

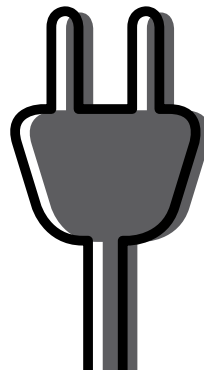
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**YANINA
DUBEYKOVSKAYA**

General Director of the Global WCF Summit
President of the WCFA association



Dear friends and colleagues,

I am very glad to welcome you all at the 9th Forum which once again attracts brilliant speakers and experts from all over the world. The Communication Forum's uniqueness is that we gather professionals who see communication not only as a profession but also as a mission. We have clearly declared that communication has become a key driver of development and humanity itself – intangible and non-material, yet manageable, it is the very resource that has the best efficiency and the true potential for positive future changes, especially in overcoming intolerance, conflicts or any differences! The core message of WCF-Global 2018 is “Communication as Power”. We believe that “Country Branding”, “Young Leadership”, “Education in Communication”, “Ethics in Public Relations”, “Social Media”, “New models of Content Production and Distribution” are the topics of power.

Let the force of communication be with us!”



PROF. DR. ALI MURAT VURAL
Executive Board Member
and Coordinator at Bersay
Communications (Turkey)



ASSEL KOZHAKOVA, DIPM MCIM
Founder & CEO of Red Point
Kazakhstan (Kazakhstan)



**CATHERINE HERNANDEZ-
BLADES**
Senior Vice President, Chief Brand
and Communications Officer, Aflac
(USA)



CLAUDINE MOORE
International Award-Winning PR
& Corporate Communications
Consultant, Founder & CEO of
C.Moore Media - CMM (USA, UK and
the emerging markets)



DYMITR ROMANOWSKI
Co-founder of The Story,
Design & Innovation (Poland)



EVGENIYA BLIZNYUK
Director and co-founder of
Corestone, advisor at the
Presidential Administration (Ukraine)



FLAVIO OLIVEIRA
Global PR Manager at UBM



GABOR HEGYI
Founding Managing Director of Capi-
tal Communications (Hungary)



GIANNI CATALFAMO
CEO of One Wedge,
Web 3.0 geek, cc:catalfamo (Italy)



GUNTRAM KAISER
Chief Executive Officer of Kaiser
Communication GmbH (Germany)



JENNIFER STAPPER
Chief of the Communications
Section at UN Volunteers
(Germany)



DR. JON-HANS COETZER
Chief Academic Officer, EU Business
School Group (Switzerland)



KARA ALAIMO, Ph.D
Assistant Professor of Public Relations, Hofstra University (USA)



LINA DUQUE, MBA
Social Media Strategist, Executive Branding Coach and University Lecturer (Canada)



LOULA ZAKLAMA
President and Managing Director of RADA Research & PR Co. (Egypt)



MAXIM BEHAR
ICCO's former President, CEO of M3 Communications Group, Inc. (Bulgaria)



TATEVIK PIRUMYAN
Executive Director of APRA – the Armenian Public Relations Association



YANINA DUBEYKOVSKAYA
WCF's General Director, President of the WCFA in Switzerland (Russia)



YUXING HAN
Professor - School of Engineering, South China Agriculture University, Founder of Nanjing Yunyan Technology Ltd. (China)



OLGA BERESLAVSKAYA
PhD, Founder of "Amazing Hong Kong", Senior Investment Advisor at Qianhai Pacific World Assets Management Co.



OLGA PODOINITSYNA
Member of the Board, VTB Capital (Russia)



SANDEEP MALAVI
Deputy Municipal Commissioner, PRO, Thane Municipal Corporation (India)



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



SCOTT FAHLMAN
Research Professor, Carnegie Mellon University (USA)



SEAN GARDNER
Co-Founder of the pioneering Huffington Post "Twitter Powerhouses Series" (USA)



SERGEY ZVEREV
Founder and President of CROS PR & Public Affairs (Russia)



SOLLY MOENG
Managing Director of DonValley Reputation Managers (South Africa)



DISCUSSION: WCF -AGENDA 2049?



DR. JON-HANS COETZER,

Chief Academic Officer, EU Business School Group (Switzerland)

Currently Chief Academic Officer at the EU Business School Group, Dr. Jon-Hans Coetzer is a renowned expert in the field of International Public Relations and Diplomacy.

He was also the former Chief Academic Officer of Glion Institute of Higher Education (GIHE), responsible for overseeing overall academic integrity for all operations related to academic leadership, curriculum, personnel management of the academic, budget planning and fiscal management divisions. As a member of the Chief Executive Officer's leadership team, Dr Coetzer worked collaboratively across multiple campuses. He was committed to promoting the highest levels of student satisfaction, and engagement, and supports faculty work that increases student engagement and the advancement of the disciplines, as well as setting the scholarship agenda and executing that agenda via the Executive Deans.

Graduated from Geneva School of Diplomacy and International Relations, in 2011 with a doctorate qualification in International Relations, Dr Coetzer has also completed the Bachelor of Arts in Tourism Management studies at Breda University of Professional Education, the Netherlands and a Master of Arts in European Tourism Management (2002) qualification from Bournemouth University, the United Kingdom.

Dr. Coetzer has extensive senior executive management experience in the higher education sector. Prior to his appointment as CAO of GIHE, he was the Academic Director of IHTTI, the General Manager of Geneva School of Diplomacy, Graduate Programme Director of the University of Business and International Studies and the Academic Dean of the European University.

To complement his robust academic qualifications, Dr Coetzer is also an active professional with ample industry experience, including his engagement as a Regional Delegate of Red Cross' International Committee; United Nations Institute of Teaching and Research; Project Coordinator for Strategic Crisis Management of the Swiss Federal Government, to name a few.



PAUL MACKINTOSH,

Former Managing Editor at the Asian Venture Capital Journal (Hong Kong), Special Advisor at Capital Communications (Hungary)

Paul St John Mackintosh is a business media professional as well as published poet, writer and translator. He worked for 12 years in Greater China as a journalist and PR executive before moving to Hungary, and is closely familiar with most Central and Eastern European, Asian and Middle Eastern markets. Paul currently works as Senior Consultant with Capital Communications, specializing in international cross-border projects.

For six years prior to moving to Central Europe in 2011, Paul was Managing Editor of the Asian Venture Capital Journal. In this role, he was personally involved in the growth and maturation of Asia Pacific private equity and venture capital from cottage industry beginnings to its current status as the third pillar of the international private equity/VC industry. He is personally acquainted with most of the leading investors, venture capitalists, technopreneurs and private equity leaders across Asia Pacific. At AVCJ, he also supported many significant private equity/VC events across Asia, as commentator, MC, editorial lead and guest speaker.

Before taking on the Managing Editor role at AVCJ, Paul worked for five years in technology and financial PR roles in Hong Kong during and after the peak of the dotcom era tech boom in Asia Pacific, supporting IPOs, major transactions, media relations and profile-raising exercises for technology companies, tech investment firms and internet companies. His past roster of clients in this capacity includes Oracle, Cisco, Adobe, Symantec, Siebel, Polycom, Xilinx [shortlisted, PR Week Awards 2003], Softbank, iSteelAsia.com, iSilk, JD Edwards, Andover E-Pulppaper, Koos Group, TechCap Holdings, etc.

As well as writing on literary, digital publishing, and other topics, Paul still writes regularly on tech investment and private equity for publications in Asia and Europe, with regular attendance at European Venture Capital Association summits and other similar events.



GARY KREPS, PH.D., FAAHB,

Distinguished Professor, Department of Communication, Director of the Center for Health & Risk Communication, George Mason University (USA)

Gary L. Kreps is a founding health communication scholar who currently serves as a University Distinguished Professor and Director of the Center for Health and Risk Communication at George Mason University in the Washington, DC metropolitan area, USA. His research, reported in more than 400 books, articles, and chapters, examines the powerful roles that communication programs, policies, practices, and technologies perform in the delivery of care, prevention of health risks, and promotion of health, with a special focus on enhancing health equity for vulnerable populations.

Gary co-directs the Global Advocacy Leadership Academy (GALA) program, preparing leaders of health advocacy orgs to improve health care delivery, research, and public policies. In the past, he served as Chief of Health Comms & Informatics Research at the National Cancer Institute, where he introduced important national health promotion research initiatives, incl. the Health Information National Trends Survey to guide evidence-based health promotion efforts across the US. In the past decade, he expanded the HINT-Survey onto at-risk immigrant populations in the US and global data-gathering



JESSICA MUHAMAD, PH.D.,

Assistant Professor of Communication, School of Communication, Florida State University (USA)

Jessica Wendorf Muhamad, Ph.D. is an Assistant Professor of Communication in the School of Communication at Florida State University. She is also the Director of PEAKS laboratory, which is focused on developing - through participatory action research - evidence-based interventions for complex social issues.

Jessica's research focuses on understanding how and why enacted, entertainment-educational experiences (e.g., game-based interventions) influence individuals. Her primary line of research focuses on the development of culturally relevant, experimentally-based health interventions constructed through a participatory and engaged approach. It also examines how pro-social, persuasive narrative embedded within experiential learning opportunities influences individuals' attitudes and behaviours regarding health and social issues. Moreover it extends beyond active entertainment-education mechanisms to a holistic understanding of intervention adopt-ability through an examination of implementation climate pre-&-post-development.



DR. GAYA GAMHEWAGE,

World Health Organisation-Infectious Hazard Management & Risk Communications (Switzerland)

Dr. Gamhewage is head of Support for Response in the Infectious Hazard Mgmt dept of WHO's Health Emergency programme, at WHO Headquarters in Geneva. A medical doctor with more than 2 decades of experience in public health (incl. 15 yrs at WHO), currently responsible for cross-cutting interventions for epidemic and pandemic response.

During the H1N1 Pandemic in 2009, she led the risk comms operations on a global level, later being head of corporate comms and risk comms capacity. She leads a program in support of governments for sustainable risk comms as required by the Intl. health regulations (2005), the Pandemic Influenza Preparedness Framework, and for integrating risk comms in all outbreak response work. She lead the development of WHO's first-ever evidence-based guideline on emergency risk comms. She also has several articles on the practice of risk comms in the 21st century.

For the international response to the Ebola Virus disease outbreak in West Africa, 2014-15, she coordinated all Ebola-related training under UNMEER. She leads risk comms and community engagement on a global level for WHO's responses to Zika and Yellow Fever.

Executive Master in Intl. Negotiation & Policy-Making - Graduate Institute of Intl. & Development Studies, Geneva. Qualifications in public health, conflict mngmnt, negotiation, advocacy, social marketing, medical teaching, evidence-based decision-making, human rights, global health.

DISCUSSION: LEADERS OF THE FUTURE. YOUNG LEADERSHIP POWER

PANEL PARTNER AND HOST OF WCF-GLOBAL 2018: EU BUSINESS SCHOOL GENEVA!



**DR. SUDDHA
CHAKRAVARTTI,**

Head of Research at EU Business School, Geneva (Switzerland)

Suddha Chakravartti is Head of Research, Dissertation Coordinator, and Lecturer in International Relations and Law, at EU Business School, Switzerland. His areas of interest include global governance, geopolitics/geo-economics, rise of new powers, resource security issues, risk assessment, international development and poverty reduction.

With a B.A. degree from the National Academy of Legal Studies and Research, a master and doctor of international relations, Dr. Chakravartti has previously worked as a researcher for Commonwealth Secretariat project in Geneva, and at CUTS, Geneva Resource Centre, focusing on international trade, development, governance and security issues. He is also a visiting faculty at the Geneva School of Diplomacy, Switzerland, and at SIT (Study Abroad), Switzerland.



VUK BJELAJAC,

BBA student at EU Business School, employer, commercial pilot (ATPL), athlete and ambassador of sports and healthy life (Serbia)

Vuk is currently a BBA student at the EU Business School of Geneva.

He completed his high school of economics in 2015 and since then has been functioning in the field of marketing and advertising. He also studied at the Prince aviation academy. During his summer vacations he worked part-time jobs in Serbia or improved his language skills in camps around UK.

One of the achievements he is truly proud of is passing his Air Traffic Pilot License (A) theory exams in 2016, and to be more precise: 14 exams, winning the congratulations from the Directorate of civil aviation of Republic of Serbia.

His goal is to make a successful entrepreneur out of himself and expand his father's family business or make something totally new and different - on his own.



LEA KATUNARIC,

MBA student at EU Business School -International Marketing (Croatia)

Lea is studying MBA at the EU Business School with a major in International Marketing. She holds a bachelor in economics and management from the Zagreb School of Economics and Management in Croatia.

In 2016 Lea attended an exchange program in Winterthur, Switzerland to gain international experience. During her studies Lea completed several internships where she gained experience in leading a successful project and creating a successful marketing plan. Lea devotes her free time to creative writing, a passion of hers which lead to one of her stories being published in Croatia.



FELIX HILL,

BBA student and Head of Sports at the Students' Board of EU Business School, former Royal Marine cadet (Monaco)

Felix Hill is a student currently studying at EU business school, situated in Geneva, and a member of the student board as head of sports.

Over his many years of education around Europe, Felix has achieved in which ever environment or task he was set too. From formal education and achieving academically too being offered internships by successful hedge funds such as Church Hill Cap. He has also worked in different areas of the business world such as the area of retail, throughout his summer he was employed in a vine cave and due to his ability to speak multiple languages he created a boost in sales, he understood clientele's willingness to spend more when served by someone who speaks their own language and may relate to them.



ELISABETH SÜNDER,

part-timer at Philip Morris, Head of Marketing in the International Finance Student Association of Geneva, student in Business and Design and member of the Students' Board at the EU Business School of Geneva (Switzerland)

Elisabeth Sünder is a student at EU Business School of Geneva, majoring in Business and Design. She recently graduated with honors a Swiss private school Ecole Moser.

She works part time for Philip Morris, the world's leading tobacco brand which gives her practical knowledge of large corporate industries. In her free time, Elisabeth enjoys organizing social events, doing outdoor activities and travelling. She is the Head of Marketing in the International Finance Student Association of Geneva and is also part of EU's Student Board, where she loves planning events for charity and others like the Christmas ball. All of these experiences have given Elisabeth the chance to lead groups of people with different backgrounds and unite them all together to work as a team.



ARNAUD FREY,

Entrepreneur, co-founder and director of Beeckon and Entourages, Geneva (Switzerland)

Arnaud Frey is 29 years old: MBA and life school. His passion is freedom. Entrepreneur, Co-founder and director of Beeckon and Entourages full-stack digital agency in Geneva.

At Beeckon the team are committed to helping to create a more united, collaborative, just, sustainable, happier, peaceful and healthy world by the power of real time collaboration of Humans, Social Entities and Communities.

They are focused on getting back to basics. Beeckon makes it easy to share your entrepreneurial propositions and research to develop your activities. They believe that Intention is the starting point of every action.



ASHAY SAHASRABUDDHE,

Ph.D. research scholar at the University of Mumbai and Founder & CEO of KintellIncomm Pvt Ltd. (India)

Felix Hill is a student currently studying at EU business school, situated in the Geneva campus, as alumni he decided to take full advantage of what EU had to offer and immediately decided to apply for a position within the student board as head of sports. Once achieving the position, he successfully organized an inter university football tournament whilst leading his team to second place.

Over his many years of education around Europe, Felix has achieved in which ever environment or task he was set too. From formal education and achieving academically too being offered internships by successful hedge funds such as Church Hill Cap. He has also worked in different areas of the business world such as the area of retail, throughout his summer he was employed in a vine cave and due to his ability to speak multiple languages he created a boost in sales, he understood clientele's willingness to spend more when served by someone who speaks their own language and may relate to them.

At the age of seventeen he has already experienced many aspects of the world of business from real-estate, stock trading, to retail each on different scales needing different sets of skills to succeed. From quantitative analysis and research skills, all the way down to advertisement, oral and communication skills.

Viktor Göhlin
Founder,
Nokadi
Alumnus 2006

Bart van Straten
General Manager,
Van Straten Medical
Alumnus 1996

Emilija Petrova
Managing Director,
Trade Resource GmbH
Alumna 2002

YOU!

Roxana Flores
Founder,
BeCaridad
Alumna 2011

Peter von Forstner
Managing Director,
Häusler Automobiles
Alumnus 2010

Supareak Charlie Chomchan
Managing Director,
Pacific Rim Rich Group Co., Ltd.
Alumnus 2003

*At EU Business School, you don't just learn
from entrepreneurs, you become one!*



PITCH YOUR ANSWER IN 5 MIN! - DEBATES: PR IS DEAD! > LONG LIVE ...?



SERAFIMA GUROVA,
founder and CEO of
RODNYA Creative PR
Studio (Russia)

She has been working in the communication industry since 2008.

She started her career in The Walt Disney company PR department. In 2009, Serafima switched onto the agency side and moved to R&I Group, where she launched the PR department in 2010.

Since 2015, Serafima has been developing her own PR studio: RODNYA, which boasts a conceptually new approach to communication - making every creative idea newsworthy.

Serafima is a notable member of the advertising community, holding several international industry awards, including Cannes Lions, Epica, EFFIE, Cristal, Golden Hammer, White Square, Silver Mercury, RuPoR, and PRAVDA Awards.



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

Dr. Gábor Hegyi is founding Managing Director of Capital Communications, a leading Budapest-based communications agency.

Gábor founded Capital in 1996 with the backing of the UK's Dewe Rogerson (now Citigate Dewe Rogerson). Capital Communications was the first agency in Hungary to specialize in corporate and financial communications and investor relations services, for clients including the Budapest Stock Exchange, and other multinational firms. The company now offers a wide range of communications services, including branding, financial, corporate, business-to-business and technology communications, online and SM relations, investor relations, reputation management, crisis communications and public affairs.



HALIM ABOU SEIF,
Strategic Communications
Consultant & Trainer, RADA
Research & PR Co. (Egypt)

A PR Director with over 30 yrs of experience in marketing, PR, event planning & mgmt, with extensive experience in campaign design for intl. and local clients. He has handled major accounts in his career, with proven expertise in successful events, media rels and crisis training & resolution. He has attended courses in crisis mgmt and handled crises situations for a broad spectrum of clients, enhancing their corporate image and influencing public perception.

Accredited Professor of PR at the American University of Cairo, with a diploma from the London Charter Institute of PR. A certified tutor at Misr International University since 2001, lecturing PR Strategies & Integrated Marketing.



GANESH CHANDRASEKARAN,
Founder of ACG Consulting
(India)

Ganesh AC comes with 20+ years experience in Digital Media & is currently working as Content Advisor - Samsung Research Institute Bangalore. Working on content & communication driven Products at global level and comes with a broad-based expertise in building businesses from ground-up.

He has a consistent track record of delivering results in the media, entertainment, content & communication domain that includes Traditional and Digital Media / Internet/ Mobile/ DTH and Digital cinema, Web services including platform like Health & IoT, futuristic technologies and services and has worked with some of the biggest names in the industry and launched & managed several successful content-centric products.

WHY THE POWER OF ETHICS IN PUBLIC RELATIONS IS OF CRUCIAL IMPORTANCE TODAY?



GALINA PANINA,

Coach of Public Speaking and
Director PR-&GR at Leroy Merlin
(Russia)

Galina Panina is Director of PR & Gov Rels for the biggest DIY French retailer - Leroy Merlin. Previously working in leading intl. PR Agencies, Galina got an exclusive portfolio of projects: Info-campaign in Uzbekistan for US library of Congress, info-campaign for US Federal Reserve, in-house training for the Ukrainian steel holding System Capital Mgmt, info-campaign for Sochi 2014 Olympic Bid... In 2011, as PR Officer for Gas Exporting Forum, she organized first Gas Summit in Doha, Qatar.

She never stops learning, continuously improving her professional & personal skills. Education is one of the areas of high interest for her, so she is opened her own center in Russia for the UK Chartered Institute of PR, in order to provide Russian PR experts with the opportunity to get international certification, bringing master classes from Europe, and also upgrade the the level of the local PR market.



DAN HILL,

CEO of Hill Impact (USA)

Dan Hill is CEO of Hill Impact, an integrated strategic communications and government affairs firm located near Washington, D.C. For more than 20 years Dan has guided organizations and high-profile individuals through complex issues including crisis and reputation management. Prior to his current role, Dan ran the Washington operations for a leading European aerospace and defense company, served as a senior advisor to Governor Gary Johnson of New Mexico, owned and sold his own communications and public affairs firm, and ran state government relations and communications for a multinational healthcare company. His portfolio includes multi-billion dollar international acquisitions, litigation and criminal investigations of Fortune 100 companies, hostile takeovers, corporate reorganization and bankruptcy, and defending the reputations of high-profile individuals including celebrities and titans of industry. His commentary appears in national outlets such as NPR, the Today Show, Wall Street Journal and New York Times.



FRANCIS INGHAM,

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

Francis Ingham is Director General of the Public Relations & Communications Association (PRCA), and Chief Executive of the International Communications Consultancy Organisation (ICCO). Founded in 1969, the PRCA is the professional body for the PR industry in the UK, the Middle East and North Africa, representing over 24,000 individuals working across the industry. ICCO is the voice of public relations consultancies around the world. Its membership comprises national trade associations in 55 countries across the globe: from Europe, Africa, Asia, the Americas, and Australasia. Collectively, these associations represent over 2,500 PR firms.

Ingham's background is in politics and public affairs. He is External Examiner to the American University at Richmond; and Trustee of The Speakers' Corner Trust. He was educated at Oxford University, where he read Politics, Philosophy and Economics. He appears in both the UK and the Global editions of PR Week's PowerBook.



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DISCUSSION: THE POWER OF COMMUNICATION - REPUTATION, SOFT POWER, BRANDING

PANEL PARTNER: TURKEY DISCOVER THE POTENTIAL



SOLLY MOENG,

Managing Director of DonValleyReputation Managers (South Africa)

Solly Moeng is an experienced General Manager with specialization in Brand Management and Strategic Marketing & Communications. His professional career so far has taken him to Canada, USA and France. He was the South African Tourism Marketing Manager in Canada, before getting appointed to lead the organisation's operations in the USA. As Country Manager based in New York, he managed the roll-out of South Africa's Tourism Growth Strategy both in the US and Canada.

Solly has also worked as Business Development & Marketing Manager of "Mesure", as Marketing & Communications Manager for CapeNature and the South African Biodiversity Institute.

Solly Moeng is currently Head of Corporate Communications & PR at Woolworths, SA. He also founded DonValley Brand, Marketing & Communications.



Her Excellency, NOURA BINT MOHAMMED AL KAABI,

Minister of Culture and Knowledge Development of the UAE

Her Excellency Noura bint Mohammed Al Kaabi was appointed as the UAE Minister of Culture and Knowledge Development in October 2017. As Minister of Culture and Knowledge Development, Her Excellency is responsible for the promotion of all UAE cultural fields on both a national and international level. She also sponsors and supports activities to develop and nurture young talent within the community. She previously held the post of Minister of State for Federal National Council Affairs.

Her Excellency also holds the position of Chairwoman of the Media Zone Authority - Abu Dhabi (MZA) and twofour54, the home of media and entertainment in Abu Dhabi.

She is Chair of Abu Dhabi Media Company and Chair of Abu Dhabi National Exhibitions Company (ADNEC Group). She is also on the board of the UAE's National Media Council.

She also holds a B.A. in MIS from UAE University and has also completed the Executive Leadership Programme from London Business School.



METEHAN DEMIR,

Journalist, Turkey Promotion Group Communication Consultant (Turkey)

Metehan Demir started his journalism career with Turkish Daily News. He moved to Turkey's mass circulation Hurriyet daily in 1998.

His academic career continued in abroad. Following his certificate program Dynamics of US Foreign Policy in the US, He received his master degree from King's College, London on War Studies. Later, he also received certificate degree from Harvard University on Executive Program.

He had been in many prestigious positions as a journalist, including Ankara Bureau Chief of Channel D, Sabah, Hurriyet. He was also Turkey Bureau Chief of Aviation Week magazine for 5 years.

He is currently political commentator of Turkey's Haberturk tv, TRT, VOA, BBC and some other international media institutions.



DAVE KING,

Founder and CEO of Digitalis (UK)

Dave King has spent 20 years advising corporations, governments and high-profile families on online communications, reputation and risk. He founded and runs online reputation management and intelligence business Digitalis, a unique technology firm monitoring and mitigating online risk globally for high-profile political, commercial and private individuals. Having built and sold digital marketing agencies during the booms in each of web development and search engine marketing, he has advised a great many global organisations (public and private entities) on their digital strategies. He is also called upon by UHNW, FTSE, Fortune and governmental advisors in the context of cyber or reputational crises.

Dave King is legally trained and a highly regarded authority in the digital sector, often speaking publicly on the areas of online reputational risk, cyber security and other emerging areas. In the education sector he advises on child safety online and his recent work on countering terrorist recruitment online with the Centre on Religion & Geopolitics has been well received by governments in several countries.

As well as regular commentator in the media (BBC, SKY, FT and other mainstream newspapers), Dave King was recognised by the Evening Standard as one of 2017's 1000 Most Influential Communicators. He is also listed in Spears 500 and the Spears Reputation Index.



YOGESH JOSHI,

President of ABCI - the Association of Business Communicators of India (India)

Yogesh Joshi - a young dynamic self-made man, has been 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 at the Group Head Quarters of the Tatas at Bombay House, Mumbai.

A Post-graduate in Mass communications, 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). He has changed the face of this association merely in two years, and raised it to internationally know organization. The ABCI Awards are, therefore, best known as the "Oscars" of the Indian Communications Industry.



DIEGO GILARDONI

Global Business and Communication Consultant, and Author (Switzerland)

Diego Gilardoni, a former journalist turned international consultant with experience in Europe, US and Asia, operates at the intersection of communication, business, and global affairs.

He advises international companies faced with the communication and cultural challenges associated with operating in an increasingly complex global business environment. He is also an accomplished international keynote speaker specialized in global business and international affairs.

An expert on China, where he has worked as a business advisor, he is the author of the book "Decoding China" (Itim International, 2017). Last year he was invited by the China's Mission to the EU in Brussels to participate to a panel on China's reputation and soft power strategies.

He has just completed a Post-Graduate specialization in Global Business at the University of Oxford's Said Business School with a thesis on reputational risks and crisis communication.

DISCUSSION: SOCIAL MEDIA INFLUENCERS - WHO? WHY? HOW? POWER IN DIRECT CONTACT



SEAN GARDNER,

Co-founder of Huffington Post's "Twitter Powerhouses Series" (USA)

Sean Gardner is co-founder of the pioneering Huffington Post "Twitter Powerhouses Series" which has interviewed hundreds of people in diverse fields - technology, business, health, philanthropy, travel, food and more - since 2010, and has been an influential voice in the social media conversation.

Working for Apple Inc. right out of high school, Sean has delivered results for multi-national corporations like Microsoft, Ultimate Software, Marriott Hotels, and Silicon Valley Bank, and non-profits like World Vision, Charity: Water, and Project Medishare. He's an ambassador and digital volunteer for GivingTuesday.org, and helps the U.N. Foundation promote and expand it online.

He has given keynote presentations on digital and social media strategy at Harvard University, the annual Google Conference, the Smithsonian Institution, and at conferences in cities on 3 continents, and has been profiled in Forbes, Entrepreneur, Inc., and Glamour Magazine for his personal branding tips and marketing expertise.

Currently, he is touring to promote "The Road to Social Media Success", his global best-selling book. His vision is expansive and inclusive: A more connected planet, with people working together to produce constructive, responsible solutions to our most serious problems.



SERENA POON,

Celebrity Chef, Wellness Expert and Entrepreneur (USA)

Based out of Los Angeles, California, USA, Serena Poon is a successful entrepreneur established in the culinary, health and wellness community. Doubling as a classically-trained chef and nutritionist to her clientele, she is known for curating healing and wellness programs using integrative health, holistic nutrition and culinary alchemy. Her passionate focus on the importance of whole body and mind wellness is inspired by the profound effect of cancer on her family when both her mother and father were diagnosed within two years of each other. So, after graduating from the University of California, Berkeley, she went on to pursue an education in the culinary arts at the esteemed Le Cordon Bleu, graduating at the top of her class.

Serena began her culinary career working for Hugh Hefner and Playboy Enterprises at the Playboy Mansion in Holmby Hills. She took that exposure into the world of fine dining and started her own personal chef and private catering business. What began as a career in fine dining with an emphasis on specialized dietary needs, developed into a flourishing health and wellness lifestyle brand. Over the years, Serena has established herself as a top high-profile personal chef and nutritional consultant in Los Angeles and has built a strong clientele strictly by referral. From the likes of Jerry Bruckheimer to Sean "P. Diddy" Combs to Steve Bing, her clients span the globe and her travels expose her to new methods and sources of nutrition to add to her customized techniques.



ENIOLA HARRISON,

Co-Founder, Africa Communications Week (Belgium)

Eniola is an Africa-focused communications-&-business-development professional passionate about advancing the narratives about Africa. After completing a Master in Corporate Communication from IE Business School, she joined IE's International Development as Director of IE Nigeria where she was responsible for developing and implementing IE's commercial strategy.

She is also the founder of Bamboo Communications, a strategic communications firm and the co-founder of Africa Communications Week.



DEBORAH GRAYSON RIEGEL,

Director of Learning at Boda Group, author of the book "Tips of the Tongue" (USA)

Deborah is an executive coach, workshop facilitator, teacher and author who combines her expertise in cognitive, behavioral and social psychology to help leaders and teams achieve personal and professional success. She is the Director of Learning at Boda Group.

She started her career at age 17, when she won the U.S. National Championship in public speaking as a high school senior and was immediately recruited to coach on presentation and communication skills at colleges and corporations. Deborah is an instructor of Management Communication at the Wharton School of The University of Pennsylvania. She also serves as a Visiting Professor of Executive Communications at the Beijing International MBA Program at Peking University, China, where she prepares senior leaders from around the world to communicate more effectively in a growing global marketplace.

Deborah's clients range from American Express, Bloomberg, International Flavors and Fragrances and Kraft Foods to The American Bar Association, Pfizer and The United States Army. She is a columnist on presentation and communication skills for Inc. and Psychology Today, and has been a featured expert and a contributor to Harvard Business Review, The New York Times, Oprah Magazine, Forbes, Fast Company, Bloomberg BusinessWeek, Fox Business Network, and American Express OPEN Small Business Forum.

Deborah is the author of "Oy Vey! Isn't a Strategy: 25 Solutions for Personal and Professional Success", "Money Talks: 100 Strategies to Master Tricky Conversations About Money" and "Tips of the Tongue: The Nonnative English Speaker's Guide to Mastering Public Speaking."

Deborah graduated from the University of Michigan with a degree in Psychology and from Columbia University with a Masters in Social Work. She is also a credentialed Professional Certified Coach with the International Coach Federation. She and her husband Michael are the proud parents of teenage twins, Jacob and Sophie.



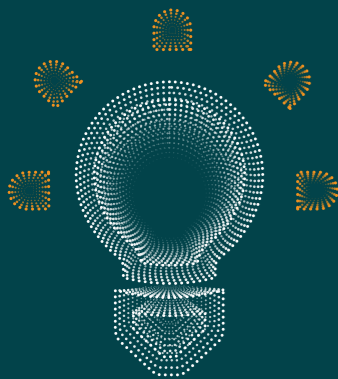
WORLD
COMMUNICATION
FORUM
ASSOCIATION

KEY AREAS OF ACTIVITY:

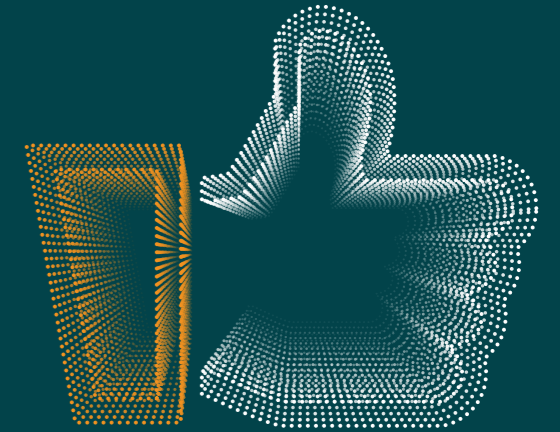
- Forming a cross-border and cross-cultural community of professionals and increasing its strong global influence via an agenda focused on communications, media, public relations, branding and leadership.
- Proceeding from the idea of communication as a key factor in the development of the humanity and 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.

MEMBERS' BENEFITS

- Free participation in any offline & online global touch discussions & seminars of the WCFA
- Access to global summaries of results from WCFA's market analysis & research
- Network with all WCFA members and the global WCF community (58 countries)
- Preferential terms of entry for the next annual WCF summit
- Preferential terms of entry for upcoming Regional WCFs
- Closed WCFA's FB-club for insight or solutions to emergency issues
- Full right to use the WCFA logo in any of your projects
- Right to launch & develop new WCFA initiatives/projects
- Attendance of the WCFA's annual Assembly
- Active part in the election of WCFA's Executive Board
- Global publicity of individuals & corporate members' brand & services
- Corporate member-orgs' logos published on the website & free 1/2-page ad of corporate member-orgs in the WCF Forum Booklet



GLOBAL COMMUNICATORS COMMUNITY



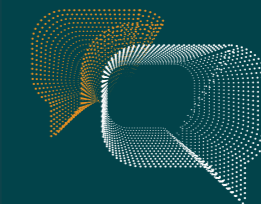
For 7 years in a run, the WCFDavos community has quickly developed, uniting dedicated professionals who have chosen the role of key change-drivers in the new communication world.

These are colleagues who don't look upon our profession as a business service or a 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 over the global development of the world.

You are welcome to share our vision of the future by contributing to the WCFA with active and devoted participation in its organizational and work projects. »

YANINA DUBEYKOVSKAYA

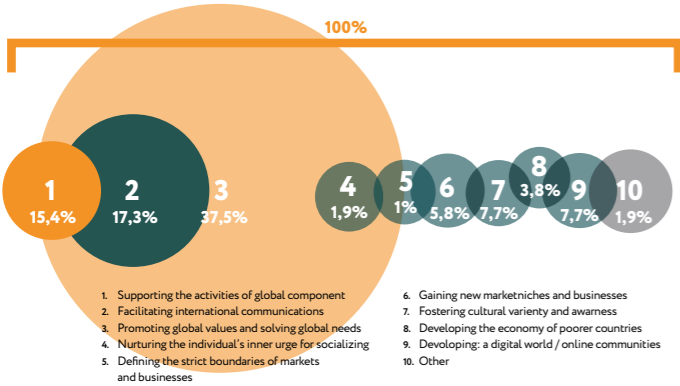
WCF Committee co-Chair, President of the
World Communication Forum Association



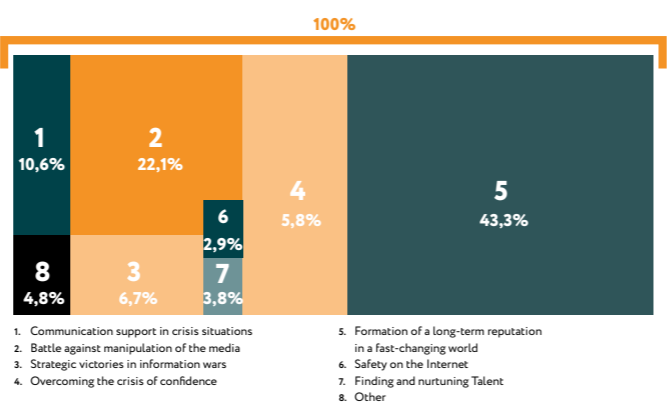
CONTACT:
Mattastrasse 21
CH-7270 Davos Platz
Davos, Switzerland
E-mail: yana@forumdavos.com
Tel: +41 76 277 1087

WCFA GLOBAL SURVEY 2017

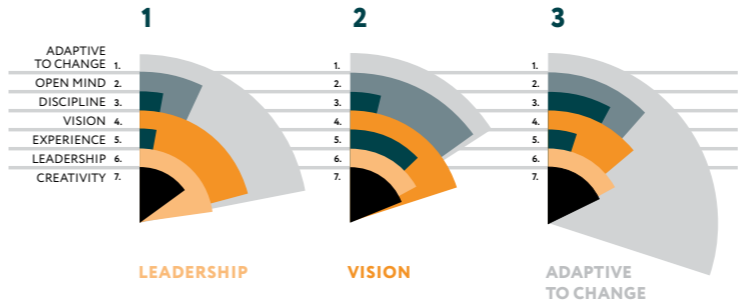
01/ KEY TASK (MOST IMPORTANT) OF TODAY'S GLOBAL COMMUNICATIONS



02/ KEY CHALLENGE (MOST IMPORTANT) OF TODAY'S COMMUNICATION PROFESSIONALS



05/ THREE MAJOR SKILLS OF TODAY'S COMMUNICATION DIRECTOR OF A GLOBAL COMPANY



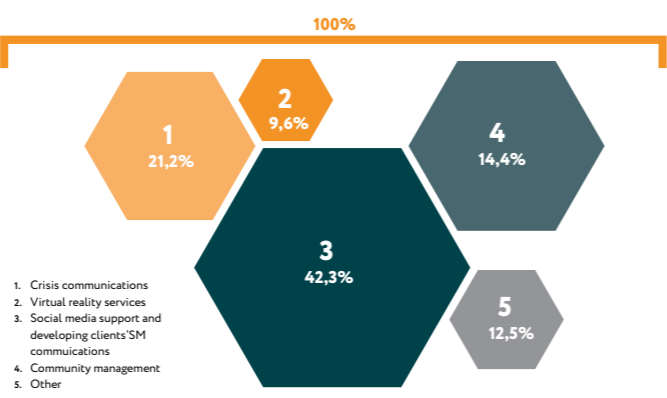
06/ IF YOU NEED TO ADD UP TO 3 OTHER SKILLS, PLEASE SPECIFY THEM BELOW IN A LIST, IN THE ORDER OF YOUR PREFERENCE



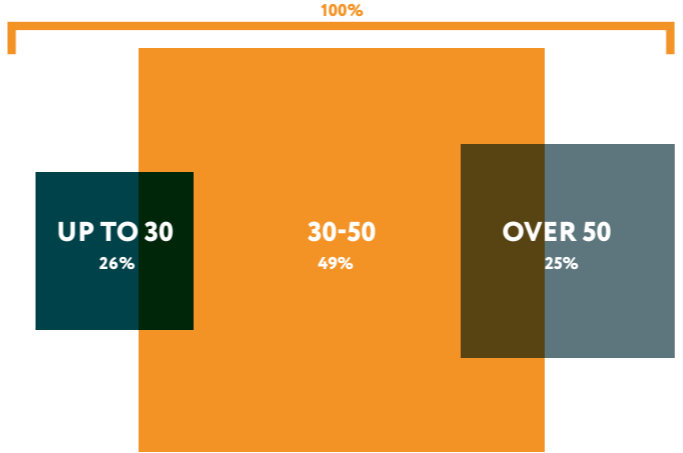
03/ COMMUNICATION AS A SOLUTION TO 3 OF TODAY'S WORLD PROBLEMS/CHALLENGES/CONFLICTS



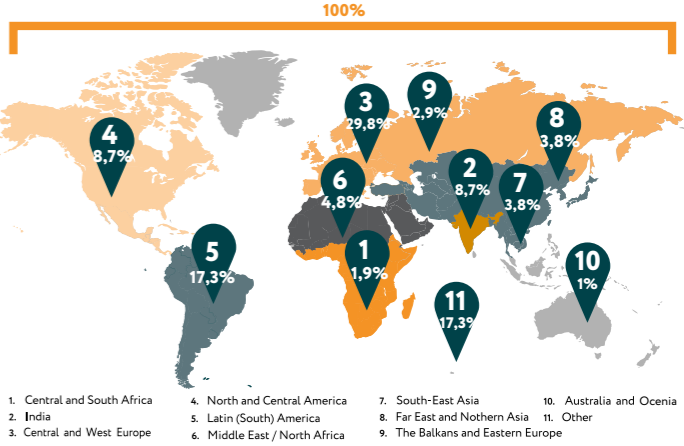
04/ MOST PERSPECTIVE MARKET NICHE FOR TODAY'S COMMUNICATION AGENCY BUSINESS



07/ YOUR AGE



08/ YOUR REGION



BEST COMMUNICATION STORIES AND CASES FROM 2017!



NURUL SHAMSURI,

Program Director of YayasanJUWITA and Founder of Project Fearless (Malaysia)

Graduated with Bachelor of Legal Studies (Hons) from Mara University of Technology (Kuala Lumpur) in 2006, she later joined NCL Solutions Sdn Bhd as Sales Manager, where she gained her international business experience by working in Greece, China, South East Asia and the Middle East. A few years later she pursued her Master's Degree in International Business Law (LL.M) at Vrije Universiteit (Amsterdam).

In 2010, she came back to Kuala Lumpur, giving her full commitment to Lubri Oil Corporation as its Chief Executive Officer - until 2014, when she stepped down as one of the Directors.

Well-versed in political comms, she has represented Malaysia in many speaking engagements worldwide. Professionally, she is an Intl. Speaker, Head of Program, Law Lecturer and an Activist by day, but a political enthusiast by night.

She has spoken in various global forums, incl. WCF, the Eu Association of Comms Directors Forum (Lisbon), the Eu Association of Political Comms (St. Petersburg), and she has won the C4F "Relationship of the Future" Award in 2015.

Proud founder of Project Fearless - dedicated to empower young women to be the next line of leaders in Malaysia. Vision: to globalize the participation of Malay women in various fields and make their voice heard on a global level.



CATHERINE HERNANDEZ-BLADES,

Senior Vice President, Chief Brand and Communications Officer, Aflac (USA)

A recognized change agent with more than two decades of global leadership experience, Catherine is an established thought leader on corporate reputation, corporate social responsibility and ethics. Under her direction, Aflac's Corporate Communications department uses modeling, technology and hard data to drive communications strategy and implementation, helping to achieve measurable return on reputation (ROR).

Throughout her career, Catherine has developed communications and corporate social responsibility (CSR) strategies and programs that drive change, deliver impact and, ultimately, lead to business success. Since joining Aflac in 2014, Catherine has completely revamped the company's CSR initiatives to increase their effectiveness and engagement.

In 2016, she shared insights on maximizing ROR and its impact on a company's reputation at industry events, including Ragan, Ethisphere, Reputation Institute and PRWeek. She will serve as chair of The Seminar in 2018, is a member of the Page Society and Communications 50/C50, and serves on the Communications Advisory Board for the Ethisphere Institute. She has been a contributing author for several books, including "The World's Foremost Authorities on Marketing - Top CMOs Share What They Know Best," "Superbrands" and PR News' Corporate Social Responsibility Guidebook.



SERGEY ZVEREV,

founder and president of thePublic affairs & Public relations Company CROS

In 1990, Sergey was a member of the group of leading economists that developed 500 Days program. In 1990-1992, he was responsible for information and analytical work at AC "Epicenter", and information support of G.A.Yavlinsky's political activity. In 1992-1996 he worked as Deputy Director General for information and analytical support and public relations at TOO "Gruppa Most", and in 1996-98 as President of TOO "Gruppa Most".

In 1990s, Sergey was one of initiators of modern Russian Media development. He is one of the founders of NTV, the leading TV company in Russia, Segodnya newspaper, Itogi magazine, and Echo of Moscow radio station.

In 1998-99 Sergey was Vice Chairman of the Management Board of RAO "Gazprom" for external and internal comms, and supervised creation of Gazprom Media, the leading Russian media holding. In 1999 he worked as Deputy Head of Presidential Executive Office for information and internal policy. From 2000 and up to the present time, Sergey is Member of Board and President of CROS company.

Sergey heads the School of Integrated Comms at the National Research University Higher School of Economics. Owing to a complex program combining the elements of classical university education and practical approach, students gain all the skills required in the modern PR industry.



PAUL HOLMES,

Founder and CEO of The Holmes Report and the SABRE awards (UK)

Paul Holmes, the PR industry guru, founder and CEO of The Holmes Report and the SABRE awards, shares:

"I don't see a reason why PR shouldn't continue to expand. If we live in a world where information, transparency, democracy and freedom of choice continue to expand, then so will PR! Today the industry has to be involved in setting a policy rather than communicating it: that's a major part of building relationships with the public."

Watch the whole interview on our YouTube channel of forumdavos.com.

Paul Holmes is one of the most 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 writing about and evaluating the public relations business and consulting with both public relations agencies and their clients.

In 2000, he founded The Holmes Report, a publication dedicated to providing insight, knowledge and recognition to public relations professionals. The Holmes Report organizes the world's largest and most sought after public relations awards competition, the SABRE Awards.

For the last couple of years, Paul has been holding a top position among the several "most wanted" public speakers across the world.



ANDREW SEIBERT,

Managing Partner, Imprint (USA)

Andy founded Imprint as a full-service content marketing agency in early 2013 after almost two decades in the custom content industry. This past September, Imprint was named Small Content Marketing Agency of the Year by the Content Marketing Institute. Andy is on the Board of Directors of The Content Council, the leading association of content marketing firms in North America, and he served as Chairman from 2012-2017. His experience at American Express, GE Capital, Time, Inc., and Hearst and Dow Jones (as President and Publisher of the SmartMoney joint venture) gives him both a client and publisher perspective on content marketing. He has created successful, long-running content marketing programs that combine a deep understanding of customer behavior with creative talent.



NICOLAS MUELLER,

Head of Business Unit Weapons and Ammunition Department of Defence, Civil Protection and Sport, armasuisse (Switzerland)

Nicolas G. Mueller completed his master studies in chemistry at the University of Bern in 1992 and obtained his doctorate in physics in 1998. He subsequently worked for several years as a coordinator and delegate for the International Committee of the Red Cross in the field of international crisis management (incl. a mission from 1999 to 2001 in Afghanistan and Pakistan).

Previously, he was as a strategy consultant, controlling and risk mgmt for the federal administration. In 2005-07, he developed the concept for the Swiss information operations force. During four years of executive education, he earned the Rotman MBA of the Univ. Of Toronto - being named Bregman Scholar'08 - and the GEMBA of the Univ. of St. Gallen. As general staff colonel he does strategic foresight for the Swiss Gov and was the deputy head of operations of the Swiss Land Forces and a reconnaissance battalion commander.

He is presently adjunct professor in international relations at the Geneva School of Diplomacy. In 2013 he was awarded a doctorate in int'l relations honoris causa for his effort to reduce human suffering in the world and to promote better crisis mgmt. From 2007 to 2016 he was the Head of federal crisis mgmt training. He set up the yearly OECD conference on strategic crisis mgmt as well as a NATO Pfp Course on national risk and crisis mgmt.

BEST COMMUNICATION STORIES AND CASES FROM 2017!



MA. YOLANDA C. CRISANTO,

Senior Vice President, Corporate Communications of
Globe Telecom (The Philippines)

Yoly is the Corporate Communications Group Senior Vice President and Chief Sustainability Officer of the number one mobile company in the Philippines - Globe Telecom Inc.

She finished AB Communication Arts at the University of Santo Tomas with an MBA from the Ateneo Graduate School of Business. She is a member of the Asia Pacific Association of Communications Directors (APACD), and Public Relations Society of the Philippines. She was also part of the Top 500 Most Influential in Global PR Industry by PR Week Global Power Book for 2015-2017. She served as judge to the following: PR Week Asia Awards 2014-2017, Marketing PR Awards 2015-2017, Boomerang Awards 2017, APAC Effie Awards 2016-2018, PR Week Global 2018.

A Marketing and Corporate Communications Executive with over 30 years solid experience in Integrated Marketing Communications, her expertise lies in Strategic Communications for Corporate, Brand, and Crisis Communications. She handles stakeholder relations involving employee culture development through Internal Communications, media and government relations, as well as the company's corporate social responsibility and Sustainability programs.



EDUARDO VIEIRA,

Founder and CEO of Ideal H+K (Brazil)

Eduardo Vieira is a partner and founder of Ideal Group, a holding company created in partnership with WPP (the world's largest communications conglomerate) that controls in Brazil the operations of two agencies: Ideal H+K Strategies and Ogilvy Public Relations.

Vieira is currently recognized as one of the greatest Brazilian entrepreneurs of the new generation, with much prominence in Communications & Digital Media. He is considered by the market an expert in Reputation Building and Public Relations, having led local (Brazil), regional (Latin America) and global communication jobs for dozens of Fortune 500 companies.



SERAFIMA GUROVA,

CEO & founder of RODNYA Creative PR Studio
(Russia)

She has been working in the communication industry since 2008.

She started her career in The Walt Disney company PR department. In 2009, Serafima switched onto the agency side and moved to R&I Group, where she launched the PR department in 2010. During her career with R&I, the PR department became a reliable revenue generator for the whole agency.

Since 2015, Serafima has been developing her own PR studio: RODNYA, which boasts a conceptually new approach to communication - making every creative idea newsworthy.

Serafima is a notable member of the advertising community, holding several international industry awards, including Cannes Lions, Epica, EFFIE, Cristal, Golden Hammer, White Square, Silver Mercury, RuPoR, and PRAVDA Awards.

Serafima is also an independent expert of ICCO (International Communication Consultancy Organisation) and Member of WCFA (World Communication Forum Association).

She is a teacher and co-curator of the PR faculty at the Wordshop Academy of Communications (Russia).



LENA BÄCKER,

Co-Founder and President at Good Government Affairs,
Committee Member at UNEDUCH/United Nation,
International top-relations, Global Goodwill Ambassador,
UNEDUCH - Universal Education Charter, Central
government administration, Stockholm (Sweden)

Over 25 years' experience of specialised work at the highest strategic levels as Chairwoman, Senior Advisor and Director in governments, state agencies, private companies and NGO.

Today, she is the Founder of Good Government Affairs with former Ministers, Deputy Minister and Director Generals assisting PM and Presidents in the world to create strong and sustainable growth. The organization also handles bilateral relations and investments between different countries/governments.

Previous job positions include Enforcement Director at charge for rule of law, supervision of the large Saab bankruptcy, the Swedish financial rescue package "Taskforce for Greece" by the international Troika (IMF/European Commission/ECB), Chairwoman for the think tank for governments EAPB' Chief Economists Network in Brussels, Senior Advisor at Middle East W4SG, high-level government cooperation with Turkey, Georgia.

Co-Founder and President at Good Government Affairs. Committee Member at UNEDUCH/United Nation. International top-relations. Global Goodwill Ambassador.

SPEAKERS



ARIANE FEIJO,

Founder of Otimifica Inbound PR, co-founder of Todo Mundo Precisa de um RP - TMPRP (Brazil)

Holds a BA in Public Relations, an MBA in Marketing and is a master candidate in Culture Studies. Brazilian, with 9 years-experience in countries, companies and events in Europe.

She has been developing INBOUNDPR since 2011, an intelligence which synchronizes marketing and sales with PR. Her multicultural career includes companies like Dell (Brazil), KPMG and Lloyds TSB (England) and projects developed in the United States, Germany, France, Spain, Russia and India.

She was awarded as one of the “20 More Influential Women” in the Brazilian Promotional & Activation market, according to a research conducted by the Brazilian Association of live strategies for businesses (AMPRO, 2013).

Currently is co-owner at the PR collective Everybody Needs a PR and founder and co-owner at Otimifica, a consultancy in marketing intelligence which helps companies to achieve digital maturity, with clients in Brazil and Portugal.

Otimifica has been recognized as the 3rd best inbound marketing company in Brazil in the category Integrated Campaigns (RD Summit, 2016) and one of the 25 most effective marketing consultancies in the implementation of marketing automation in Brazil by Resultados Digitais (2017).

Her latest project is the book “Inbound PR: How to synchronize businesses towards digital maturity”, to be launched in May 2018.



GEORGY RESHETNIKOV,

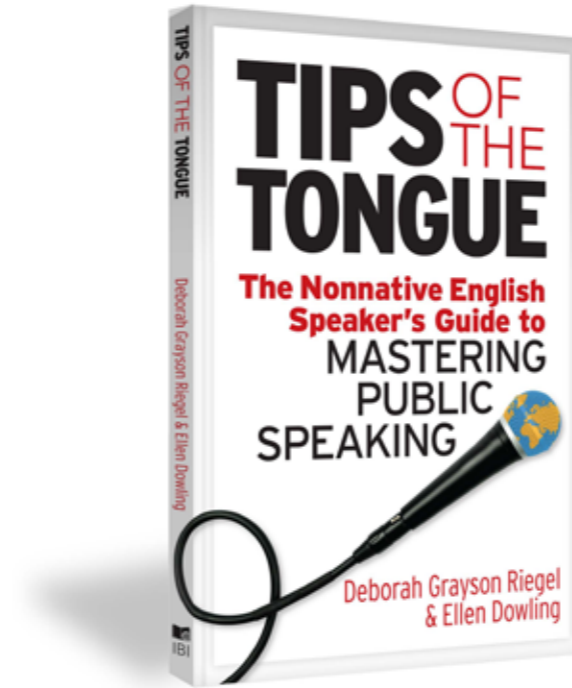
Director Public Affairs and Communications, Federal Grid Company of Unified Energy System - FGC UES (Russia)

Georgy Reshetnikov is the Director for public affairs and communications at the Federal Grid Company of Unified Energy System, Russia's power transmission monopoly. He is also in charge of international liaisons of the company. Georgy joined the management team in 2014, when it was reloading key business processes in order to increase economic efficiency and quality of services. Today, FGC UES is taken as a benchmark by investors and professional community.

Georgy has more than 10 years' experience in political advisory and strategic communications. Prior to working at the Federal Grid Company he ran his own consultancy practice with a range of clients in oil-&-gas, mining and utilities.

Three years at the Russian Ministry of Energy gave him the profound understanding of policy processes in this industry. During his public service, Georgy was responsible for analytical support of the Ministry's leadership, as well as for international and external communication.

Georgy holds a BA degree in Political Science and MA in International Relations, both from the MGIMO-University in Moscow, Russia.



Is English your second (or third or fourth) language?

Do you get nervous when you have to make a business presentation to an English-speaking audience?

Is improving your presentation skills a critical part of your career development?

Are you responsible for the professional development of your company's global leaders and teams?

Nonnative English speakers face unique challenges when trying to get their ideas across in a presentation. **Tips of the Tongue: The Nonnative English Speaker's Guide to Mastering Public Speaking** helps global professionals improve their **confidence, competence, and cultural comfort** when presenting in English. Here you'll find a wealth of tips, tricks, and techniques to help you deliver a presentation in English that is professional, persuasive, and powerful.

As a colleague of numerous talented scientists for whom English is not their native tongue, and as a professional committed to their career success, I find “**Tips of the Tongue**” to be a wonderful resource for them and for myself. For my colleagues, it provides practical guidance for the numerous sticky items that rightly make so many people anxious about public speaking. For myself, it is a reminder of how challenging it is to present effectively in a second language and thus reinforces my desire to help while giving advice that resonates with me. I strongly recommend it.

Michael Chaffers,
Director, Culture Reward & Talent
Novartis Institutes for BioMedical Research, Inc.

Presenting requires confidence; presenting in a second language takes that to a whole new level. This book is full of tips to boost the confidence of anyone who needs to persuade a Western, English-speaking audience, or for anyone who needs to present across cultures.

Darren Menabney,
Professor of Critical and Analytical Skills
Globis School of Management

web: <http://tipsofthetongue.com/the-book/>



YASEMIN GÜZELOGLU

Turkey Promotion Group Executive Director



METEHAN DEMIR

Journalist, Turkey Promotion Group Communication Consultant (Turkey)



PROF. ALI MURAT VURAL (PHD)

Lecturer, Istanbul University & Business Communication Consultant



Discover the potential

1. How does your organization influence the advocating of your country interests abroad?
Turkey Promotion Group (TPG) aims to drive investment and business opportunities for Turkish exporter companies around the world and establish “Turkey, Discover the Potential” brand globally. We promote Turkey’s position as a shining investment destination straddling East and West to highlight the economic potential of Turkey.

2. What are the key aims that your organization has set up at this stage?
Turkey Promotion Group’s mission is to introduce Turkey and its sectors and present facts of export of Turkish goods globally. TPG helps to increase the awareness of Turkish export goods and its quality. In doing so, we represent the Turkey brand across the globe, introducing Turkey’s economic potential and Turkish exporters goods and brands.

3. How are such concepts as soft power and working with communities included in the activity of your organization?

Foreign countries can frequently face scrutiny and misperception when engaging with audiences from different regions and cultures. Turkey’s business environment is diverse, dynamic and has tremendous potential. We help our members engage reporters, investors, influencers and the public to accelerate inward and outbound investment in Turkey. We want to create a platform from which Turkey can engage a wide range of audiences and increase understanding of Turkey’s long-term commitment to a safe, secure and profitable business environment.

4. Who, in your opinion, should be the key agent for promoting a country’s image and reputation abroad?
From our perspective, an array of voices is vital for telling our story. Business leaders and entrepreneurs – as well as artists, designers, athletes and others – can provide for a much broader and more nuanced understanding of what a country is really all about.

5. How, on an international level, should we develop the global expertise and practices for country-promotion?
We should recognize that it is a long-term process that requires patience and commitment. There is not one story but rather many stories to be told about a country and the more we can do to dismantle outdated stereotypes and lazy generalizations the better. We should encourage direct engagement with international media to improve the tone of coverage, and consistently coordinate interaction with global stakeholders to increase awareness and understanding,



COMMUNICATION FOR FUTURE

Annual Excellence Award for Communication Professionals

The C4F Davos Awards recognize outstanding communicators with new professional approach and remarkable 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!

SHORTLIST C4F AWARDS 2018



Startup/
technology

IDEA OF THE FUTURE (PERSONAL)

Ma. Yolanda C. Crisanto, SVP, Corporate Communications of Globe Telecom, Philippines
Elizabeth Sünder, part-timer at Philip Morris, Head of Marketing - International Finance Student Association, student in Business and Design, EUBS- Geneva, Switzerland
Lea Katunric, MBA student at EU Business School - International Marketing, Croatia

IDEA OF THE FUTURE (CORPORATE)

Our future in the face of 4 students" - **EU Business School Geneva**, Switzerland
"Globe Future Makers" - **Globe Telecom**, The Philippines



Corporate
WHO

EDUCATION OF THE FUTURE

"Financial Literacy Begins in the Family": **SPN Communications agency**, Russia
"A Day at the Resource Room": **Kaushik Palicha Foundation, Mental Health First Aid**, India
"Tech-in-Media: an easy way to explain science": **SPN Communications agency**, Russia
"Campaign for Qualcomm's Impact Technologies": **Ideal H+K agency**, Brazil
"Our future in the face of 4 students": **EU Business School Geneva**, Switzerland

COMMUNITY OF THE FUTURE

"Tech-in-Media: an easy way to explain science": **SPN Communications agency**, Russia

PRO BONO OF THE FUTURE

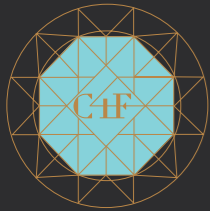
"Somos Livres": **Ideal H+K agency**, Brazil

MEDIA OF THE FUTURE

"7 ways we create wonderful experiences": **Globe Telecom**, The Philippines

TRUST OF THE FUTURE

"Insights Program": **T.Rowe Price + Imprint**, USA



Corporate
HOW

ANTI-CRISIS OF THE FUTURE

“KFC: The Size Doesn’t Matter”: **RODNYA** agency, Russia
Overall work and experience: **RADA Research & PR agency**, Egypt

BRANDING OF THE FUTURE

“1st Word Internet PH”: **Globe Telecom**, The Philippines
“Campaign for Qualcomm’s Impact Technologies”: **Ideal H+K agency**, Brazil

COMMUNICATIONS OF THE FUTURE

“1st Word Internet PH”: **Globe Telecom**, The Philippines
“Financial Literacy Begins in the Family”: **SPN Communications agency**, Russia
“Help S2 Consultancy transform the understanding about fraud & corruption”: **Otimifica agency**, Brazil

CREATIVE OF THE FUTURE

“Globe Future Makers”: **Globe Telecom**, The Philippines
“7 ways we create wonderful experiences”: **Globe Telecom**, The Philippines

NEW GENERATION COMMUNICATIONS

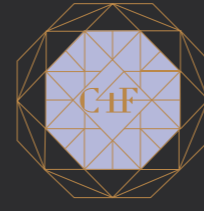
“KFC: The Size Doesn’t Matter”: **RODNYA** agency, Russia
“Help S2 Consultancy transform the understanding about fraud & corruption”: **Otimifica agency**, Brazil
“7 ways we create wonderful experiences”: **Globe Telecom**, The Philippines

REPUTATION OF THE FUTURE

“Barrier Free” (Teva, New Corporate Brand): **SPN Communications agency**, Russia
Overall work and experience: **Don Valley Reputation Managers**, South Africa
“1st Word Internet PH”: **Globe Telecom**, The Philippines
“Environmental Activities of FGC UES in the Far East”: **FGC UES**, Russia

VALUE OF THE FUTURE

“Somos Livres”: **Ideal H+K agency**, Brazil
“Our future, presented in the face of 4 students”: **EU Business School**, Geneva, Switzerland
“Help S2 Consultancy transform the understanding about fraud & corruption”: **Otimifica agency**, Brazil
“Wonderful PH”: **Globe Telecom**, The Philippines



Personal

GRAND DAVOS AWARD

Yogesh Joshi, President of the ABCI association, India
Dr. Gary Kreps, Ph.D., FAAHB, Distinguished Professor, Department of Communication, Director of the Centre for Health & Risk Communication, George Mason University, USA
Lindy Wafula, CEO and Lead Consultant at Village Ventures International, Kenya

IDEA OF THE FUTURE

Dr. Jon-Hans Coetzer, Chief Academic Officer, EU Business School Group (Switzerland)
Ashay Sahasrabuddhe, Ph.D. research scholar at the University of Mumbai and Founder & CEO of Kintel Incomm Pvt Ltd., India

LEADER OF THE FUTURE

Nurul Shamsuri, Program Director of Yayasan JUWITA, Founder of ‘Fearless’, Malaysia
Olga Podoinitsyna, Member of the Board, VTB Capital, Russia
Yogesh Joshi, President of ABCI association, India

RELATIONS OF THE FUTURE

Lena Bäcker, Co-Founder and President at Good Government Affairs, Committee Member at UNEDUCH/United Nation, International top-relations, Global Goodwill Ambassador, UNEDUCH - Universal Education Charter, Central government administration, Stockholm, Sweden
Natalia Belyakova, Regional Marketing and PR Director of the Italian real estate development holding Domina Group, Russia
Serena Poon, Celebrity Chef, Wellness Expert and Entrepreneur, USA
Nicolas Mueller, Head of Business Unit Weapons and Ammunition Department of Defence, Civil Protection and Sport, armasuisse, Switzerland
Karin Blumer, Director Science Communication and Policy, Novartis International, Switzerland

TALENT OF THE FUTURE

Ashay Sahasrabuddhe, Ph.D. research scholar at the University of Mumbai and Founder & CEO of Kintel Incomm Pvt Ltd., India
Jessica Muhamad, Ph.D., Assistant Professor of Communication, School of Communication, Florida State University, USA
Lea Katunric, MBA student at EU Business School - International Marketing, Croatia
Elizabeth Sünder, part-timer at Philip Morris, Head of Marketing - International Finance Student Association, student in Business and Design, EUBS- Geneva, Switzerland
Felix Hill, BBA student and Head of Sports at the Students’ Board of EU Business School, former Royal Marine cadet, Monaco



C4F Davos Awards



Venue: Restaurant du Château de Penthes
18 chemin de l'Impératrice, 1292 Pregny, Geneve
tel: +41 22 734 4865
Dress code: black-tie/evening dress or smart/formal.
Welcome cocktail.
Gala dinner and awards ceremony.



WCF TEAM



**VALENTINA
ATANASOVA**

I'm always ready
to answer speakers'
and partners'
questions.

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I'll try it _____

What made my day _____

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Revealing case _____

Useful contacts _____

That's a good point _____

I'll try it _____

What made my day _____

WCFA | USA Trip Second Season 01-08 May 2018



Seattle:

Microsoft, Gates Foundation, Nintendo, LinkedIn etc.

San Francisco:

Facebook etc.

Los Angeles:

Hollywood, Master Class “How to work with celebrity”, Master Class “TV Host” etc.

Yosemite National Park

Price: 1,700.00

THE FEES INCLUDE:

- Attendance of the full program for 8 days for the period 1-8 May, 2018.
- Local/internal flights and transfers between/inside the visited cities announced in the program.
- Welcome dinner on 1 May, 2018, in Seattle.
- Cruise with light dinner and wine on 4 May, 2018, in San Francisco.
- C4F Awards gala dinner and ceremony on 6 May, 2018, at Beverly Hilton, Los Angeles.
- A trip to Yosemite National park on 7 May, 2018.
- A portfolio with printed materials and guidelines.

Deadline: 01 April 2018



WCFA USA Trip project manager:

Aleksandra Gehhardt

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