
Global vs Local Communications



COMMUNICATION
ON TOP World
IN DAVOS Communication
Forum 2013

World w

#WCFDavos

Communication news & trends for those ready to be on Top!

<http://forumdavos.com>



What is the 1st word that comes to your mind, starting with “Com...”, but not “Communication”?



Juan Carlos Belloso, Future Places:
@WorldCommForum **COMPLEXITY**



Allan Mayer, 42West
@WorldCommForum **COMPETENCE**



Gianni Catalfamo, Ketchum Pleon:
@WorldCommForum **COMPETENCE**



Maxim Behar, Hill+Knowlton Strategies, M3 Communications Group:
@WorldCommForum **COMPETITION**



Daniel Höltingen, the Council of Europe:
@WorldCommForum **COMMUNITY**



Anna Lukanina, Depot WPF:
@WorldCommForum **COMMERCIAL**



Paul Holmes, The Holmes Report, SABRE awards:
@WorldCommForum **COMPATIBILITY**



Rohit Bhargava, Ogilvy:
@WorldCommForum **COMPLIMENTARY**



Yogesh Joshi, Association of Business Communicators of India (ABCI):
@WorldCommForum **COMMON**



Annie Gravier, Technoparc Montréal:
@WorldCommForum **COMPREHEND**



Mirko Pallera, Ninja Marketing:
@WorldCommForum **COMSCORE**



Alexander Gerchik, Professional trader-investor:
@WorldCommForum **COME TO US NEXT YEAR!**

Following



Forum 2013



Yanina Dubeykovskaya, WCF Content director:

“The Forum aims to bring together the new elite — communication experts, capable of predicting the next steps in the development of the industry and creating new business value. Today we focus our minds on: new mechanisms of trust and engagement, creativity as a key expertise, the growing influence of the visual language, the status of reality in Social Media, and the viral change.”



Alexander Anisimov, CEO Top Communications GmbH:

“We have been developing the Forum with the kind support of all committee members and partners, thanks to whom it was possible. Now we have started its new stage - holding regional events. We believe the local perspective will not only help the Forum multiply as a truly global professional community, but also make the world a better place!”

KEYNOTE



PAUL HOLMES

Intro to the key debate

“Globally yours, Paul Holmes!”

Paul Holmes, founder and CEO of [The Holmes Report](#) and the [SABRE](#) awards, is a renowned PR specialists in the world, often described as the PR industry guru and the most influential public relations figure globally. Holmes is an editor and publisher with more than two decades of experience evaluating the public relations business and consulting PR agencies and their clients. In 2000, he founded The Holmes Report, a publication dedicated to providing insight, knowledge and recognition to public relations professionals. It organizes the world's largest and most sought after PR award, the SABRE Awards, which recognizes Superior Achievement in Branding and Reputation in North America, EMEA and the Asia-Pacific region.



DR. LEANDRO HERRERO

Keynote:

Viral Change: Will your company survive the epidemic? The new rules of employee engagement and communications

Dr. Leandro Herrero is CEO of [The Chalfont Project Ltd.](#), a leading consulting group of organizational architects, and Managing Partner of [Viral Change Global LLP](#). A psychiatrist by background, he spent many years in hands-on leadership positions in global companies. He pioneered Viral Change methodology and leads the Viral Change Global network of companies.

Leandro Herrero has published several books and his consulting work focuses on management of change, leadership, human collaboration, organizational branding and innovation.

He will share latest strategies for company or organisation success achieved via today's imperative for Virality.

KEY DEB



GLOBAL VS
LOCAL COM-
MUNICATIONS.
IS THERE
A CHANCE
FOR GLOBAL,
CHAIN-LIKE
PR AGENCIES?

Debate Partner:
CROS PUBLIC
RELATIONS
& PUBLIC
AFFAIRS
COMPANY



Moderated by:

SERGEY
ZVEREV

Founder and CEO
of CROS PR&PA



GIANNI CATALFAMO

Advocating Global Comms

[Gianni Catalfamo](#) is Chairman of [Pleon](#), Italy. He is the Web 2.0 evangelist for [Pleon Europe](#), as well as co-leader of the [European Technology Practice](#). Catalfamo is active as International Account Director for some of Pleon's largest technology clients. He led the IBM Account for Europe for four years and is currently European Account Director for Lenovo. His client teams benefit from his role as executive coach and communications strategy advisor.

Prior to joining Pleon, Catalfamo founded, in 1986, the Italian operation of Lotus Development Corp., setting up the first Lotus office in Milan. During his tenure with Lotus, the Milan office grew from two employees and USD 700,000 in sales to 35 employees and over USD 10 million in sales.

Gianni is an active blogger at the company's [KETCHUM blog](#), as well as at his personal [Son of Geek Talk](#), where he writes articles about Social Media & Digital stuff.



ROMAN GEISER

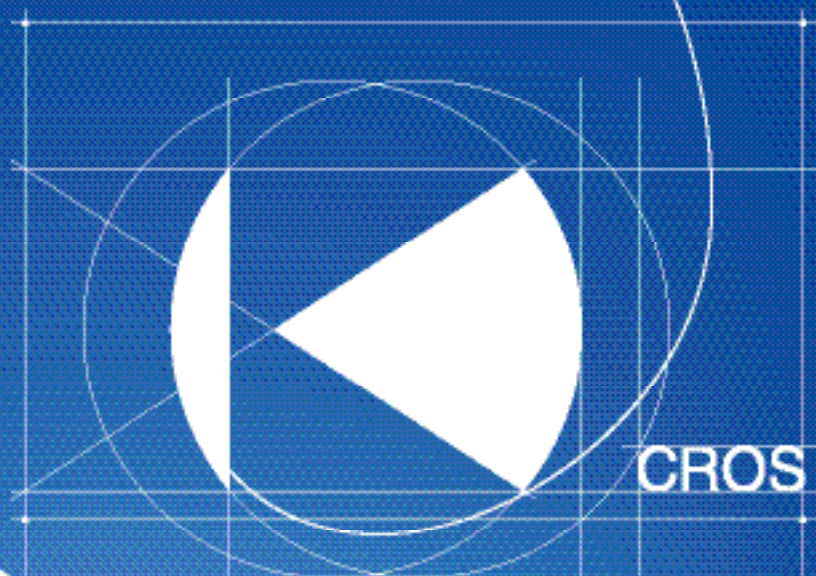
Advocating Local Comms

[Roman Geiser](#) is CEO, Managing Partner and Delegate of the Board of Directors at [Farner Consulting](#) and President of [the Association of PR Agencies in Switzerland \(BPRA\)](#). Roman's agency Farner Consulting AG is the leading communication agency in Switzerland.

Roman has a wide experience in the communication industry: prior to Farner Consulting he performed as Vice-chairman at Young & Rubicam Holding Switzerland, Chief Operating Officer at Burson-Marsteller EMEA & Chairman at Burson-Marsteller Switzerland.

In addition to all aforesaid Roman is member of the European Executive Council, member of "Schweizer Dialog", a Swiss platform of senior executives and academics supporting sustainable management practices, and member of advisory board of the University of Lugano's Department of Communications.

His areas of expertise are: pharma and health-care, energy, technology, public affairs, political campaigns, issues management, corporate communications, C-level consulting, international PR.



CROS

Russia's leading
communication group*

* According to The Holmes Report «Top 250 Global Rankings 2011»

Moscow

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twitter.com: @CROSmedia

KEY DEBATE



GLOBAL VS
LOCAL COM-
MUNICATIONS.
IS THERE
A CHANCE
FOR GLOBAL,
CHAIN-LIKE
PR AGENCIES?

Debate Partner:
CROS PUBLIC
RELATIONS
& PUBLIC
AFFAIRS
COMPANY



Moderated by:

SERGEY
ZVEREV

Founder and CEO
of CROS PR&PA



ANNE VILLEMOES

Anne Villemoes is Head of Communications for [Danish Crown](#), an international food producer that has attracted the ire of animal lovers. As a chief communicator, Villemoes did not shy away from what had previously been a sensitive subject, but embraced it, an approach she explained in a speech to the European Association of Communications Directors that she titled “Managing Reputation When You Kill for a Living”.

Combining good humor with a willingness to passionately defend her company’s core business, she has spend the last five years changing the reputation of one of the largest companies in Denmark.

Prior to that she worked as special advisor to the Minister for Food, Agriculture and Fisheries and as head of press for the Danish Consumer Council.



ANDRE MANNING

Andre Manning is Global Head Corporate Communications at [Philips](#), Global HQ, The Netherlands. He is an experienced and results-oriented communications leader who has held various international communications leadership positions within Philips: in Prague (Czech Republic), Amsterdam (Netherlands), New York (USA). In summer of 2009 Andre moved back to the company’s headquarters in the Netherlands to lead the network of 50 communications professionals around the globe. In his new position he is the communications advisor of the Philips Board of Management while he improved the efficiency, effectiveness and accountability of the function and introduced a new PR agency, including a new PR measurement system, within the first months after his arrival.



ANDREY BARANNIKOV

Andrey Barannikov is the CEO of [SPN Ogilvy](#) communications agency with offices in Moscow, St Petersburg and Kiev, with over 20 years’ experience in public relations. Winner of many prestigious Russian and international industry awards: Global SABRE Awards, Cannes Corporate TV and Media Awards, IPRA Golden World Awards, Gold Quill Awards, Media Manager of Russia, Silver Mercury and many others.

Andrey Barannikov is Vice President of the Russian Public Relations Association (RASO), Chairman of the North-Western branch of RASO and member of the International Public Relations Association (IPRA). He is also Chairman of the organizing committee for The Baltic PR Weekend international conference, the largest event for comms practitioners in Eastern Europe, and Deputy Chairman of the national PR contest PROBA-IPRA GWA.

DEBATE

Debate:

PR MARKET VS
0.99 DIGITAL
MARKETING



PAUL HOLMES

Advocating the PR market:

[Paul Holmes](#), founder and CEO of [The Holmes Report](#) and the [SABRE](#) awards, is a renowned PR specialists in the world, often described as the PR industry guru and the most influential public relations figure globally. Holmes is an editor and publisher with more than two decades of experience evaluating the public relations business and consulting PR agencies and their clients.

In 2000, he founded The Holmes Report, a publication dedicated to providing insight, knowledge and recognition to public relations professionals. It organizes the world's largest and most sought after PR award, the SABRE Awards, which recognizes Superior Achievement in Branding and Reputation in North America, EMEA and the Asia-Pacific region.



ALAIN HEUREUX

Advocating Digital Marketing

[Alain Heureux](#) is today's digital marketing guru, President of IAB-Europe and Chairman of the Board of EDAA. He leads the [Interactive Advertising Bureau Europe \(IAB Europe\)](#), a trade association responsible for the promotion and growth of the interactive advertising markets across Europe.

Alain brings a wealth of experience to this pivotal role. He has more than 20 years pan-European marketing experience having established several marketing services companies across Europe: the [CPM Group](#), [Virtuology](#) and [Tagora](#). He is currently working to set up the House of Communication (The Egg) in Brussels that will be dedicated to Creativity, Innovation and Technologies in media and marketing.

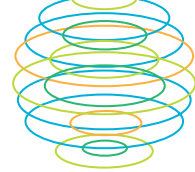


Moderated by:

STEPHEN DAVIES

Senior Consultant
at the social
media agency
33 Digital, UK.

DISCUSSION



Round table:

MEDIA TODAY.
TRADITIONAL,
NEW, SOCIAL,
MOBILE - SYN-
ERGY OR CON-
FRONTATION?

Debate Partner:
DIN FORUMS
NETWORK



Moderator:

RUI MARTINS

Corporate Communication and Public Affairs Director at Dianova Portugal



KIRILL ELIZAROV

“News outlets tomorrow: editorial staff model, user-generated content, monetization.”

Kirill Elizarov is the founder of [DIN Forums Network](#) and [FUN Communications](#). He had not intended to become an entrepreneur when he first envisioned his project, yet he finally turned into one. Emerging on the toughest and most competitive media market in the world, that of the U.S., the project has demanded the ability to take his own initiative and the reigns along with it. After finishing some of his successful international projects in media, PR, and sports, he arrived at the conclusion that he would like to launch a new project, and he is hoping to be able to contribute towards its completion together with potential partners who would share the same vision on the future of new outlets.

Kirill Elizarov is the winner of the Silver Archer Award. He received this award for “best of the best” PR practices in the Russian Federation for “Project PORT ARTHUR (China) and Other Military Memorials Overseas as an Instrument for the advancement of Russia’s international reputation”. He is also an active member of the Russian Public Relations Association.



STUART BRUCE

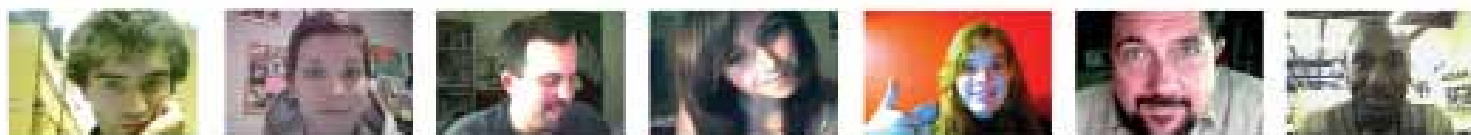
“Online and social media: Smart PR and communications solutions.”

Stuart Bruce is an expert in digital corporate communications and a popular online PR trainer and consultant. He has almost 25 years’ of public relations experience, consultancy and in-house. Founder of international digital corporate communications and online PR training consultancy [Stuart Bruce Associates](#) working in Europe and the Middle East.

Stuart Bruce — “the comms wunderkind is seriously web savvy, his CV reads like a top ten of all things tech” PRWeek PowerBook, UK’s top 10 of most influential PR people. Stuart founded one of the UK’s first online PR consultancies and in less than three years grew it into a PRWeek Top 150 Consultancy and Top 30 Digital Consultancy, working with clients such as the United Nations, Sony Mobile, Unilever, HSBC, PayPal and GlaxoSmithKline. He has been elected as national council member of the Chartered Institute of Public Relations.

One of Top-10 of world’s PR bloggers.

DIN Forums Network is **a new type of news outlet** that is an alternative to the conventional news media

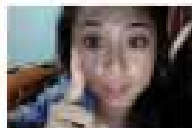


DIN Forums is designed to create a variety of real time public forums providing greater online access to its public broadcast for millions of online Internet users that ultimately would determine the news agenda for this alternative media.

The highest possible level of interactivity would allow DIN to create new unexplored formats for advertisers in interacting with the audience. And thus, by using our proposed new advertising formats, the public would generate income that will be allocated for maintaining our open and free platform.

The DIN Forums platform works with a combination of developing technical innovations and communications technologies: a social network and TV network in one body that would be, at once, a centralized and decentralized system of news within one platform. It would provide the requisite human element and emotions that would allow for each of DIN Forum's broadcast to become a truly real social event contrary to the traditional news media, which is only reports the news.

P: +1-917-392-9379
E: info@dinforums.com
www.dinforums.com



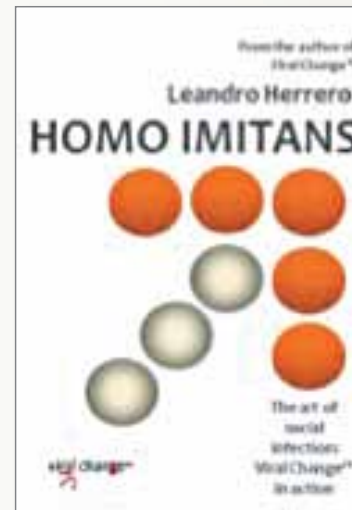
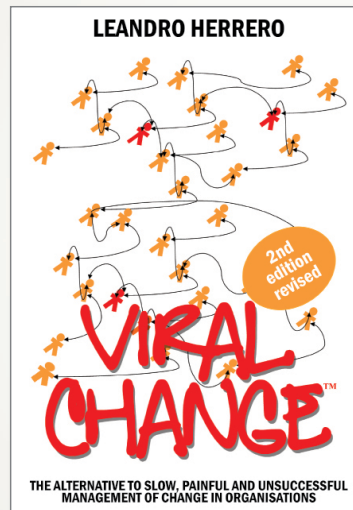


DR. LEANDRO HERRERO
MD MBA FCMi F10d FRSA

Following a fifteen year career as a clinical psychiatrist and academic, Dr. Herrero moved into the corporate sector taking up senior management positions in several multinational companies both in Europe and the US. He co-founded The Chalfont Project Ltd, an international consulting firm specialising in organizational strategy; structural, cultural and behavioural change management and is also Managing Partner of Viral Change™ Global L.L.P.

An author of international acclaim, Dr. Herrero has published a series of management books which focus on bringing behavioural and social sciences to day-to-day management and leadership.

A renowned public speaker, Dr. Herrero is frequently invited to address audiences internationally and through the Chalfont Project he runs a programme of speaking engagements for both corporate clients and external audiences.



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ROUND TABLE



FLORENCE RANSON

“The reputation of the banking sector: Managing the unmanageable?”

Florence Ranson is PR/Communication & EU affairs specialist at [European Banking Federation \(EBF\)](#), Managing Vice President [EACD](#), and Co-Chair at the [European Excellence Awards](#) jury.

She has been in charge of Communications at the European Banking Federation since January 2002. Previously, she was Secretary General of the European Advertising Tripartite and also managed for 7 years the Team Europe project on behalf of the European Commission.

A French national, she graduated in languages and international relations in Rennes and Paris, and came to Brussels as a trainee in the Communication Directorate of the European Commission to start her career.



ELENA SOSNOVTSEVA

“Managing reputation risks.”

Elena Sosnovtseva is a Communication Director of [Absolut Bank](#), Russian Federation. Absolut Bank is the universal bank with wide network over the Russia with more than 3 000 staff and 200 000 clients.

Elena is the expert in financial communications with almost 10 years of experience. She worked in well-known financial institutes and banks, such as BSGV and VTB Capital. Since 2011, Elena holds the position of Communication Director in Absolut Bank. Elena is also the member of Russian and International business and communications associations, expert of Silver Archer AWARD contest which rewards the best communicators in Russia.



SANDIP GHOSE

Sandip Ghose currently heads the Human Resource Management Department of the [Reserve Bank of India](#), overseeing the strategic management, human resource development and administrative affairs of the Reserve Bank which has about 18,000 employees across the country.

During his career, Sandip has received several prestigious awards: the Jagdeep Khandpur Award, Pride of HR Profession Award by the Institute Of Public Enterprises and HR Leader of the Year Award by the Asia Pacific HRM Congress. For his contribution to the field of HR and the Society at large, Sandip has been conferred with an Honorary Doctoral Degree by the Eastern Institute of Integrated Learning and Management, Sikkim University.

Round table:

**REPUTATION
MANAGEMENT
& BANKING**



Moderator:

**DR. GÁBOR
HEGYI**

Founding Managing Director of [Capital Communications](#).

INTERVIEW



Interactive Interview:

LOBBYING. ARE YOU PREPARED FOR DEFEND- ING YOUR BUSINESS INTERESTS?

ARTŪRAS JONKUS

Moderator

Artūras Jonkus is Senior Strategy Consultant at [Publicum](#) communication agency based in Vilnius, Lithuania.

Arturas is a former diplomat and has more than 20 years of experience in Public Diplomacy, Public Relations and Corporate Communications.

He is also certified facilitator of [Franklin Covey](#) training company for Leadership programs. Arturas is teaching Corporate Communications and Negotiations at [ISM University of Management and Economics](#) and Strategic Political Communication at the [Institute of International Relations and Political Science of the Vilnius University](#).

Arturas is the former President of Lithuanian Red Cross and member of the Board of UNICEF Lithuania.



DR. ANDRIUS SMALIUKAS

“Public Affairs practices in Brussels: issues and possibilities.”

[Dr. Andrius Smaliukas](#) is a Dispute Resolution Partner at [LAWIN](#), the leading Pan-Baltic law firm. Andrius also serves as an arbitrator at the Permanent Court of Arbitration in the Hague. Andrius has vast experience in representing the Baltic, Belarusian and Russian clients in the EU law-related disputes, including the pending high profile EU sanctions cases of Belarusian businessmen and companies before the General Court of European Union.

Andrius is Lithuanian. He holds a Ph.D. in law from Vilnius University and LL.M from London University Queen Mary and Westfield College.

LAWIN law firm is a registered lobbyist in EU.

[Dr. Andrius Smaliukas](#) will share first-hand knowledge on the public affairs practices in the General Court of the European Union.

WORLD COMMUNICATION CHANNEL



- The latest global trends in communications
- Interviews with the best communication industry professionals
- Comments on the most important events
- Insights about the future of communications
-And a bit of FUN and DRIVE;-)

From now on you have the opportunity to enjoy it all not only once a year in Davos, but once in every two weeks – online. Enjoy!

**UP TO THE MOMENT 4 SERIES
ARE WAITING FOR YOU TO VIEW
& COMMENT ON:**

SECRET
OF VIRALITY



THE END OF
THE WORLD



DIGITAL ERA



2013 —
THE UNEXPECTED!



PANEL



EVGENY KUZNETSOV

Evgeny is Director of Development and Communications Department at [RVC \(OJSC\)](#), Russia. He is a renowned Russian expert in communications and PR campaigns.

In the early 90s his main activity and business functions were associated with opinion research and political analytics. Afterwards, he was a pro-active participant in federal and regional election campaigns. He also worked for “North-West Strategic Projects Center” and Imageland Edelman PR Agency.

In 2006, jointly with Simon Kordonsky, he established the Foundation for Assistance to Science, Education and Medicine. Within the framework of this fund he launched a series of public campaigns in medicine and healthcare and created a range of state development concepts. Among other things, the Fund provided methodologies for establishing specific communications between science and business communities.

In 2009 Mr Kuznetsov became Head of Committee of Science Community Communication of Russian branch of IABC (The International Association of Business Communicators). Since 2009 Evgeny acts as Director of Development and Communications Department of [Russian Venture Company \(OJSC\)](#).



ANDRE MANNING

Andre Manning is Global Head Corporate Communications at [Philips](#), Global HQ, The Netherlands. He is an experienced and results oriented communications leader who has held various international communications leadership positions within Philips: in Prague (Czech Republic), Amsterdam (Netherlands), New York (USA). In summer of 2009 Andre moved back to the company’s headquarters in the Netherlands to lead the network of 50 communications professionals around the globe. In his new position he is the communications advisor of the Philips Board of Management while he improved the efficiency, effectiveness and accountability of the function and introduced a new PR agency, including a new PR measurement system, within the first months after his arrival.

Panel discussion:

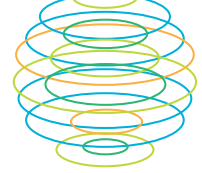
TODAY’S
WORLD-
CHANGE-
DRIVER:
HUMAN CREA-
TIVITY OR
TECHNOLOGY?

Moderated by:

ANASTASIA
DEMIDOVA

ICCO’s General
Manager

DISCUSSION



JASON NG

Jason Ng is a blogger ([Kenengba Blog](#), 70000 subscribers up to now), Twitter activist, COO of [geekpark.net](#), Founder of [Twittalk.net](#) for meet-ups, Start-Up consultant from China. Jason Ng took part in holding [Best Innovation Apps Award](#) 2010, 2011, 2012 in China; attended Global Media Forum 2010 in Germany, held regular [geekpark.net offline Salon](#). Jason took part in ChineMode Award, spoke on “how to write a good article on the web” at WordCamp; on internet censorship at PlogIt and on “how Twitter changed our lives” at Chinese Blogger Conference.

Honors: Best Weblog in Chinese in 2009 - awards from Deutsche Welle. The 7th IT News Award for Best IT Blogger - awards from Sohu Inc.



FRANCIS INGHAM

Francis Ingham is Director General of the [UK Public Relations Consultants Association \(PRCA\)](#), and Executive Director of the [International Communications Consultancy Association \(ICCO\)](#). The PRCA is the professional body that represents UK PR industry, which promotes all the aspects of public relations work, upholds the highest standards of excellence and acts as the industry spokesman. The ICCO is the global PR body representing 28 national associations in Europe, Asia, Africa, the Americas and Australia.

Prior to joining the PRCA in 2007, Ingham worked in public affairs and politics, including periods at the Conservative Party and the UK's main business lobby group, the Confederation of British Industry (CBI). He is a Visiting Fellow of Westminster University, a Trustee of The Speakers' Corner Trust and a member of the Governing Court of the City of London Public Relations Guild.

PANEL

Panel Discussion:

IMPACT OF PROFESSIONAL PR & COMMUNICATIONS AWARDS ON THE DEVELOPMENT OF THE INDUSTRY.



ALAIN HEUREUX

IAB MIXX awards

Alain Heureux is today's digital marketing guru, President of [IAB-Europe](#) and Chairman of the Board of [EDAA](#). He has more than 20 years pan-European marketing experience having established several marketing services companies across Europe. Having always been active in the area of professional associations, in the early 90-ies Alain created the field-marketing ADMH-IFMA. He is currently working to set up the House of Communication (The Egg) in Brussels that will be dedicated to Creativity, Innovation and Technologies in media and marketing. He is also Board Member of [EASA \(European Advertising Standards Alliance\)](#), Chairman of [EDAA \(European Digital Advertising Alliance\)](#), and Chairman of Bapeo Advisory Board on Insites Consulting, Van Bavel Gifts, Angel.me and Adlogix. For him, the values of honesty, directness and transparency will always be something worth fighting for, yet he truly enjoys the humour in life!



Moderator:

FRANCIS INGHAM

Director General of the UK Public Relations Consultants Association (PRCA), and Executive Director of the International Communications Consultancy Association (ICCO).



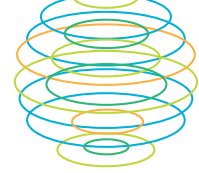
IRYNA ZOLOTAREVYCH

Pravda Awards

Iryna Zolotarevych is Managing Director of PR agency [Pleon Talan](#), an exclusive affiliate of [Ketchum](#) in Ukraine, Board Member of [Ukrainian PR Association \(UAPR\)](#). She chairs the Organizing Committee of the most well-known Ukrainian PR-contest "Pravda Awards".

A highly skilled professional, she has 15 years' experience in PR-industry. When striving to find the most effective solution, Iryna reaches outstanding results – her Pleon Talan team won the only Effie award in Ukraine for the PR project efficiency and got international recognition for the digital PR project Babiy Yar at IPRA Golden World Awards 2009. Iryna initiated and implemented the project Open Communications Lab for opinion leaders meeting Prime Minister Azarov. She is the author and collaborating author of over 40 PR lectures and trainings. On top of that, Iryna supervises the program UAPR for Students. Her personal achievements include the most prestigious Ukrainian award PR Leaders (Coryphei).

DISCUSSION



BORIS EREMIN

The Silver Archer awards

Boris Eremin is Board Member & President of the Russian Chapter of the [International Advertising Association \(IAA\)](#), founder and Dean of [Communication and Media Industry Institute](#) (Moscow). He is guru of Russian communication industry, being very experienced practitioner, considers education the guru of the Russian main sphere of his professional activity for the last 25 years, mainly in business communication, conflict management, public relations and advertising.

Boris is honorable member of the Russian Association of PR, member of the Russian Academy of PR, member of the Russian Academy of Natural Sciences. He is also the winner of the main prestigious awards of Russian communication industry like “Media Manager of Russia”, “The Silver Archer” and some others.

For nearly 15 years Boris Eremin was the chief-editor of the main Russian professional PR magazine “Sovetnik” (the Russian word “sovetnik” means adviser, counselor, consultant) and the head of PR Chair in the International Institute of Advertising (Moscow). He is well-known in Russia as the member of the “Connoisseurs’ Club” - the Russian TV elite club of intellectual games.



YOGESH JOSHI

ABCI awards

Yogesh Joshi is the president of the [Association of Business Communicators of India \(ABCI\)](#). He is a dynamic self-made man, working in Tata Steel, the 5th largest producer Steel in the world. With an experience of over 24 years in the profession, he oversees the Corporate Affairs & Communications of the company.

Yogesh is one of the celebrity figures in the profession of PR & Corporate Communications across Nation. He has been elected as the National President of the [Association of Business Communicators of India \(ABCI\)](#) for the fourth consecutive time. While face-lifting the organization, he knitted sources and resources together to make the association financially strong and self-sustaining. He has changed the face of this association and raised it to internationally known organization. The ABCI Awards are now known as the “Oscars” of the Indian Communications Industry.

Yogesh has been conferred with “Hall of Fame” by the Public Relations Council of India. He has also been bestowed with the “Golden Triangle Award” and the “PR Man of the Year Award” by the PRCI.



C4F DAVOS

Communication for Future

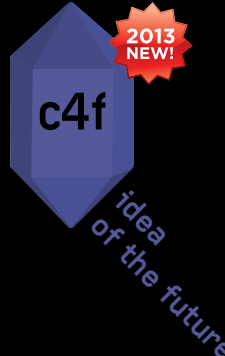
Special award by the Forum Committee
to recognize our colleagues' professional
achievements and contribution to the
future of communications

C4F DAVOS stands for Communication for Future and is the Annual Excellence
Award for Communication Professionals with creative innovative visions
on the future development of communications.



grand davos award

Due to be granted to
key figures and thought
leaders of the industry
for their contribution



idea of the future

Nominees for this award
can get representatives
of innovative,
creative economy,
communicators of
that, which doesn't
exist yet and builders
of communication
environment
for innovations





titan web 2.0

We live in a new era of Renaissance when a new type of people is emerging — people, who are creative in every aspect, available 24/7, committed to high business and ethical standards — such of true global leaders. Some call them multitaskers, but we consider them as re-born Leonardo-s, new Titans of the new epoch



image of the future

Visualization is becoming the language of the future. Nominees for this award become those, who create images and visual communications of the future



media of the future

Not long ago we used the term “new media” while currently we witness the rapid change of traditional media and media industry itself, becoming more than ever mobile, interactive and social. This award is granted to those who foresee the next step in the development of media



relations of the future

Corporations usually define the countenance of economics, and corporate communications build their competitive advantages. This award recognizes the masters in Reputation Management, Crisis Communications and Corporate Social Responsibility

Who are the C4F DAVOS award winners for 2013?
Find out at the Gala Dinner Award Ceremony!

7 Feb 2012, 20:30

Venue: Morosani Schweizerhof Hotel, Gardenhall 1
Promenade 50, 7270 Davos Platz,
Tel. +41 81 415 55 00, Fax +41 81 415 55 01

PANEL

Panel
Discussion:

COMMUNICA-
TIONS FOR
START-UPS.

Panel Partner:
RUSSIAN
VENTURE
COMPANY
(OJSC)



JASON NG

Jason Ng is a blogger ([Kenengba Blog](#), 70000 subscribers up to now), Twitter activist, COO of [geekpark.net](#), Founder of [Twittalk.net](#) for meet-ups, Start-Up consultant from China.

Jason Ng took part in holding [Best Innovation Apps Award](#) 2010, 2011, 2012 in China; attended Global Media Forum 2010 in Germany, held regular [geekpark.net offline Salon](#). Jason took part in ChineMode Award, spoke on “how to write a good article on the web” at WordCamp; on internet censorship at PlogIt and on “how Twitter changed our lives” at Chinese Blogger Conference.

Honors: Best Weblog in Chinese in 2009 - awards from Deutsche Welle. The 7th IT News Award for Best IT Blogger - awards from Sohu Inc.



Moderated by:

VASILY GATOV

Heads [RIA Novosti MediaLab](#) (New Media Technologies LLC)



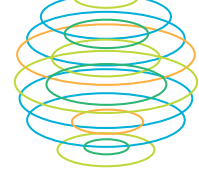
CRISTINA RIESEN

[Cristina Reisen](#) is Director Market Development Europe at [Evernote](#), overseeing PR, marketing and sales activities in the region.

Cristina a vast experience in PR & media industries: she has worked as radio editor at Pro Fm, the first private Romanian radio station, later as PR Manager at the GGPR agency in Bern, specialized in design and architecture. During this time she has contributed to the media relations management of several international companies: Dornbracht, Alape, Vitra, Vitra Design Museum, Création Baumann, Designers' Saturday. Later she has been completely immersed in the world of digital communications and involved in online community management and social media strategy projects for the Volvo Group, Marvin Watches and Engagor.

In 2011 she graduated the Executive Master of Science in Communications Management of the Università della Svizzera Italiana in collaboration with UCLA Anderson Graduate School of Management. In February 2012 she has joined Evernote, her dream company, as International Marketing and Public Relations Coordinator. Specialties: corporate communications, reputation management, business development.

DISCUSSION



CASEY LAU

Casey Lau is Hong Kong tech start-up pioneer, co-founder of [StartupsHK](#) and Community Developer for [SoftLayer's Catalyst Startup Program](#), China.

He started in 1998 with ActionAce.com - HK's first e-commerce site specialising in collectible action figures (later sold to Richard Li's PCCW group in 2000). He also co-founded Velocity9 - a multimedia design studio sold in 2002, and the Popcorn Network - a digital media company that publishes luxury shopping sites. He is one of the original co-founders of StartupsHK, Hong Kong's premier startup community, creating events for startups to meet and share.

He is a leader and an influencer in Hong Kong's growing social media industry, having developed a strong presence on Twitter, Facebook and other social media platforms. He has consulted Hong Kong businesses on best practices in their digital marketing and design. In between obeying the orders of his British Shorthair, he tries to find time to write new iPad comic books like Super Kaiju Hero Force.

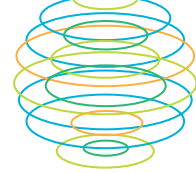


DMITRY FALALEEV

Dmitry Falaleev is the editor of [firms.ru](#) resource. Entrepreneur and consultant in the field of media. Prior to January 2012 he worked as Director of Development of [Digital October](#), as a deputy editor and as a Director of Development at the Harvard Business Review Russia journal, wrote for Esquire and "Big City" magazines, Slon website etc.

PhD in Philology. Organizer of various business and leadership events, as well as events for venture capital investments: HBR Club, TechCrunch Moscow 2011, Limited Partners Unlimited, Technology Entrepreneurship Club, Globe Russia 2010 and 2011, etc. Author of articles on management, economics and society (the problems of higher education, management of road traffic, corruption, commodity dependence, etc). Launched a number of corporate publications for large companies (magazine Outlook for the company Accenture, IBM, and others). Professional interests: media, venture capital, entrepreneurship and leadership.

DISCUSSION



Panel
discussion:

PLACE
BRANDING



DYMITR ROMANOWSKI

“The Stories in Place Branding.”

Dymitr Romanowski is co-owner and CEO of [The Story](#), Poland. He inhabits the internet. This explains his enthusiasm for popularizing the internet approach to branding.

Dymitr has worked in the PR and advertising industry since 2003. He spent 6 years at the PR agency Profiles, where he built a portfolio of agencies in Eastern European markets and also worked on digital PR and marketing projects related to active place branding of several cities and regions. Together with the BNA agency he secured successful re-branding of BRE Bank and Sygma Bank and he also lead an innovative project on city-brand implementation: Szczecin – Floating Garden 2050. His best-known projects include an internet promotion of the Polish-Ukrainian bid to host the UEFA EURO 2012 Championship, for which he received an award in the professional contest Złote Spinacze and was further nominated for the IPRA Golden World Awards 2007, also known as ‘the Oscars’ of the PR world.



VASILY DUBEYKOVKIY

“Decentralization of city brand communication.”

Vasily Dubeykovskiy is an expert in place branding, owner & CEO of [CityBranding](#), developing place branding projects in Russia and CIS countries.

He is the editor of a popular professional blog [CityBranding.ru](#); author and lecturer of Geographic course in Moscow State University evening school.

Vasily has graduated the Moscow State University (Economics), obtained Master’s Degree in Marketing at Moscow Business School MIRBIS and worked as brand-manager in the FMCG sector for local and global companies in Moscow. Currently he writes a Ph.D thesis on city branding development.

In the presentation he will focus on such topics as “Citizen engagement in place branding”, “Innovative and smart use of communication tools in place branding”, “The use of place brand ambassadors” and “The role of events in place branding”.



Moderator:

JUAN CARLOS
BELLOSO

Director at Future Places (Place Competitiveness-&-Development), Advisor to the Barcelona Brand project, the Barcelona Strategic Metropolitan Plan, the Catalonia Brand Committee, and Founding Member of the ‘Barcelona Global’ Association



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DEB TE



Debate:

SOCIAL PR VS
TRADITIONAL PR

ANDREY BARANNIKOV

Advocating Traditional PR

Andrey Barannikov is the CEO of SPN Ogilvy communications agency with offices in Moscow, St Petersburg and Kiev, with over 20 years' experience in public relations. Winner of many prestigious Russian and international industry awards: Global SABRE Awards, Cannes Corporate TV and Media Awards, IPRA Golden World Awards, Gold Quill Awards, Media Manager of Russia, Silver Mercury and many others.

Andrey Barannikov is Vice President of the Russian Public Relations Association (RASO), Chairman of the North-Western branch of RASO and member of the International Public Relations Association (IPRA). He is also Chairman of the organizing committee for The Baltic PR Weekend international conference, the largest event for comms practitioners in Eastern Europe, and Deputy Chairman of the national PR contest PROBA-IPRA GWA.



JAKUB HRABOVSKY

Advocating Social PR

Jakub Hrabovsky is CEO of Manage Social, London, United Kingdom. Prior to joining Manage Social, he worked at the position of Head of Social Media and Web Relations at Vodafone UK, being responsible for online and social media reputation and issues management, community management, customer care and acquisition in social media channels. Online and social media strategy development and implementation. His career in Vodafone started in 2005 at the position of Spokesperson for Vodafone Czech Republic. Two years later he moved to UK and became Media Relations Manager at Vodafone Group, responsible for consumer, brand and sponsorship PR across Vodafone's global footprint.

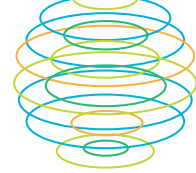


Moderator:

MAXIM BEHAR

Chairman
Hill+Knowlton
Strategies - Czech
Republic, CEO &
Chairman of the
Board M3 Commu-
nications Group Inc.
- Bulgaria

DISCUSSION



VASILY GATOV

“Digital Reality: believe or not believe (but act anyway).”

Vasily Gatov heads RIA Novosti MediaLab (New Media Technologies LLC), a research and development arm of the biggest Russian news & information agency RIA Novosti. His responsibilities include innovation leadership for the company, advanced design issues and futurism. Vasily Gatov is a journalist, analyst, media manager and media investment expert. Worked almost in any type of media industries.

In 2005 joined the team of Promsvyazcapital and served as managing director and strategy director for its Media Group, later converted into Media3 Russia - the largest Russian printed media and media services holding. In 2006 he was elected vice-president of the Russian Publisher's Guild and he still holds this position. In 2008 Vasili became Board Member of IFRA and later - Board Member of WAN-IFRA after a merger of two major international associations in newspaper's world. In 2009-2010 he published a series of articles and interviews in various Russian media on future of newspaper business and the evolution of the business models.



CASEY LAU

Casey Lau is Hong Kong tech start-up pioneer, co-founder of [StartupsHK](#) and Community Developer for [SoftLayer's Catalyst Startup Program](#), China.

He started in 1998 with ActionAce.com - HK's first e-commerce site specialising in collectible action figures (later sold to Richard Li's PCCW group in 2000). He also co-founded Velocity9 - a multimedia design studio sold in 2002, and the Popcorn Network - a digital media company that publishes luxury shopping sites. He is one of the original co-founders of StartupsHK, Hong Kong's premier startup community, creating events for startups to meet and share.

He is a leader and an influencer in Hong Kong's growing social media industry, having developed a strong presence on Twitter, Facebook and other social media platforms. He has consulted Hong Kong businesses on best practices in their digital marketing and design. In between obeying the orders of his British Shorthair, he tries to find time to write new iPad comic books like Super Kaiju Hero Force.

Panel discussion:

STATUS OF REALITY ON THE INTERNET. AUTHENTICITY & TRUST.

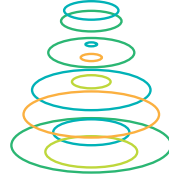


Moderator:

GIANNI CATALFAMO

Chairman of Pleon,
Italy

DEBATE



Debate:

COMMUNICATION MANAGEMENT VS COMMUNITY MANAGEMENT.

ANNE VILLEMOES

Advocating Communications management

Anne Villemoes is Head of Communications for Danish Crown, an international food producer that has attracted the ire of animal lovers. As a chief communicator, Villemoes did not shy away from what had previously been a sensitive subject, but embraced it, an approach she explained in a speech to the European Association of Communications Directors that she titled "Managing Reputation When You Kill for a Living".

Combining good humor with a willingness to passionately defend her company's core business, she has spent the last five years changing the reputation of one of the largest companies in Denmark.

Prior to that she worked as special advisor to the Minister for Food, Agriculture and Fisheries and as head of press for the Danish Consumer Council.



Moderated by:

RUI MARTINS

Corporate Communications and Public Affairs Director at Dianova Portugal.



STEPHEN DAVIES

Advocating Community management

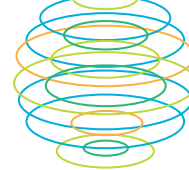
Stephen Davies is Senior Consultant at the social media agency 33 Digital, London. He is also the founder and managing director of 3WPR – an online communications consultancy.

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. Stephen currently acts as a consultant with Action Global Communications, the only global PR network to focus specifically in the emerging markets and has worked on a number of initiatives in Eastern Europe, Russia and the UAE.

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. His professional blog – www.stedavies.com – has been recognised by industry professionals around the world and was named 'Europe's number one PR blog' according to the rankings given by US publication, Adage.

Previously he worked for the world's largest independent PR firm, Edelman, in London and European online distribution company, RealWire.

DISCUSSION



Panel discussion:
TRUST OF MILLIONS & ENERGY.

Panel Partner:
LUBRI OIL CORPORATION (M) SB



NURUL ASHIQIN SHAMSURI

The key topic “Trust of millions & Energy”.

Nurul Ashiqin Shamsuri is a CEO of Lubri Oil Corporation (M) Sdn Bhd, one of the major manufacturer, marketer and distributor of high quality Automotive, Industrial and Marine Lubricants and specialty products for both Malaysian and International markets. She graduated from Mara University of Technology (Kuala Lumpur) and joined NCL Solutions Sdn Bhd, where she worked with different countries in Asia, Europe and Middle East. A few years later she pursued her Masters Degree at Vrije Universiteit (Amsterdam) and graduated with Masters of International Business Law (LL.M). In 2010, she came back to Kuala Lumpur to give her full commitment to Lubri Oil Corporation as its Chief Executive Officer.



JAMES GILLIES

James Gillies is head of communications at CERN, the European Organization for Nuclear Research. He holds a doctorate in physics from the University of Oxford, and began his research career working at CERN in the mid-1980s.

In 1993, he left the field of research to become Head of Science with the British Council in Paris. After managing the Council's bilateral programme of scientific visits, exchanges, bursaries and cultural events for two years, he returned to CERN in 1995 - as a science writer.

He has been Head of the Organization's communications team since 2003, and he is also the co-author of 'How the Web was Born' - the story of the Internet, published back in 2000 and described by the London Times as one of the year's ten best books recommended for inquisitive minds.



SERGEY NOVIKOV

Sergey Novikov is the Head of Communications at Rosatom, with 7-years' working experience in nuclear energy market. Rosatom includes companies of the civil and defence nuclear sectors, nuclear and radiation safety complex, nuclear ice-breaker fleet, basic science organizations. In total, Rosatom incorporates more than 240 companies and organizations with 262 000 of employees. Sergey Novikov has established the Communication department of Rosatom and leads its team. In 2012 Rosatom has received a “Silver Archer award” - professional prize for excellent achievements in PR sphere. S.Novikov was recognized as a media-manager of the year in the field of “Corporate communications”. Prior to joining Rosatom, Sergey was the spokesman of plenipotentiary Representative of the President in Volga federal District.



Moderated by:

FLAVIO DE OLIVEIRA

International Communication & Market Intelligence consultant



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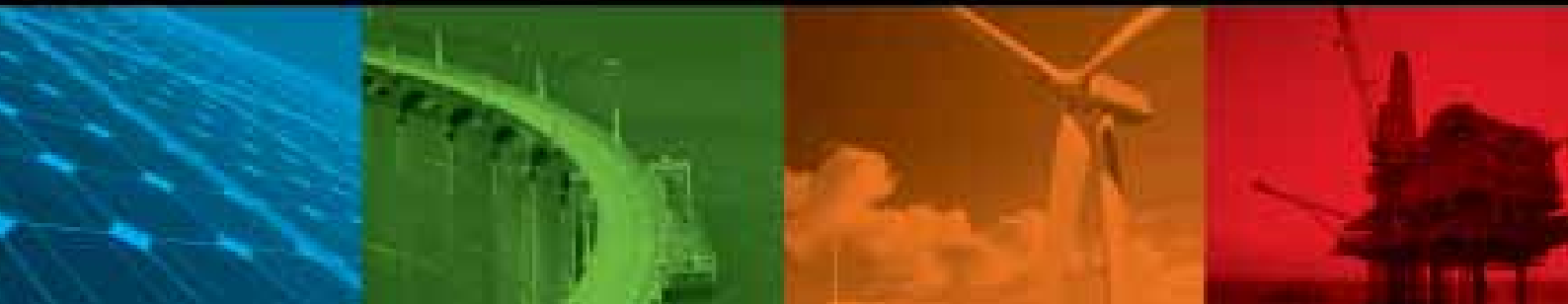
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DEB TE



Debate:

TEXT VS IMAGE. VISUAL — THE LANGUAGE OF FUTURE?



Moderator:

MIRKO PALLERA

Founder and CEO
of [Ninja Marketing](#),
Italy.

DR. ALFRED KOBLINGER

Advocating Text: “How to communicate in i-age: the art of engaging in an ego-nomic world?”

Dr. Alfred Koblinger is the pioneer of Direct Marketing in Austria & the CEO of [BBDO](#), Austria. In late 80's he started and managed Ogilvy & Mather Direct in Austria. And in 1992 he founded Palla, Koblinger & Partner (PKP) in order to prove that communication cannot be split in above and below the line. Quickly PKP became Austria's number one brand-relationship marketing agency with a strong focus on creativity (4 Cannes Lions). Koblinger's constant fight for integrated communication solutions was the success factor of PKP. In 2000 Koblinger sold PKP to BBDO Worldwide and became the co-founder of Proximity, the BTL network of BBDO.

Advocating the crucial importance of textual messages, he further adds that “communication and advertising today is all about interaction and engagement - modern technology is based as much on words as on images”. Dr. Koblinger is convinced: “Language helps us express values, content and goals in a much better way. We hunger for Trust, Reliability & Relevance, and only language can deliver that: language is real.”



WOJTEC MIEROWSKI

Advocating Image & Visibility

Wojtec Mierowski is the Co-founder, Creative Director and Partner at [Brand Nature Access \(DDB group\)](#), Poland. It specializes in creating brands and visual identity. Wojtec has been dealing with advertising since 1987, virtually from the very birth of this business in Poland.

He got nominated for the Man of the Year 2002 award by the editors of the “Impact” magazine for making a logo of Poland and was announced as the Winner of a number of awards for projects in Europe (Epica, EDA), internationally (US: Creativity) and in Poland (Złote Orły, KTR, Effie).

Wojtec is Member of the jury in designer and branding competitions: Złote Orły, Effie, Polski Konkurs Reklamy KTR, ADC'E Art Directors Club of Europe (Barcelona). He is also the Co-founder and member of the Brand Design Club of the Marketing Communication Association (SAR) and the Advertising Creators Club (KTR). He is the only designer mentioned in “Who is who” Poland.

DICTIONARIESXXI RUSISTIKA

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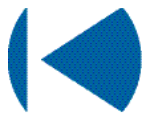
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- Fundamental Russian dictionaries
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- Linguistic-cultural dictionaries
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- Dictionaries for intellectual gourmets
- Great historical lexicon



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CROS PUBLIC RELATIONS & PUBLIC AFFAIRS COMPANY

Partner for the Debate on “Global vs. Local Communications”

CROS Public Relations & Public Affairs Company was founded in 1997, and it is already one of the most influential players on the Russian PR market and a leading adviser to executive authorities, state-owned and corporate clients. CROS has established long-standing partnerships with many state structures, businesses and public institutions in Russia. These relationships facilitate to resolve extremely complex and wide-ranging tasks in public relations. Drawing on cooperation with leading Russian and western mass media, research institutes and advertising agencies; CROS is able to leverage the resources required to implement effectively federal, regional and international projects.



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DIN FORUMS NETWORK

Partner for panel discussion: “Media today. Traditional, New, Social, Mobile: synergy or confrontation?”

DIN Forums Network is a new type of news outlet that is an alternative to the conventional news media. DIN offers open and free access to the ‘public bullhorn’ for distributing of information and relaying of news that is neither fake nor imposed by corporations and governments on the public, but news that is really of interest to the public. The DIN Forums platform works with a combination of developing technical innovations and communications technologies. Each of DIN Forum’s broadcast is to become a truly real social event contrary to the traditional news media, which is only reports the news. DIN Forums is in its startup stage of development and is powered by FUNCOM LLC.



lubrioilcorp.com/

LUBRI OIL CORPORATION - MALAYSIA

Partner for panel discussion: “Trust of millions & Energy”

Lubri Oil Corporation (M) Sdn Bhd is one of the major manufacturers, marketers and distributors of high quality Automotive, Industrial and Marine Lubricants and specialty products for both Malaysian and International markets. We are committed to meeting our clients’ expectations and are constantly providing innovative solutions. With excellent track record in meeting the demands of small/medium enterprises, major corporations and the government sectors, we built our strength and reputation through the formulation of AVANTEC, a full range of high-quality lubricants. Through the years of fulfilling clients’ demands, innovative lubricant products are created and improved to meet the required stringent manufacturing processes and quality control in tandem with constant client support by our dedicated team.



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RUSSIAN VENTURE COMPANY

Partner for panel discussion “Communications for Start-Ups”

Russian Venture Company (OJSC) is a government fund of funds and a development institute of the Russian Federation, one of Russia’s key tools in building its own national innovation system, established in 2006. Its mission is to encourage Russia’s own VC industry and boost capital of VC funds. The role of RVC is to ensure faster development of an efficient and globally competitive innovative system through creating a self-sustained VC industry in synergy with other development institutions, engaging private venture capital, nurturing innovative entrepreneurship and technology business expertise, and mobilizing Russian human resources. RVC’s authorized capital — about US\$ 983.2 mln. — is 100% owned by the Federal Agency for State Property Management.

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DEPOT WPF

Brand & Identity for the World Communication Forum in Davos

Depot WPF is one of the leading branding agencies based in Russia. Founded in 1998, the agency provides integrated solutions for brands including brand strategy, naming, visual identity, packaging design, etc. During 15 years we've made more than 1,500 branding projects for different Russian and international companies, state structures and public institutions: Nestle, Unilever, DANONE, Xerox, Philips, Kaspersky, Campbells, Kimberly Clark, Beeline and many others. Depot WPF has been repeatedly recognized as Russia's most creative agency (RACA rating). Winner of Cannes Lions Award, The Dieline, Pentawards, Cresta Awards, Epica Awards, Golden Drum, EFFIE/Brand of the year and many other festivals & contests. Performs as co-founder of Russian Branding Companies Association (RBCA).



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M3 COMMUNICATIONS GROUP, INC.

Website Design & Visibility for the World Communication Forum in Davos

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[Gianni Catalfamo](#), [@giannicatalfamo](#)

Founder at cc:catalfamo. Full bio at <http://www.linkedin.com/in/giannicatalfamo>
Milano, Italy · <http://sonofgeektalk.wordpress.com>



[Stuart Bruce](#), [@stuartbruce](#)

Global Corporate Communications | Consultant | Trainer | Author | Media Commentator |
Conference Speaker | Online PR | Social Media | Public Affairs | Politics
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[Jim Joseph](#), [@JimJosephExp](#)

President of North America @cohnwolfe, Author of the award-winning book series
The Experience Effect and Marketing Professor @NYUSCPS
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[Stephen Davies](#), [@stedavies](#)

Digital comms pro : #DigitalHealth Blogger @ <http://bionic.ly> : Trainer :
Consultant : Novice bio-hacker : Work @33digital : Chronotype : Night Owl
London · <http://about.me/stedavies>



[Sanja Milosavljevic](#), [@SanjaPR](#)

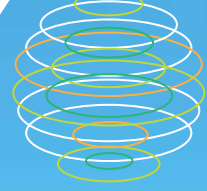
PR Account Director at www.noa.rs + Vice President at www.beoalpbach.org +
dream catcher + creative thinker
Belgrade · <http://www.noa.rs>



[Amith Prabhu](#), [@amithpr](#)

Student of Reputation Mgmt, for life. Fighter for justice. Audaciously hopeful.
Loves electoral politics, is fascinated by brands & passionate about quizzing.
Mangalore/Chicago · <http://about.me/amithpr>

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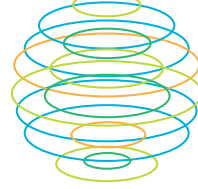
NOTES

Surprising approach _____

New perspective _____

Brilliant idea _____

NOTES



That's a good point _____

I'll try it _____

What made my day _____

NOTES

Best speaker _____

Revealing case _____

Useful contacts _____

NOTES

Good joke _____

New friend _____

OMG _____

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