

Programme 2013

7th February 2013

9:00 - 9:30 Registration. Opening of the forum. Welcome speeches.

9:30 - 10:00 "Globally yours, **Paul Holmes!**" (intro to the key debate on Global vs. Local Communications).

10:00 - 11:30 Key Debate: **Global vs Local Communications. Is there a chance for global, chain-like PR agencies?**

Debate Partner: **CROS Public Relations & Public Affairs Company**

Moderator: Sergey Zverev, Founder and CEO of CROS PR&PA, Russia.

Advocating Global Comms: Gianni Catalfamo, Chairman of Pleon-Italy, former Digital Director for Ketchum Pleon - Europe.

Advocating Local Comms: Arturas Jonkus, Senior Strategy Consultant at Publicum agency, Lithuania.

Final Q-&-A discussion with invited PR experts: Paul Holmes, the PR industry guru worldwide, founder and CEO of Holmes Report and SABRE awards, **Anne Villemoes**, Director of Corporate Communications at Danish Crown company, Denmark, **Andre Manning**, Global Head Corporate Communications at Philips, Global HQ, The Netherlands, **Andrey Barannikov**, CEO of SPN Ogilvy, Russia.

11:30 - 12:00 Coffee break.

12:00 - 12:45 Keynote: **The Viral Change**

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

Dr. Leandro Herrero, CEO of The Chalfont Project Ltd. and Managing Partner of Viral Change Global LLP, will share latest strategies for company or organisation success achieved via today's imperative for Virality. The presentation will cover:

- A tale of two worlds: communications and behaviours.
- Debunking myths of change and communications, internal and external.
- The age of Activism: the worlds of leadership, management and communications upside down.

12:45 - 13:30 Debate: **"Value 2.0 > PR market vs 0.99 Digital marketing."**

Moderator: **Stephen Davies**, Senior Consultant at the social media agency 33 Digital, UK.

Advocating the PR market: Paul Holmes, the PR industry guru worldwide, founder and CEO of the Holmes Report and the Global PR Summit.

Advocating Digital Marketing: Alain Heurreux, today's digital marketing guru, President of IAB-Europe and Chairman of the Board of EDAA.

13:30 - 14:30 Lunch.

14:30 - 15:00 Session: **Media today - Traditional, New, Social, Mobile: synergy or confrontation?**

Partner: **DIN Forums Network**

Video: **"News outlets tomorrow: editorial staff model, user-generated content, monetization."** - **Kirill Elizarov**, Founder and CEO of Fun Communication and the DIN Forums Network, USA.

Keynote: **"Online and social media: Smart PR and communications solutions."** - **Stuart Bruce**, digital corporate communications and online PR blogger, trainer and consultant, UK.

15:00 - 16:00 Round table discussion: **Reputation management & Banking.**

Moderator: **Dr. Gábor Hegyi**, Founder and Managing Director of Capital Communications, Hungary.

"Restoring Banking's Reputation." - **Dr. Gábor Hegyi**, Founder and Managing Director of Capital Communications, Hungary.

"Managing reputation risks." - **Elena Sosnovtseva**, Communications Director at Absolute Bank, HQ based in Moscow, Russia.

"Dilemmas in Central Bank Communication : Challenges, Credibility and People Costs." - **Sandip Ghose**, Head of Human Resource Management Department, Reserve Bank of India.

16:00 - 16:30 Coffee break.

16:30 - 17:00 Interactive Interview: **Lobbying. Are you prepared for defending your business interests?**

Interviewer: **Arturas Jonkus**, Senior Strategy Consultant at Publicum agency, Lithuania.

"Public Affairs practices in Brussels: issues and possibilities." - **Dr. Andrius Smaliukas**, Dispute Resolution Partner at LAWIN in the Baltics and arbitrator at the Permanent Court of Arbitration in the Hague, will share public affairs practices in the General Court of the EU.

17:00 - 17:45 Panel discussion: **Today's world-change-driver: Human Creativity or Technology?**

Moderator: **Anastasia Demidova**, ICCO General Manager, UK.

"You cannot find Technologies that lack any Creativity today." - **Evgeny Kuznetsov**, Director of Development and Communications Department at RVC (OJSC), Russia. Participating also: **Andre Manning**, Global Head Corporate Communications at Philips, Global HQ, Netherlands, **Francis Ingham**, Director General of PRCA-UK, and Executive Director of ICCO.

Guest in the final discussion: Jason Ng, Blogger, Twitter activist, COO of geekpark.net, Founder of Twittalk.net, Start-Upper, China.

17:45 - 18:30 Panel: **Impact of professional PR & Communications awards on the development of the industry.**

Moderator: **Francis Ingham**, Director General of PRCA-UK, Executive Director of ICCO. He will explore what makes an award-winning piece of work and how it builds corporate brand value, given his experience in the popular PRCA Awards and as jury member of many professional awards.

ABCI awards: Yogesh Joshi, President of ABCI-India.

Pravda Awards: Iryna Zolotarevych, Managing Director of PR agency Pleon Talan, Ukraine

IAB MIXX awards: Alain Heurreux, President of IAB-Europe and Chairman of the Board of EDAA.

The Silver Archer awards: Boris Eremin, Founder and Dean of Communication and Media Industry Institute (Moscow), Russia.

20:30 - 23:00 C4F Davos Awards ceremony and gala dinner.

Dress code: **formal wear** (business dress or black tie).

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

8th February 2013

9:00 - 9:30 Registration.

9:30 - 11:00 Panel discussion: **Communications for Start-Ups.**

Panel partner: **Russian Venture Company (OJSC)**

Moderator: **Vasily Gatov**, Head of MediaLab Project at RIA Novosti, Russia.

"**PR in a geek meritocracy era.**" - **Cristina Reisen**, Director Market Development Europe at Evernote, Switzerland.

"**How Internet Start-Ups do Marketing and PR.**" - **Jason Ng**, Blogger, Twitter activist, COO of geekpark.net, Founder of Twittalk.net, China.

"**Startup Communications.**" - **Casey Lau**, Hong Kong tech start-up pioneer, co-founder of StartupsHK, Community Developer for SoftLayer's Catalyst Startup Program, China. Also participating: **Dmitry Falaleev**, Editor of firm.ru resource, Media Entrepreneur and Consultant, Russia.

11:00 - 11:45 Panel discussion: **Place branding.**

Moderator: **Juan Beloso**, 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.

"**The Stories in Place Branding.**" - **Dymitr Romanovski**, Co-Owner and CEO of The Story, Poland.

"**Decentralization of city brand communication.**" - **Vasily Dubeykovkiy**, General Director of CityBranding, Russia.

11:45 - 12:15 Coffee break.

12:15 - 13:00 Debate: **Social PR vs Traditional PR.**

Moderator: **Maxim Behar**, Chair at Hill+Knowlton Strategies (CZ), CEO & Chairman of the Board M3 Communications Group Inc. (Bulgaria).

Advocating Traditional PR: **Andrey Barannikov**, CEO of SPN Ogilvy, Russia.

Advocating Social PR: **Jakub Hrabovsky**, CEO of Manage Social, UK.

13:00 - 14:00 Lunch.

14:00 - 15:00 Panel discussion: **Status of reality on the Internet. Authenticity & Trust.**

Moderator: **Gianni Catalfamo**, Chairman of Pleon, Italy.

"**Digital Reality: believe or not believe (but act anyway).**" - **Vasily Gatov**, Head of MediaLab Project at RIA Novosti, Russia.

Casey Lau, Hong Kong tech start-up pioneer, co-founder of StartupsHK, Community Developer for SoftLayer's Catalyst Startup Program, China.

15:00 - 15:30 Debate: **Communication management vs Community management.**

Moderator: **Rui Martins**, Corporate Comms & Public Affairs at Dianova Portugal.

Advocating Comms Management: **Anne Villemoes**, Director of Corporate Communications at the Danish Crown company, Denmark.

Advocating Community Management: **Stephen Davies**, Senior Consultant at the social media agency 33 Digital, UK.

15:30 - 16:30 Panel discussion: **Trust of millions & Energy.**

Panel Partner: **Lubri Oil Corporation (M) SB**

Moderator: **Flavio Oliviera**, International Communication and Market Intelligence Consultant, Brazil.

Keytopic: "**Trust of millions & Energy.**" - **Nurul Ashiqin Shamsuri**, CEO of Lubri Oil Corporation (M) SB, Malaysia.

"**The Importance of Being Honest.**" - **James Gillies**, Head of Communications at CERN, Switzerland.

Main points covered in the presentation:

- 1) What CERN is and what it is not.
- 2) The importance of transparency in communications.
- 3) Areas in which CERN technologies have relevance to the energy question.
- 4) Why it matters.

Mr. Gillies's key message: society should be well-equipped to make important decisions about future energy choices, so the scientific community should make efforts to engage more strongly with society.

Sergey Novikov, Head of Communications at Rosatom, Russia.

16:30 - 17:00 Coffee break.

17:00 - 18:00 Debate: **Text vs Image. Visual - the language of Future?**

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

Dr. Alfred Koblinger, CEO of BBDO, Austria, reminds us: "In the beginning was the word". 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."

Advocating Image & Visibility:

Wojtec Mierowski, Creative Director and Partner at Brand Nature Access (DDB group), Poland.

18:00 - 18:30 Closing session: **Content Overview.**

WCF-Davos Committee Member - Rui Martins, Corporate Comms & Public Affairs at Dianova Portugal.

18:30 - 19:30 Closing the event with a glass of wine.