

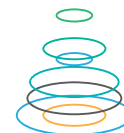
COMMUNICATION ON TOP

WORLD COMMUNICATION
FORUM IN DAVOS
2015

GLOBAL COMMUNICATION AGENDA
GOVERNMENTS & COMMUNICATIONS



WORLD
COMMUNICATION
FORUM
ASSOCIATION



COMMUNICATION
ON TOP
IN DAVOS

World
Communication
Forum

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IF YOU ARE INTERESTED IN A WCF SESSION
IN YOUR COUNTRY, FEEL FREE TO CONTACT US!**

Ask [Iryna Zolotarevich](#) about her
experience in organizing a successful
regional WCF session



...or contact [Yanina Dubeykovskaya](#)
at yana@forumdavos.com



**YANINA
DUBEYKOVSKAYA**

WCF Committee co-Chair, President of the
World Communication Forum Association

“

World Forum “Communication on Top” in Davos again summons its vast global community, for the sixth time in a run, welcoming those who fully understand the limited nature of opportunity, yet seek to expand its very boundaries – temporal, professional, cultural or physical.

The Forum calls to those who believe in new opportunities and new levels of social responsibility in communications. Dialogues now focus on the common essence of corporate, community, marketing, visual, political or financial communications, seeking to increase the very value of trust in today's world, to make the future more humane, and to bring higher awareness in everyone's actions.

What do we hope to grow via the WCF's platform? First of all, a professional community sharing the concept that our work is not a service, but a mission. That's why in 2015 we create World Communication Forum Association, a non-profit organization for global communicators.

What's next? A set of tools with strong influence on global development and communications. That's why we formulate Global Communication Agenda (#WCFGCA) and launch World Communication Report – it is to summarize the WCF content and conclusions made by its speakers and participants.

Finally, our goal is a new format of synergy and collaboration, a whole new culture that is passionately global. Welcome to our Family!”



**YOGESH
JOSHI**

Co-Chair of WCFDavos Committee,
President of ABCI (India)



**GIANNI
CATALFAMO**

WCFDavos Committee co-Chair
and Founder of cc:catalfamo (Italy)

“

When I visited World Communication Forum for the first time, I had more agony than excitement. The sense of responsibility was so high on my shoulders, that I had forgotten as to what I am supposed to be speaking since I happened to be the first Indian stepping on such an International Platform at Davos.

At the end of my welcome speech, I narrated some verses from “Sanskrit”, the mother language of most of the Indian languages, and the audience clapped and clapped. That had boosted my morale to do well in the subsequent session. The first experience at Davos was rich enough to build a long term relations with the leadership of WCF who had visited India at the invitation of the Association of Business Communicators of India, (ABCI), thus marking a beginning of a new era of mutual co-operation and exchange of best practices in the profession of business communications.

With modern tools of communication, world is becoming a Global Village. Due to instant way to communicate through tools like WhatsApp, Instagram, or even Facebook & Twitter, the distance is killed. However, WCF deals with the other side of Communication, the Human Touch in Communication. Hence this is a place where in one could find great personalities, professionals who also turn to be your friends in no time. I’m sure, WCF will emerge as one of the strongest bodies for Communication Professionals across Globe. Good luck, WCF!

”

“

The world of communications has undergone a radical, massive and brutal transformation over the last 10 years, under the relentless drive of the twin forces of digitization and globalization. The crumbling of established business and governance models, coupled with an increasingly global audience with different standards and values has profoundly undermined the dissemination of information, the building of reputations... even modern day warfare is increasingly based on propaganda guerrilla tactics fought on YouTube more than in the field, as the Islamic State mediatic offensive has proven.

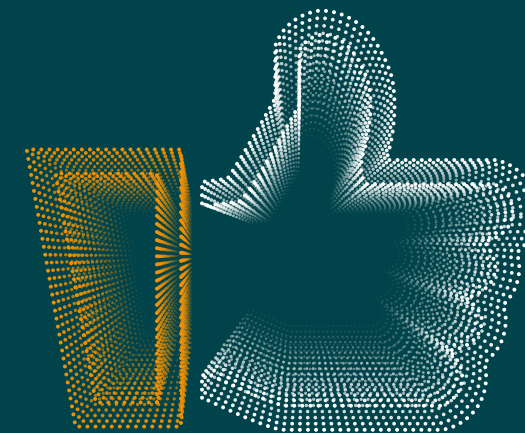
These issues are relevant for anyone in the communication profession: the distinction between the different roles is blurring, leading to confusion as to what is what and who is who. We must take upon ourselves the task of redefining the playing field: I guess that - without consciously anticipating it - this is precisely the ultimate goal towards which the World Communication Forum has been evolving over these six years, as the only truly global, truly diverse platform over which such a discussion can establish a set of shared best practices to restore the trustworthiness of Communications.

”



WORLD COMMUNICATION FORUM ASSOCIATION

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THE FORUM 2015
AND GET SPECIAL
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- Forming a cross-border and cross-cultural community of professionals and increasing its strong global influence via an agenda focused on communications, media, public relations, branding and leadership.
- Proceeding from the idea of communication as a key factor in the development of the humanity and aiming to intensify the the research of future specifics: new behaviour models, educational models, recognition and influence.
- Supporting young professionals by financing cross-national internships for students from communications schools.
- Supporting the annual World Forum "Communication on Top" in Davos as a platform for discussion that shapes the global communications agenda and foresees the influence of different media channels on society, business and the communications industry.

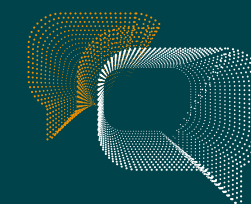


For 6 years in a run, the WCFDavos community has quickly developed, uniting dedicated professionals who have today chosen the role of key change-drivers in the new communication world. These are colleagues who don't look upon our profession just as a business service or source, but use it actively as a key force in the progress of humanity. Today, we stand united in the foundation of a social non-profit organization, aiming to increase our professional community's influence on the global development of the world. You are welcome to share our vision for the future by contributing to the WCFA with active and devoted participation in its organizational and work projects.



YANINA DUBEYKOVSKAYA

WCF Committee co-Chair, President of the
World Communication Forum Association



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Davos, Switzerland
E-mail: yana@forumdavos.com
Tel: +41 76 277 1087



Forum Moderator:

STUART BRUCE

Digital Communications, Online PR blogger,
Trainer, and Consultant (UK)

MODERATOR OF THE 1ST DAY & ROUND-UP OF THE FORUM

Stuart Bruce is an expert in digital corporate communications and a popular online PR trainer and consultant. Founder of international digital corporate communications and online PR training consultancy Stuart Bruce Associates working with clients in Europe and the Middle East including EU agencies, multi-national companies and governments in Europe and the Middle East.

Top 10 of world's PR blogger, one of the first in 2003. Elected national council member of the Chartered Institute of Public Relations and founder member of its social media panel. Former director of communications for two senior UK government cabinet ministers.

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.



GUNTRAM KAISER

Managing Director of Kaiser
Communication GmbH (Germany)

MODERATOR OF THE 2ND DAY

Guntram has more than 25 years of experience in international Public Relations and Strategy Consulting, Crisis Communication and Issue Management for his clients in Germany, Russia, Asia and other parts of the world.

In the 1990s he was Managing Director at Weber Shandwick. In 2003 he founded his own communication agency KaiserCommunication GmbH. The agency's USP is the strong orientation on international clients and international projects. Among his present clients are e.g. The Federal Foreign Office (Germany), the international media project Russia Beyond The Headlines, The Malaysian Timber Council, the Federal Agency Rosstrudnichestvo (Russia). The agency is a full service agency offering its clients a wide range of the various PR instruments (media work, online media, social networks, publications, events, trade fairs, Governmental Relations, Public Affairs).

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Tailor made:

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Flexibility:

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Contact:

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DISCUSSION

Panel discussion:

GLOBAL COMMUNICATIONS AGENDA 2015.

Panel moderator:



GIANNI CATALFAMO, WCFDavos Committee co-Chair and Founder of cc:catalfamo (Italy)



KARA ALAIMO, PH.D.

Assistant Professor of Public Relations, Hofstra University (USA)

Dr. Kara Alaimo is Assistant Professor of Public Relations at Hofstra University in New York. She is a specialist in international and political communications. Dr. Alaimo earned her Ph.D. at the City University of New York, where she researched her doctoral dissertation on how the administrations of U.S. Presidents Barack Obama and George W. Bush attempted to shape media coverage of the economy.

In 2011, she was appointed by U.S. President Barack Obama as Spokesperson for International Affairs in the U.S. Treasury Department, where she communicated global economic diplomacy initiatives. From 2012-2013, Dr. Alaimo was Head of Communications for the Secretariat of the United Nations Secretary-General's High Level Panel on the Post-2015 Development Agenda. She also served as media adviser to Jim Yong Kim during his successful 2012 campaign for the World Bank Presidency.



SERGEY ZVEREV

President of CROS Public Affairs & Public Relations Company, Professor of The National Research University: Higher School of Economics, Head of Integrated Communications Department (Russia)

Founder and president of the Public affairs & Public relations Company CROS. In early 90's, he was among other economists who created the program «500 days». Became one of the founders of the NTV company and newspaper «Segodnja». Worked as Deputy Chief of Staff of the Presidential Executive Office.

Member of the Public Council at the Ministry of Defence of Russia, the Council of Foreign and Defence Policy (CFDP), the European association - Institute of Public Relations (IPR), PRGN international association of independent PR agencies. Co-Chairman of the Russian Public Council on Education Development, and an honorary member of the Academy of Social Sciences.

Head of the Integrated Communications School at the Higher School of Economics. In 2010 he became a laureate of the 10th National Media Business Award – named «Media Manager of Russia» in the category 'For contribution to the industry development'.

Panel discussion:

GLOBAL COMMUNICATIONS AGENDA 2015.



BHARAT PATEL

Chair & Managing Director of Sandhya Prakash Group, Editor of Dainik Sandhya Prakash (India)

Chairman and Managing Director of Sandhya Prakash Group - Central India's Leading Business House involved in Publishing, Packaging and are expanding into Real Estate / Infrastructure.

Dainik Sandhya Prakash is one of the leading Evenings of Bhopal. Under the vision & leadership of Mr. Bharat Patel, Sandhya Prakash Group has gradually shifted the balance toward its retail and infrastructure sectors. This reallocation was conducted to capitalize on the massive requirement of Retail & Infrastructure in India. Demand for Organized Retail is stable in industrial countries and is rising in emerging markets like India in pace with the increase of disposable income and use of the lifestyle products.

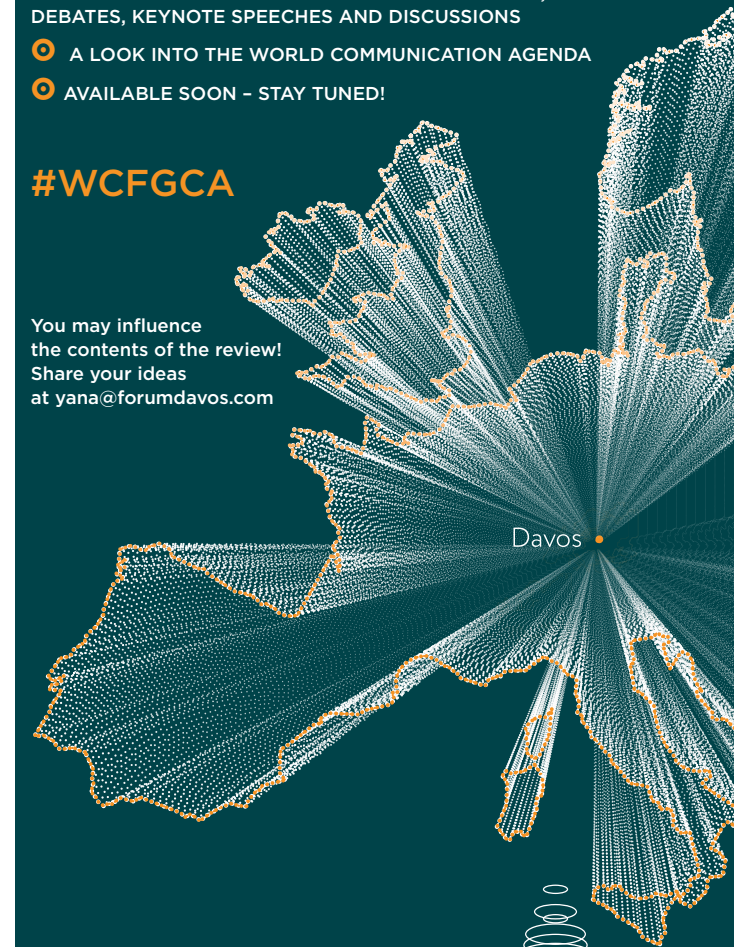
Sandhya Prakash Limited is aiming to conduct business in two blocks: Publication and Paperboard Products on the one hand and Retail and Infrastructure on the other.

WORLD COMMUNICATION REVIEW 2015

- THE FIRST PRINT EDITION FROM WCF EXPERTS
- SUMMARY OF THE MOST IMPORTANT WCF IDEAS, DEBATES, KEYNOTE SPEECHES AND DISCUSSIONS
- A LOOK INTO THE WORLD COMMUNICATION AGENDA
- AVAILABLE SOON - STAY TUNED!

#WCFGCA

You may influence the contents of the review! Share your ideas at yana@forumdavos.com



WCF

WORLD COMMUNICATION FORUM ASSOCIATION

WORLD COMMUNICATION FORUM IN DAVOS

Panel discussion:

GOVERNMENT
AND COMMU-
NICATIONS –
DEVELOPMENT
AND REGULA-
TIONS.

Panel moderator:



**ANDREY
BARANNIKOV,**
CEO of SPN
Communications,
Russia



FAITH MUTHAMBI

Minister of Communications,
Government of the Republic of South Africa

Ms Muthambi is the Minister of Communications of the Republic of South Africa with effect from 26 May 2014. She is a Member of Parliament of the Republic of South Africa and had been a member of the Pan African Parliament from 2009 to 2014. She served as a chairperson of Thohoyandou BMF branch and remains a member of the branch.

She is currently a member of the Provincial Executive Committee of the African National Congress in Limpopo, a member of the Provincial Working Committee and a Convener of the Legislature and Governance Sub-committee.

Ms Muthambi is an admitted attorney of the High Court of South African, a member of the Black Lawyers Association and of the South African Women Lawyers Association.



DR. HASSAN FALHA

General Manager of the Ministry of
Information in Lebanon

Information Ministry General Director since 1999. Former Information Ministry Consultant. Represented the Information Ministry at the Arab Information Ministers' Conference for more than a year.

Cabinet Commissionner for Tele Liban. Member of the Supreme Beirut Advisory Committee "World Book Capital City 2009". Lecturer at the Lebanese University.

PH.D in Education from Saint Joseph University titled "Centralization and Decentralization in the Lebanese Education Administration".

Panel discussion:

GOVERNMENT
AND COMMU-
NICATIONS –
DEVELOPMENT
AND REGULA-
TIONS.



NALIN KOHLI

National Spokesperson of the Bharatiya
Janata Party (BJP), the ruling political party
in India

Nalin is a political personality with over two decades of professional experience in the Education Sector and the Media and Entertainment Industry. National Spokesperson of the Bharatiya Janata Party (BJP), the ruling political party in India. Nalin is also a National Executive Member of the BJP and incharge (Prabhari) for the state of Mizoram and member of the BJP's Committee for the North East Region.

Earlier, Nalin was Incharge of the All India Publicity Department of the BJP. He was also the Co-Convenor of the BJP's Policy Formulation Action Group (PFAG). Mr.Yashwant Sinha, former Finance and Foreign Minister of India was the Convenor of the BJP's PFAG. He has also been the Convenor and Co-Convenor of the BJP's National Media Cell from August 2003 till December 2009.



DR. REFAT ALFAOURI

Director General, Arab Administrative
Development Organization, Egypt

Director General of the Arab Administrative Development Organization – League of Arab States, since 2007 to present. Throughout this period, he has led the organization's strategic mission in promoting administrative development in the Arab World through an effective partnership framework. To this end, Prof. Alfaouri works with several government officials, regional organizations, and international organizations in fostering innovative and advanced strategies within the Arab region that address different aspects of administrative development.

Prof. Alfaouri holds several honorary positions, including member of the Higher Coordinating Committee of the Arab Cooperative Work, and member of the Advisory Board of the OECD-MENA Region. Prof.Dr. Alfaouri obtained his PhD in Public Policy Analysis and Administration from Saint Louis University, USA in 1990.

Panel discussion:

DIPLOMACY
2.0

Panel moderator:



**RANIA ABDEL
RAZEK,**
Head of
Diplomatic,
Touristic and Real
Estate Group
at the Arab
Administrative
Development
Organization
(ARADO) in
Egypt



KRISTINA LARISCHOVÁ

Junior Deputy Minister of the Chancery,
Director of the Public Diplomacy Department,
Ministry of Foreign Affairs of the Czech
Republic

Kristina Larischová's portfolio includes policy-planning as well as public diplomacy and MFA's external communication strategy. Together with Deputy Minister Petr Drulák she oversaw and managed the policy review process at the Czech MFA which transformed into the new Czech Republic's foreign policy strategy. The section she directs includes, among others, the Department of Public Diplomacy and the Press Department.

Prior to her position at the Ministry of Foreign Affairs, Mrs. Larischová focused on the topics of Czech-German relations and European integration.



PETER SUSKO

Press Department Director, Ministry of
Foreign and European Affairs of the Slovak
Republic

Peter Susko is a well-known figure in the media sector in Slovakia. Prior to accepting the job of the Director of the Press Department at the Ministry of Foreign and European Affairs of the Slovak Republic, he worked for various media outlets, both public and private, mostly holding top positions in news departments.

In the 90s he worked as foreign correspondent of the Slovak Radio in Rome, Italy and in Washington, D.C. He also has ample experience from working in printed media. He organizes and leads media trainings for public and private entities and individuals.

Panel discussion:

DIPLOMACY
2.0.



MORTEN WETLAND

Partner and Director of International Relations
at First House, former ambassador of Norway
at the UN, former State Secretary at the
Office of the Prime Minister in Norway

Morten Wetland has a background in politics, diplomacy and law. He worked professionally and politically with energy and environmental issues from his work with the Brundtland Commission of the United Nations in the 1980's up until his term as UN ambassador.

Wetland has 12 years of experience from the Office of the Prime Minister where he has served as State Secretary for Gro Harlem Brundtland and Jens Stoltenberg and for a brief period in the Ministry of Oil and Energy. He knows the political process in detail. As a former European Director of Statkraft, he has firsthand knowledge of the Norwegian and European power industries. He has experience as ambassador to Germany as well as in heading important negotiation processes for the Norwegian Government.



MUSTAPHA KHALFI

Minister of Communications, Spokesperson of
the Government, Kingdom of Morocco

Mustapha Khalfi was appointed by H.M. King Mohammed VI as the Minister of Communications and the Government's Spokesperson in 2012 and during the government reshuffle in 2013. He is also a member of the general secretariat of the Justice and Development party and a member of the executive office of the Uniqueness and Reform Movement.

Mr. Khalfi has been practising journalism since 1997 and has served as editor-in-chief and then publisher of the Moroccan daily newspaper "ATTAJDID". He is also an active member of the Moroccan Federation of Newspaper Publishers.

In 2013, Mr. Khalfi presided the Diplomatic Conference in Morocco, a high-level event which concluded successfully with the adoption of the Marrakesh treaty to facilitate access to published works for persons who are blind, visually impaired, or otherwise print disabled.

DISCUSSION

Panel discussion:

DIPLOMACY
2.0

Panel moderator:



RANIA ABDEL RAZEK,
Head of
Diplomatic,
Touristic and Real
Estate Group
at the Arab
Administrative
Development
Organization
(ARADO) in
Egypt



DR. ZOLTÁN KOVÁCS

International Spokesperson of the
Government of Hungary

Dr. Zoltán Kovács is the international spokesperson of the Hungarian Government.

He holds a PhD degree in History from the Central European University and has gained a wide range of experience through international scholarships at the University of Oxford and the University of London for instance.

He was a Lecturer at the Kossuth Lajos University in Debrecen (1995-2000), an Assistant Lecturer (later Senior Lecturer) at the University of Miskolc (1999-2004) and the University of Debrecen (2004 to present).

He started his political career as an elected member of the Debrecen City Council in 2006 and later he was elected Minister of State for Government Communications and Public Relations (2010-2013), and Minister of State for Social Inclusion (2013-2014).



MOHAMED SIAD DOUALE

Ambassador in Switzerland of the Republic of
Djibouti

He assisted the preparation and submission of Djibouti's investment policy review in April 2013. Similarly, he assured follow-up of all the development stages of the report on Djibouti's trade policy review to the WTO in October 2011.

Prior to being appointed Ambassador of the Republic of Djibouti to the United Nations, the WTO and the Swiss Federal Council (Sept 2006), Ambassador Mohamed Siad Douale served as a special envoy to the Somali peace process in as a member of the Facilitation Committee of the IGAD countries. The Ambassador served on behalf of the African Group as Vice-Chairman of the Council of Human Rights and as Vice-President of the Council of Trade and Development (UNCTAD) at the 54th session.

Panel discussion:

DIPLOMACY
2.0.



ROMAN VASSILENKO

Chairman of the Committee for International
Information at the Ministry of Foreign Affairs,
Republic of Kazakhstan

In 2009-2012, he served as Chairman of the Committee for International Information of the Ministry of Foreign Affairs of Kazakhstan, overseeing the communications for the Ministry during such important periods as Kazakhstan's chairmanships in the Organization for Security and Cooperation in Europe (2010) and the Organization of Islamic Cooperation (2011-2012).

In 2012-2013, Roman Vassilenko worked as Deputy Director of The Nazarbayev Center, playing an important role in the initial set up of this multifunctional scientific, analytical, humanitarian and educational public institution.

From April 2013 to April 2014, he worked as Ambassador-at-large at the Ministry of Foreign Affairs overseeing the global communications efforts of The ATOM Project, among other activities. In April 2014, he was reappointed Chairman of the Committee for International Information of the Ministry of Foreign Affairs of Kazakhstan.



ONLINE
WCF

MAIN COMMUNICATION INDUSTRY
DISCUSSIONS, NEWS & EVENTS
ACROSS THE WORLD:

#WCFDAVOS
#WCFGCA

Panel discussion:

HOW TO ENGAGE THE GLOBE: INVESTMENTS AND PLACE BRANDING.

Panel moderator:



GABOR HEGYI,
Founding
Managing
Director
of Capital
Communications
(Hungary)



MARC PUIG I GUÀRDIA

Barcelona City Council's Chief Marketing and Information Officer (Spain)

Marc Puig i Guàrdia is Barcelona City Council's Chief Marketing and Information Officer whose responsibilities include marketing the city and driving the brand as a strategic asset for competitiveness. He also manages the city's public information services and relations with the local residents through various corporate channels.

As a brand manager, over recent years he has implemented a new citizen-oriented positioning strategy for the Council, engaging the local residents in promoting the city's global image abroad. Among other key initiatives, he has launched a new corporate identity and campaign plan concept that is not only sustainable, but also consistent with the positioning strategy.



LEV GORDON

co-Founder, IZHEVSK Association for City Development (Russia)

Lev Gordon has a fine taste for building partnerships through communication and unlocking hidden potential in people, organizations and the cities. Lev worked in the area of communications, marketing and PR in Europe, Asia, Middle East, Africa and North America since 1997, including positions of Director of Strategic Relationships, Director of Global Business Development, Director of Communications, Marketing and Strategy at ING Group NA out of Amsterdam and New York in 2000-2008. In his roles Lev was responsible for brand and product communications with group affiliates, strategic partners and customers on 5 continents.

Lev loves facing challenges and knows that "any obstacle could be overcome". His mission is to turn his native city of Izhevsk into world's leading city in innovation, as well as to turn Russia into a modern progressive country that sets standards in unlocking its people's co-creative potential.

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20-23
MAY
2015

IZHEVSK 
Smart city with a soul

URBANFEST18.RU

Panel discussion:

COMMUNICATIONS & LEADERSHIP. HOW CAN COMMS HELP YOUR COMPANY BE #1?

Panel Partner:
MOL Group
(Hungary)



Panel moderator:



NURUL SHAMSURI,
Campaign
Manager for
Parliamentary
& Party Seats
Candidate
in Malaysia's
General and
Party Elections
in 2008 and 2014,
Director of Lubri
Oil Corporation
(Malaysia)



COLIN BYRNE

CEO of Weber Shandwick
for UK & EMEA (UK)

Colin Byrne is one of the UK's leading PR practitioners with thirty years' experience spanning domestic and international public relations programmes, communications and campaign strategy, politics and public affairs, CSR and issues management. He joined Weber Shandwick in 1995, rising to lead the public affairs practice in London in 1997. He is now CEO of the firm's UK & EMEA network and a senior member of the global management team.

Clients at Weber Shandwick have included: BBC; Nespresso; Nestle; City of Paris; The British Foreign Office and IKEA. For eight years in a row, Colin appeared in GQ's annual "100 Most Influential Men in Britain" ranking. He has appeared on BBC TV's 'Question Time' and is a regular commentator and speaker on communications issues.



DOMINIC KÖFNER

Vice President Corporate Communications,
MOL Group (Hungary)

Dominic Köfner joined the MOL Group management team as Corporate Communications Vice President in the beginning of 2013. Prior to joining MOL Group, Mr. Köfner occupied various key positions in Corporate Communications. From 2010 to 2012 he was responsible for Corporate Communications and Spokesperson for Hypo Alpe Adria Group implementing a change communications process in ten countries.

Before that he was Head of Corporate Communications & Investor Relations for MAGNAT Real Estate AG. Mr. Köfner holds a Master of Arts (M.A.) in Political Economics from J.W. Goethe University, Frankfurt and is an alumnus from University of Wales Swansea, United Kingdom. He also acquired the degree of a Certified Investor Relations Officer (CIRO) at the Frankfurt School of Finance & Management.

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Panel discussion:

COMMUNICATIONS & LEADERSHIP. HOW CAN COMMS HELP YOUR COMPANY BE #1?

Panel Partner:
MOL Group
(Hungary)



ADVAIT DIKSHIT

Director of AND Consulting, mentor, professional coach, Anahat-Certified MBTI (India)

Advait Dikshit has been the Director of AND Consulting in Mumbai, India for the last 14 years. Over the past 11 years Advait has been consulting in the domain of leadership and peak-performance. He has contributed to global organizations including: MSL, Price Waterhouse Coopers, Barclays, JP Morgan, GE, DSM.

His signature strength is to help people open up, step out of their comfort zone and risk change. A compelling facilitator and speaker, his professional work is driven by the motto "If Knowledge is the vehicle, Experience is the engine and Emotion is the fuel". In May, he will walk the Negev desert of Israel on foot – a 400 miles journey. Duration: 2 months



SOLLY MOENG

Managing Director of DonValley (South Africa)

Solly Moeng is an experienced General Manager with specialization in holistic Brand Management and Strategic Marketing & Communications. Head of Corporate Communications & PR at Woolworths, SA. President of the Public Relations Institute of Southern Africa (Accredited Public Relations Practitioner);

Worked as Business Development & Marketing Manager of Mesure, a South African subsidiary of the French multinational construction company "Bouygues Travaux Publics, Basil Read". He also occupied the Marketing & Communications Manager position for CapeNature and the South African Biodiversity Institute which is in charge of the world famous Kirstenbosch, Cape Town, and eight other National Botanical Gardens in South Africa. He is now enrolled for a PhD at the University of Cape Town (UCT), focussing on how the nuclear industry integrates media in its crisis communications.

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have ideas

IZHEVSK

smart city
with a soul

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ideas together!

*Come with your ideas!
Join us!!! Denis*

Denis Agashin, head of Izhevsk administration.



URBANFEST 20-23 MAY 2015
IDEAS FOR CITIES

URBANFEST18.RU

Panel discussion:

COMMUNICATIONS
IN ASIA –
SPECIFIC
FEATURES.

Panel moderator:

YOGESH
JOSHI, Co-Chair
of WCFDavos
Committee,
President of ABCI
(India)



YOGESH JOSHI

Co-Chair of WCFDavos Committee,
President of ABCI (India)

Yogesh Joshi works 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 at the Group Head Quarters of the Tatas at Bombay House, Mumbai.

He has been elected as the National President of the Association of Business Communicators of India (ABCI), an organization with 56 glorious years, for the fourth consecutive time, a record never set before. He has changed the face of this association merely in two years, and raised it to internationally know organization.

One of his outstanding and pioneering achievements is to benchmark the Indian PR & Communication Professionals, a practice that he has introduced in India by of awarding a Fellowship of the “Brains Trust” of ABCI. While face-lifting the organization, he knitted sources and resources together to make the association financially strong and self-sustaining.



KIM KYONG-HAE

CEO and President of Communications
Korea (South Korea)

Kim Kyong-Hae, APR, is the founder and president of Communications Korea, one of the oldest local PR consultancy groups, and a representative consultant at The Korea Institute of Crisis Management and Strategy. He is often referred to as the “pioneer of the Korea’s PR industry” and the “Father of Public Relations” in Korea, for he has a considerable experience in the PR and crisis management industry.

Communications Korea was founded back in 1987 as the nation’s first public relations agency and Kim is also the key founding member of the Korea Public Relations Association (KPRA). He has written four books on crisis management and marketing, including the popular “Companies that overcome crisis, companies that crumble with it.”

In 1999, the Korean Government awarded him with a presidential citation for his contributions in publicizing governmental policies.

Panel discussion:

COMMUNICATIONS
IN ASIA –
SPECIFIC
FEATURES.



ZHAO DALI

Executive VP & Secretary General of China
International Public Relations Association
(China)

Zhao Dali is Executive Vice President & Secretary General of China International Public Relations Association since 2010.

Born at Changchun, Jilin province in 1968; Manchu. Graduated from Department of Mathematics of Northeast Normal University in 1990; meanwhile, worked at Agricultural Reclamation Administration of Heilongjiang Province. Changed to Department of Asian Affairs of China’s Ministry of Foreign Affairs.

Served as Research Director, Deputy Secretary General, etc. at Asia-Africa Development & Exchange Society of China in 1996. (Graduated from Institute of World Economics, Chinese Academy of Social Science as a postgraduate student).



DR. RAVIRAJ AHIRRAO

Founder and Chairman
of Vasturaviraj Group (India)

Dr. Raviraj has been a nationally and internationally acclaimed authority in the field of Vastushastra (Indian Fengshui) for the past seventeen years. He is the Founder of Vastushastra Education Research Foundation and Chairman of Dr. Raviraj Vastu Spiritual Services Pvt. Ltd. Two more companies associated with his name are: Sunraj Manufacturing & Marketing Pvt. Ltd. and Vasturaviraj Designs Pvt. Ltd.

Recognized as regular lecturer at several social, cultural, industrial, academic institutions, associations of business, developers, corporates, chambers of commerce, real estate and infrastructure companies & expert with 29000+ satisfied clients across the globe, 6000+ students, 3000+ individual Vastu consultants -aiming to develop 50k Vastu consultants and thus make Vastushastra a global service industry. Phd (Doctorate) in Indian Vastushastra awarded by International Open University, Colombo.

Panel discussion:

EMPLOYEE COMMUNICATIONS.

Panel leader:

DR. EVGENIYA SHAMIS, Founder and CEO of “Sherpa S Pro”, Founder and Coordinator “RuGenerations”, Co-Founder, International workshop “Innovation and clusters: business opportunities” (Brazil)



DR. EVGENIYA SHAMIS

Founder and CEO of “Sherpa S Pro”, Founder and Coordinator “RuGenerations”, Co-Founder, International workshop “Innovation and clusters: business opportunities” (Brazil)

Co-Founder, International workshop “Innovation and clusters: business opportunities” (Brazil). Founder and Coordinator, “RuGenerations – Generation Theory for Russia”. Advisor to Vice-Governor - Minister of Economy, Trade and Investments of Samara region (Russia)

Strategist, visionary, expert, advisor, practitioner. Dr. Shamis is an expert in 4 areas: Cluster development, Cross-generational interaction, Human capital development, BRICS. In her professional experience there are over 20 years of work with executive and project teams on development, implementation of sustainable development projects for corporations, regions, cities. Evgeniya is driven by her mission to make places where people live and work better, more comfortable and successful, of higher life-quality. Dr. Evgeniya Shamis has PhD in Psycholinguistics.



VERA BOYARKOVA

Participating as HR Director, Leroy Merlin (Russia)

Vera Boyarkova has been working in Leroy Merlin Russia since 2006. She started her career at the first Leroy Merlin store in Russia and gradually evolved into the current HR Head of the company.

Ms Boyarkova is also one of the Members of the Board of Directors in Leroy Merlin Russia.

Prior to that, she acted as Head of HR Department in TransCreditBank. Ms Boyarkova has a National Diploma in Law, issued by the University of the Ministry of Defence.

Panel discussion:

EMPLOYEE COMMUNICATIONS.



MICHAEL HERMANN

CEO for Switzerland, Great Place to Work (Switzerland)

Michael Hermann is the CEO of Great Place to Work® Institute in Switzerland since 2012. He studied business administration in Germany. Out of curiosity for the human behavior in work life, he studied psychology specializing in industrial and organizational psychology at the university of Innsbruck in Austria.

Subsequently, he worked for an international HR-consulting company in the field of “Talent and Organizational Consulting” for several years. He was responsible for employee surveys and employee engagement in Central Europe. He managed the team and international projects on talent management, employer branding, communication and leadership development. He lives in Zurich since 2008, and since 2009, he has been giving lectures at the Fachhochschule Nordwestschweiz in applied psychology.



SUJIT PATIL

Vice President Corporate Communications, Godrej Industries Limited (India)

Sujit has over the past 16 years, worked across all the facets of business communications. Proud to be associated with Godrej Industries Limited and Associate Companies as the Vice President and Head of corporate communications. Prior to joining the Godrej group, he has had very fruitful stints at the Tata group (9 years), Larsen and Toubro Limited (3 years) and Emerson Process Management.

In the past 10 years, Sujit and his team have won over 150 awards from National/International forums like NHRDN, EREHWON, CII, PRCI, ABCI and IABC for excellence in internal and external communications. Sujit plays an active role in various industry bodies and is currently the Chairman of the leadership development group of the BCCI's Young Bombay Forum (YBF). He has been associated with various CII initiatives, the most recent being the India@75 call for action movement and the national volunteering week, where he was involved in the national outreach and communication.

INDUSTRY GAME

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Media,
Business.

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of the game
will have an
opportunity
to design
a perfect model
of interaction
between
government,
business
and media.



ELENA BRANDT

WCF Davos Content Manager (Russia),
Corporate Education Manager, SPN
Communications

Elena Brandt is involved in WCF organization since the forum first edition in 2009. Founding member of WCF Association.

As well, Elena holds the position of Corporate Education Manager at SPN Communications (Russia). Leader of "Communication Laboratory" project, aimed at developing science communications. Elena received Silver Archer Award for this project in 2015.

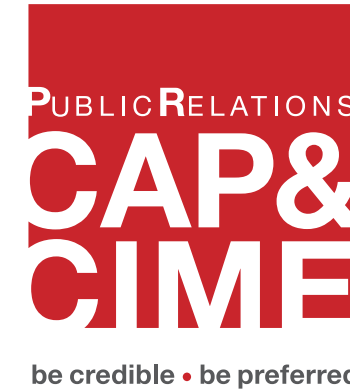


EKATERINA LAVROVA

WCF Davos team member,
PR director at Depot WPF (Russia)

Ekaterina Lavrova has been working in communication industry since 2006. She participated in the concept development and organization of several international events dedicated to PR & marketing, among them: the World Communication Forum in Davos and the EuroViral Festival in Burgas. Founding member of WCF Association.

In 2011 Ekaterina joined Depot WPF, which is recognized as one of the leading branding agencies based in Russia. She is responsible for the PR strategy, all self-promotions and non-commercial projects of the agency.



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C4F DAVOS

Communication for Future

Annual Excellence Awards for Communication Professionals

The C4F Davos Awards recognize outstanding communicators with new professional approach and outstanding vision for the future of the communications industry worldwide. The Awards are to be given to professionals with strong influence on the global improvement of communications - in their broad sense.

The C4F Davos Awards Regional is a local award for outstanding professionals who have influenced at large the communication industry in a certain region or a country.



See the future, and the future will see you!

Who are the C4F winners for 2015?
Find out at C4F Davos Awards Gala Ceremony!

10 March 2015, 20:00
Location: Garden Hall, Morosani Schweizerhof,
Promenade 50, 7270 Davos Platz
c4fdavosaward.com



TITAN OF THE FUTURE

We live in the New Renaissance era, when a new type of people emerges - people, who are creative in every aspect, available 24/7, committed to maintaining high business and ethical standards of true global leaders. Some call them multi-taskers, but we consider them to be the re-born Leonardos, the new Titans of our new epoch.



CITY OF THE FUTURE

Today, most cities need to operate along business-like lines and, much like most businesses, they need strong brands by their side to flourish. This Award recognizes outstanding professionals engaged in city branding, brand management, and promoting new communications practices on municipal level.



MEDIA OF THE FUTURE

Not long ago we used the term New Media, while currently we often tend to mention Traditional Media and we witness rapid changes in the media industry as a whole, due to which we have become - more than ever - mobile, interactive and social. The Award in this category is granted to those who foresee the next step in media development.



RELATIONS OF THE FUTURE

Corporations usually define the state of economics, while corporate communications help to build up competitive advantages. This Award recognizes masters in Reputation Management, Crisis Communications and Corporate Social Responsibility.



IDEA OF THE FUTURE

Nominees for this Award are representatives of the innovative, creative economy, where communicating what does not yet exist has become a key factor in the development of adequate communication environment for innovations.



EDUCATION OF THE FUTURE

Improving education means improving the future. In this category, the Award will go to master communicators conceiving of and championing innovative approaches to education, promoting creativity among students, and creating powerful brands in education.



IMAGE OF THE FUTURE

Visualization has become the language of the future. Nominees for this Award are professionals who create stunning images and develop the visual communications of the future.



TOLERANCE OF THE FUTURE

This special Award, introduced by Oleksandr Feldman Foundation, is granted to outstanding leaders promoting tolerance in communications and making significant contribution to the future of socially responsible communications.



GRAND DAVOS AWARD

Due to be granted to key figures and thought leaders for their contribution to the communications industry, as per WCFDavos standards.

Debate:

CROSS-CULTURAL vs GLOBAL – WHICH SHALL BE THE COMMUNICATION OF THE FUTURE?

Moderator:



FLAVIO OLIVEIRA, Community Manager, PR Consultant and #WCFDavos Ambassador (Netherlands)



RANA NEJEM

Founding Director of YARNU, The Art of Social Intelligence (Jordan)

Cross-cultural comms advocate

As Communications and Public Diplomacy manager, Rana provided Cross-cultural communications advice to British Ambassadors and diplomats as well as Western consultants working in the Middle East region.

Rana founded her own company – Yarnu – in 2013. Yarnu helps people to distinguish themselves by raising their social and cultural intelligence, enabling them to float with ease and confidence from one situation to the other. Yarnu is the first to specialise in cross-cultural communications and business protocol in the Middle East region.



DR. VOLKER STOLTZ

President and founder of the Global Communication Institute, economist, entrepreneur, a renowned authority in Global Communications Strategies, initiator and supervisor of the Global Communication project and lecturer in International Public Relations at the University of Erfurt (Germany)

Global comms advocate

Dr. Volker Stoltz is a German economist, entrepreneur, public figure, lecturer and a renowned authority in Global Communication Strategies. He is the founder and president of the Global Communication Institute, the charity foundation of the GlobCom project with 13 universities in 13 countries across 5 continents. He leads communication, media and International Public Relations studies as a lecturer at the Institute for Communication Sciences, University of Erfurt – the main German organization responsible for the Global Communication project.

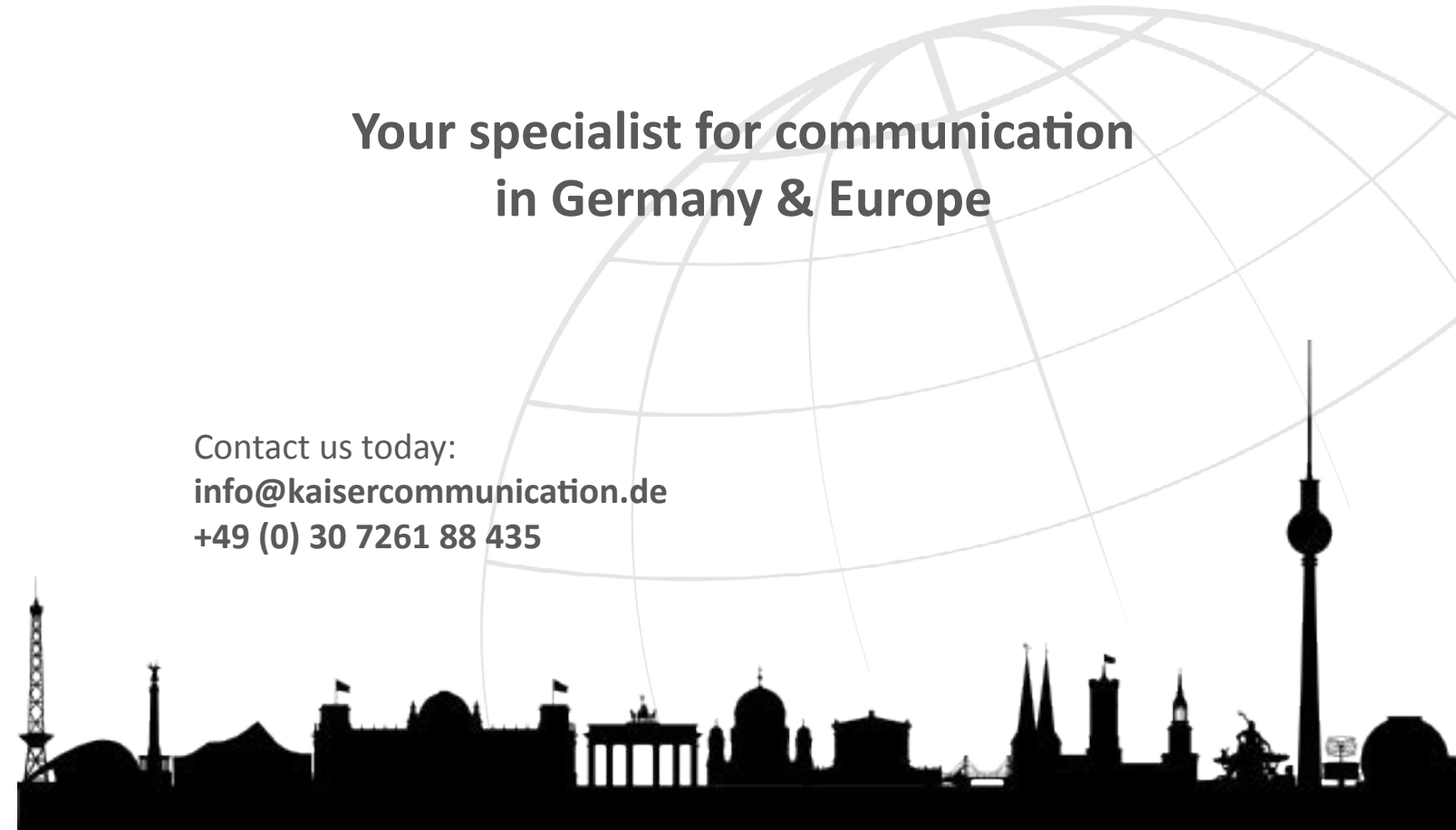
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DISCUSSION

Panel discussion:

WHAT INFLUENCES TRUST IN A BRAND: COMMUNICATIONS VS CUSTOMER EXPERIENCE?

Panel leader:

SAURABH UBOWEJA,
Founder, CEO & Director Brand Strategy at Brands of Desire (India)



SAURABH UBOWEJA

Founder, CEO & Director Brand Strategy at Brands of Desire (India)

Saurabh Kumar Uboweja is a passionate brand strategist, thought leader and domain expert on simplifying complicated brand architectures for organizations across diverse industries: Healthcare & Life Sciences, Technology, IT & Telecom Services, Metals, E-Commerce, Hospitality and Real Estate. He is particularly devoted to advising enterprises on their approach for the next growth markets of the world especially India.

At Brands of Desire, Saurabh works extensively with his team on branding and rebranding projects that involve creating a strategic roadmap for his clients, helping them monetize the true potential of their brands. Brands of Desire (BoD) is Asia's leading brand strategy & design company that is working on laying and strengthening the foundation for the next generation of the world's most desired brands. Brands of Desire has been nominated for the Transform Awards Europe 2014 for two of their recent rebranding projects.



TANUJA KEHAR

Vice President, Corporate Communications at Unitech (India)

Tanuja Kehar has 18 years of rich industry experience spanning across Corporate Communications, Media Relations, Internal Communications, Employer Branding, Crisis Communication & Issue Management, Public Affairs & CSR, Advertising, Branding and Marketing Communications.

Currently, she is Vice President- Corporate Communications at Unitech, a large Indian business-group with interests in Real Estate and Infrastructure. She has worked across global corporations like GE, IBM, Deutsche Bank, Infosys in global Communications leadership positions and in global advertising agencies like J Walter Thompson and McCann Erickson.

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glba | global local branding alliance

Panel discussion:

WHAT INFLUENCES TRUST IN A BRAND: COMMUNICATIONS VS CUSTOMER EXPERIENCE?



SUBHAGATA MUKHERJEE

Head of Marketing and Communications,
Nokia (India)

Subho Mukherjee is an experienced marketing and business development professional with over 12 years of leadership experience in Marketing, Communications, Strategy & Sales Support at leading multi-national companies in Telecom, Software, IT Services and Consulting sectors and exposure across wide range of other industries including Financial Services, Pharmaceuticals, Manufacturing, Oil & Gas.

Subho has specific expertise in the domains of Telecommunication, Information Technology, Outsourcing, Professional Services, Managed Services and Emerging Markets. Subho is responsible for Nokia Networks' (a billion business of Nokia Corporation) marketing, corporate communications (internal and external) and corporate social responsibility for India Region (which employs 16,000 employees, build and manages mobile networks that services close to 300 million consumers and one of the largest multi-national and strongest brands in India).



JÖRG WINKELMANN

CEO & Founding Partner, Brand & Culture
Change Advisor, Ming Advisory (Switzerland)

With more than 30 years of experience in Branding, Marketing & Communications, Joerg Winkelmann has driven culture change in local and global organizations top down and bottoms up. Through coaching current and future generation leaders, he knows how to build strong organizational capabilities, and enable a workforce through times of profound change at large scale and across different geographies. He knows what it takes to take a brand and design strategy from a 360 degree concept to a reality where people and organizations live their values and behave authentically to ensure coherent brand experiences and enduring financial success.

Worked in IBM and came up through the ranks to the position of Vice President Communications for all of IBM's worldwide geographic and go-to-market units. Since 2013, Joerg is Brand & Culture Change advisor to senior corporate and institutional leaders from start-ups to large global organisations.

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Communications Korea, founded in 1987, is the leading PR agency in Korea.

Communications Korea has demonstrated its leadership in various sectors such as destination marketing, public affairs, crisis management, marketing PR, communication consulting for public and local government bodies, media training, etc and has registered a great number of "firsts" in Korea.

Communications Korea has played an essential role in building up PR industry at the initial stage in Korea. CK has a mission to contribute to the steady growth of the PR industry in Korea.

In the business aspect, CK has sought to be 'the client's company' as its highest goal, CK has strived to practice better PR service and support to companies and organizations that are in needs.

For more information, please visit: www.commkorea.com

Kim Kyong-Hae, APR from the Public Relations Society of America (PRSA), founder and CEO of Communications Korea, is often referred to as the "pioneer of Korea's PR industry" or as the "Father of Public Relations" in Korea. Mr. Kim has a vast experience serving for the multinationals operating in Korea. He has written four books on PR and on crisis management <Live On-Site PR Story> <Companies Overcome Crisis, Companies Crumble With it> <Let's PR> and <Big Think PR>.

Mr. Kim's Publications



[Live On-Site
PR Story]



[Companies Overcome Crisis,
Companies Crumble with it]



[Let's PR]



[Big Think PR]

Contact Information

Tel: 82-2-511-8001 Email: kyonghae@commkorea.com

DISCUSSION

Panel discussion:

UNIVERSITIES/
SCIENCE/
INDUSTRY
PARTNERSHIP.

Panel partners:
RVC (Russia),



INCISCO
(Germany)



Panel moderator:



PROF. UDAY
SALUNKHE,
Director at
WeSchool,
Senate Member
at Mumbai
University (India)



MARSHALL SPONDER

Faculty lecturer at Baruch College of the Zicklin School of Business, Program Director of the Online Course on Social Media and the Arts at Rutgers University, leading SM Metrics/Web Analytics/SEO expert and owner of webmetricsguru.com (USA)

Marshall Sponder is an independent Web Analytics and SEO/SEM specialist working in the field of market research, social media, networking and PR. He provides digital data convergence generating ROI and develops data metrics, KPI's and dashboards that drive businesses by setting and evaluating benchmarks. For nearly a decade now Marshall has been influencing the development of the industry, lately focusing on Social Media Metrics.

He also possesses considerable in-house corporate experience as a group leader at IBM and Monster, combined with contract work at Porter Novelli PR, small businesses and start-ups. He has been consulting various B2B clients, New York Times, US Magazine, TheNewMarket, Havana Central, and many architects & digital ad agencies, including The House Designers and Alan Mascord Homes. He has also provided real time web tracking and attribution metrics for large brands such as Gillette, Laughing Cow, etc.



EVGENY KUZNETSOV

Deputy CEO and Director of Project Management Office at RVC (Russia)

Evgeny Kuznetsov 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 analysis. His track record includes a number of copyrighted methodologies of social-political and technological forecasting. Afterwards, he was a pro-active participant in federal and regional election campaigns.

In 2006, jointly with Simon Kordonsky, he established the Foundation for Assistance to Science, Education and Medicine. In 2009, Mr. Kuznetsov became Head of Committee of Science Community Communication of Russian branch of IABC (The International Association of Business Communicators).

Since the late 2009, he worked as Director of the Department of Development and Communications, later - as Director of Strategic Communications of RVC. Since April 2014, he acts as Deputy CEO - Director of Project Management Office, and a Board Member of RVC (OJSC).



RVC
www.rusventure.ru
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DISCUSSION



Panel discussion:

UNIVERSITIES/
SCIENCE/
INDUSTRY
PARTNERSHIP.

Panel partners:
RVC (Russia),



INCISCO
(Germany)

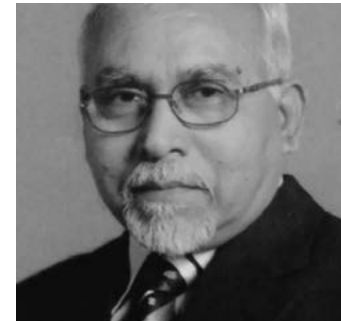


PROF. ALEXANDER GERBER

Founder and Scientific Director of INCISCO (Institute for Science & Innovation Communication) and Professor at the Rhine-Waal University (Germany)

Prof. Gerber advocates using and developing innovative means of communicating science and technology. Calling for an 'Open Science Communication' he focuses his research and teaching on societal responsibilities of academia, stakeholder management, policy-making and the innovation communication.

At Rhine-Waal, an international university on the border between Germany and The Netherlands, Prof. Gerber is responsible for the only full-fledged 3,5-year science communication degree programme in Europe, which is entirely taught in English. On the basis of training the usual skills such as storytelling or communication management, this degree programme also covers areas such as 'public engagement' and 'scientific citizenship'. "Our graduates will be well-equipped, with both strategies and tools of trade, to succeed in an increasingly complex, demanding, or even hostile work environment", says the course leader while emphasising the importance of employability.



DR. VIJAY KHOLE

Vice Chancellor of Amity University, former VC of Mumbai University (India)

Dr. Vijay Khole is a unique combination of excellent academic career along with outstanding achievements in academic administration not only as Director, Institute of Science, Aurangabad, but also as Founder Registrar of Swami Ramanand Teerth Marathwada University, Nanded, Pro-Vice Chancellor of University of Mumbai and finally reaching to the post of Vice-Chancellor, University of Mumbai.

Dr. Khole has worked as Vice-Chancellor of University of Mumbai for a complete term of five years. After departing from University of Mumbai in September 2009, Dr. Vijay Khole has worked as President, Kohinoor Education Trust for four years, and as President, Jaro Education for about a year. He has also worked as an Advisor on several Educational Institutes / Trusts to provide the input for academic excellence. Now, Dr. Vijay Khole has taken over and is working as the First Vice Chancellor of Amity University, Mumbai, the First Private University of Maharashtra since September 2014.

What do we do?



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to understand communication
to communicate science**

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office@inscico.eu

Your contact at WCF / CERN session:

Prof. Alexander Gerber, Research Director
@inscico

DISCUSSION

Panel discussion:

MODERN AND COMPETITIVE EDUCATION IN COMMUNICATIONS.

Moderator:



PHILIPPE BORREMANS, PR professional in Corporate Communications and Reputation Management, Chief Social Media Officer of Van Marcke Group, guest-lecturer at ISCAE, Ghent University, Vrije Universiteit in Brussels and at the Belgian Military Academy (Belgium)



PROF. CARLO CARNAVALE-MAFFÈ

SDA Bocconi School of management, Università Bocconi (Italy)

Carlo Alberto Carnevale-Maffè teaches Strategic Management at Bocconi University School of Management (Milan), where it has been director of the Master in Strategy. He also taught at the Steinbeis University (Berlin) and was visiting lecturer at the Senior Executive Program of Columbia Business School (New York).

He serves as strategy adviser and independent non-executive director in the board of leading international companies in ICT and media, focusing on innovation, media and telecommunications.



MAXIM BEHAR

Founder and Board Chairman of M3 Communications College - the first fully licensed Bulgarian PR communications college associated with the NY Manhattan Institute of Management, Chairman of Hill+Knowlton Strategies in Prague, CEO of M3 Communications Group (Bulgaria)

Maxim Behar is WCF Committee Member. His M3 Communications Group, Inc. is the leader in the field of public and media relations in Bulgaria. The company's clients list consist of globally renowned brands in various fields, such as: energy, finance, technology, fast moving consumer goods, etc.



SERGEY ZVEREV

President of CROS Public Affairs & Public Relations Company, Professor of The National Research University: Higher School of Economics, Head of Integrated Communications Department (Russia)

For a detailed CV, see page 10.



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Blind Insight Session:

CORPORATE HEADS OF COMMS TO SELECT A PARTNER-AGENCY!

Moderator:



MAXIM BEHAR,
Chair of Hill+Knowlton Strategies in Prague, CEO of M3 Communications (Bulgaria)

Agency Heads of Strategy



HOLLY H. ZHENG

President of Bluefocus International, Chairperson of International Business Management Committee at Bluefocus Communication Group (China)

Ms. Zheng manages the Bluefocus overall business outside mainland China, covering Asia (incl. Hong Kong and Taiwan), America and Europe. She oversees the Company's global strategy and investment, drives business development, branding activities and revenue growth.

Before joining Bluefocus, Holly Zheng served as the AVP at Marvell Semiconductor (NASDAQ: MRVL), where she leads the global marketing communications and public relation for the company. Notably, Holly Zheng was also a member of the China Leadership Team, overseeing the general strategy and business for Marvell in Greater China. Ms. Zheng is also Vice President and Board of Director of NACSA ("Chinese Semiconductor and Clear-tech Association"), one of the biggest Chinese high-tech associations in America.



OBEN COBAN

Brand Director at Manifesto (Turkey)

Oben Coban received his BA and MA degrees from the University of Groningen, The Netherlands. He worked as an expert and manager in Centre for Strategic Research for and Development, The Hague and NATO. He managed stability in Afghanistan and role of Communication project for NATO, strategic communications projects for ABN AMRO, ING Bank International, Intercultural Communication and Market Reactions Strategies for Air France KLM.

Oben has also managed the PR/PA team responsible from dealing with the tobacco bans issue in Europe. His specialties are FMCG Communication, financial communication, crisis communication, and C-Level communication.

Blind Insight Session:

CORPORATE HEADS OF COMMS TO SELECT A PARTNER-AGENCY!

Corporate Heads of Communications



RICH KYLBERG

VP Communications and Global Marketing, Arrow Electronics (USA)

Rich Kylberg leads marketing and communications team at Arrow Electronics. In just four years, Kylberg has grown the department to more than 80 team members. His team changed the company's logo and brand messaging for the first time since 1935 and launched the company's first-ever advertising campaign.

For a more detailed CV, see page 50.



LUIS RAMOS

Head of Communications, ThyssenKrupp Elevator AG (Germany)

Luis Ramos had his University studies in engineering (Technical University, Lisbon), followed by post-graduation and executive programs on Communications and Political Marketing (Independent University, Lisbon); Business Management (Stern Business School, NYU, USA) and Branding (Northwestern University, Kellogg School of Management, USA).

His career started at a market leading PR agency in Portugal (LPM) as Account Manager and then Accounts Director. That was soon followed by various Marketing, Communications and Public Affairs positions in renown multinational conglomerates, such as Director Marketing and Communications at ABB Daimler-Benz Transportation Portugal; Director Communications and Public Affairs for South Europe at Bombardier Transportation; Head of Communications for South Europe, South America and India at Bombardier Transportation.

DISCUSSION

Panel discussion:

STORYTELLING
AND STORY-
SHARING...
OR STORY-
SELLING, AND
HOW ETHICAL
(IF ETHICAL AT
ALL)?

Panel leader:

EVA SNIJDERS,
professional
storyteller,
Founding
Partner of “Visual
Chemistry”
(Spain)



EVA SNIJDERS

professional storyteller, Founding Partner of
“Visual Chemistry” (Spain)

Eva Snijders is the pioneer in the field of organizational and Transmedia Storytelling across Spain. She was born in a family of storytellers and grew up in a house full of books. Since early childhood, she has been observing the world around, and she has wondered at the huge number of universes inhabiting it. She has always shared that view through the eyes of other people who have crossed her path, listening to thousands of questions, stories and ideas.

Eva has a rare gift: people are eager to tell her their stories. Her relentless search on the relationship between form and meaning has led her to design-studies and learning seven different languages, while her curiosity as regards technology pushes her to discover new keyboard short-cuts every day.



KIRK CHEYFITZ

CEO and Chief Editorial Officer at Story
Worldwide (USA)

Kirk Cheyfitz is an award-winning journalist, author, editor, publisher, and serial innovator in non-traditional advertising, marketing and content creation. Kirk is Co-CEO+Chief Storyteller at Story Worldwide, the leading content advertising agency he co-founded and runs.

Story works across all media, from Twitter to TV, telling the stories of some of the world's leading marketers—including Unilever, Wyndham Worldwide's RCI division, Beech-Nut, Lexus and many more. Story has won dozens of awards to its work in print, television, web film, digital marketing and more. Story was recently named one of top-40 social media agencies in the world.

Kirk also is a co-founder of Detroit143, an experimental community for news and marketing services in Detroit. Author of “Thinking Inside the Box” business book.

The most important
two-letter words.



PR
DO
ON
WE
M3
OK
GO
BE
UP

DISCUSSION

Panel discussion:

STORYTELLING
AND STORY-
SHARING...
OR STORY-
SELLING, AND
HOW ETHICAL
(IF ETHICAL AT
ALL)?



KATJA SCHLEICHER

Founder and CEO of Impact (Netherlands)

After completing her German, English/American Studies, Psychology and Linguistics, Katja Schleicher began writing lyrics for various advertising or promotional agencies and she was also actively advising IT companies in terms of communication. There followed years of public relations, marketing communications and media production (ZDF, Bayern 3) and branding (Manager PR & Corporate Communications at Logitech).

Upon completion of her postgraduate study in business training, Katja established her own company: Impact! Communication Coaching, a pan-European oriented training company. She teaches at the journalistic faculty of the University of Vienna and the BAW in Munich. Katja helps her audiences get rid of any communication fears and she has made Storytelling a key communication tool for managers & companies across Europe.



SHAWN CALLAHAN

Founder and Director of Anecdote Pty Ltd (Australia)

Shawn is one of the world's leading business storytelling consultants. He started his career in technology with companies such as Oracle and IBM but realised, at the end of the day, it was the human factors that determined the success of any project.

In 2004 he founded Anecdote, a firm that helps leaders be better oral storytellers and enterprises embed their strategies using stories. Anecdote works with Global 1,000 companies such as Shell, IBM, FujiXerox and Bayer all around the world. Anecdote licences its business storytelling programs to companies around the globe and currently has 26 partners in 17 countries.



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ness objectives,
personal values
and life essen-
tials.



RICH KYLBERG

VP Communications and Global Marketing,
Arrow Electronics (USA)

A graduate of Stanford University and Harvard Business School, Kylberg began his career at the firm owned by his toughest professor at Harvard. Not long after, his entrepreneurial spirit kicked in and ushered him back to the industry he had fallen in love with as a college intern back in Boulder: television.

Kylberg established The Bayard Fund in the early 1990s to help fund television acquisition opportunities and later became president and chairman of CCA, Inc., where he acquired and sold radio stations throughout the United States.

At the close of 2010, long-time friend Mike Long, CEO of Arrow Electronics, reached out to Kylberg to join Arrow as vice president of corporate communications. He enthusiastically accepted, excited at the opportunity to be part of an organization that drives innovation forward.

And it's this very zeal for progress that has enabled him to help Arrow Electronics tell its story and communicate its messages across 58 countries.

In just four years, Kylberg has grown the department to more than 80 team members. His team changed the company's logo and brand messaging for the first time since 1935 and launched the company's first-ever advertising campaign. Kylberg isn't big on whiteboards. He's big on action.

When he's not leading his department toward innovation at Arrow, you'll find him serving one of the organizations that inspire his heart, including the Colorado IT Economic Development Advisory Council, the Young Presidents' Organization, the Denver Metro Chamber of Commerce, and the Colorado Symphony Orchestra.



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Crisis Management Training
Reputation Management
Social Media Management



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RUSSIAN VENTURE COMPANY (RVC)

A government organization of funds and a development institute of the Russian Federation, one of Russia's key tools in building its own national innovation system. RVC was established by Russian Government on June 7, 2006 (Order No. 838-r). Its mission is to encourage Russia's own VC industry and boost capital of VC funds. RVC's role is that of a government fund of venture capital funds channeling public incentives to venture capital and financial support to the hi-tech sector, and of a Russian VC industry development institution. The mission 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 - RUB 30 011 320 700 (about US\$ 983.2 mln.) - is 100% owned by the Federal Agency for State Property Management (Rosimuschestvo).



INSCICO

is an extramural research institution, providing applied and contract research in the fields of science and innovation communication. The institute, the publishing house, and the academy are located at the German-Dutch border close to the university chair for International Science Communication of Prof. Gerber.



MOL GROUP

is an integrated international oil and gas company head-quartered in Hungary and working in the upstream and downstream sectors, being active in around 40 countries across three continents, with a dynamic international workforce of nearly 30,000 people and a track record of more than 100 years in the industry. In the past, the company's focus was on downstream primarily. Lately, the management sees a great growth potential in upstream, and is therefore leveraging the expertise of the workforce to realise these opportunities. MOL Group holds leading positions in home markets across Central & Eastern Europe, but in order to realize its ambition and expand in new regions in the future, the company is now on a quest for transforming the business. The goal is to become the investment of choice in the sector, the partner of choice in the industry, and the employer of choice for the best and brightest.



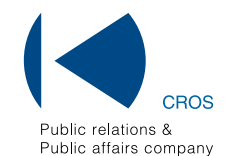
IZHEVSK - A SMART CITY WITH A SOUL

Open to become your trusted partner, Izhevsk is a melting pot where descendants of ancient shamanic tribes mixed with world's top engineers and inventors since 1760. These powerful genes created a city ripe with technological, business and social innovation. NOBEL saw it in the 19th century and turned this city into a model CITY OF THE FUTURE (Fact #1: money for the NOBEL PRIZE came from Izhevsk factories that Nobel leased from Tsars for 12 years). Years later, Izhevsk engineers made technological advances that opened an era of space exploration (Izhevsk - a secret gateway into COSMOS? - very likely, as Fact#2: TCHAIKOVSKY was also born in the area). With its centuries-long traditions of INNOVATION the city applied a breakthrough INTEGRAL CITY™ approach that uses GENUINE 360° COMMUNICATIONS to develop people and cities. Today Izhevsk is a global leader in unlocking people's potential for creating better FUTURE for the planet. Global tribe of advanced thinkers and world-movers come to Izhevsk for annual URBANFEST on May 20th. Join us. Let's implement your ideas together.

BRAND & VISIBILITY PARTNERS



EXCLUSIVE PARTNERS





VIKTOR NOVIKOV

AUSTRIA



Viktor Novikov was born in 1995 in Vienna in a Russian family.

He won the first prizes in different competitions in Austria, Romania, Kasachstan, played in Vienna, Salzburg, Venice, in Moscow Kremlin during Vladimir Spivakov Festival.

Viktor is studying at the University of Music and Performing Arts Vienna from 2004, starting with Professor Marina Sorokowa and now by Professor Jan Pospichal, concertmaster of Wiener Symphoniker.

PROGRAMME

Opening:

Paganini Caprise No.9

Gala dinner:

Paganini Caprise No.17

Bach Sonate No.1 Adagio

CONTACT
+43 660 131 7777
vn7@chello.at

Surprising approach

New perspective

Brilliant idea

That's a good point _____

I'll try it _____

What made my day _____

Best speaker _____

Revealing case _____

Useful contacts _____





DANIELA
GYURKOVA

Responsible for
all participants
assistance,
accommodation
& transfer
coordination



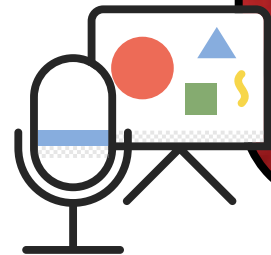
EKATERINA
LAVROVA

All questions
concerning WCF
Association
application &
membership



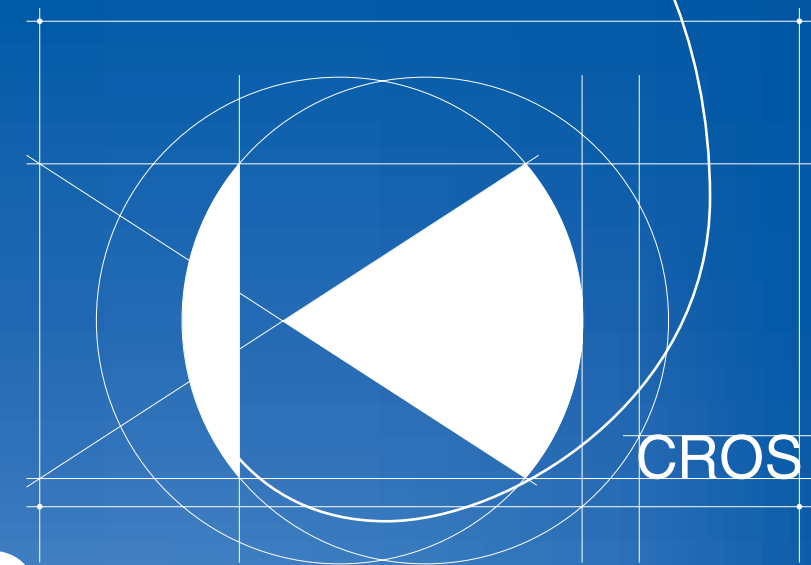
VALENTINA
ATANASOVA

Always ready to
answer speakers'
and partners'
questions



MARIA
ALADZHOVA

PR & media
partnership



CROS

Russia's leading
communication group

Moscow
info@cros.ru, www.cros.ru, facebook.com/cros.ru
twitter.com: @CROSmedia

COMMUNICATION ON TOP

WORLD COMMUNICATION FORUM IN DAVOS 2015

GLOBAL COMMUNICATION AGENDA
GOVERNMENTS & COMMUNICATIONS



WORLD
COMMUNICATION
FORUM
ASSOCIATION



COMMUNICATION
ON TOP
IN DAVOS
World
Communication
Forum