

Program

7 February 2010

Arrival and accommodation of participants, free time for private talks

8 February 2010

moderated by Maxim Behar

9.00-10.00 **Registration, coffee**

10.00-10.30 **Welcome** – Natalia Belenko, Mohamed A. Al Ayed, Rui Martins

10.30-11.00 **Communication styles in business: Communicating the right thing, the right way, at the right time**
BSL, Dr. Katrin Muff

11.00-11.30 **EU external communications**
EU Council, Cristina Gallach

11.30-12.00 **Coffee break**

12.00-12.30 **Pervasive connectivity and ubiquitous computation - the key catalysts driving the Renaissance of the 21st century**
MTS, Garrett Johnston

13.30-14.30 **Lunch**

14.30-16.00	Social and corporate web communications and media moderator: Hassan Al Saleh	Political communication moderator: Natalia Belenko
	Is there any future for traditional media? ENPA Valtteri Niiranen	Political communications through the credit crunch Sovereign Strategy Jolyon Kimble
	New media 2 - 3.0. Economy and ideology Rumeur Publique Christophe Ginisty	E-democracy, e-activism and e-revolutions 31 da Armada Rodrigo Moita de Deus
	Social revolution. CIS countries experience a boom of marketing communications in the social media domain Social Networks Denis Terekhov	From speech writing to blogging – the entropy of political communications Top Communications GmbH Alexander Anisimov
	The corporate blogging and external online communications 3WPR Stephen Davies	
16.00-16.30	Coffee break	
16.30-18.00	Communicating effectively with rating agencies Independent Consultancy Services, Thomas Missong	

9 February 2010

moderated by Rui Martins

- 9.00-11.00 **PR's coming golden age: Seize the opportunity or perish**
Holmes Group, **Paul Holmes**
- 11.00-11.30 **Coffee break**
- 11.30-12.00 **Indicators and dashboards: An approach to measurement at Dassault Aviation**
Dassault Aviation company, **Yves Robins**
- 12.00-12.30 **Social media made simple: A look back on Casio's social media movement-**
Casio USA, **Melissa Keklak**
- 12.30-13.00 **Companies & Environment in the times of the "Comm - Boom" and the "eco2soc" crises**
GEFYRA, **Yannis Freris**
- 13.00-14.00 **Lunch**
- 14.00-15.30
- | Communication of change
moderator: Melissa Keklak | Marketing communication
moderator: Yana Dubeykovskaya |
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| Crisis communication - staying clear of turbulence
European Aviation Safety Agency (EASA)
Dr. Dan Holtgen | Integrated marketing communications: Growing relevance in a seamless society
ClearDirections
Denise Stillman |
| Building trust in a turmoil crisis through change management communications
Dianova
Rui Martins | Custom publishing today
Medialine
Evgeny Grigoriev |
| Communicate the value in your values and turn it into sales: Effectively marketing your social/ environmental commitment
Principled Profit
Shel Horowitz | Communication after crisis: what do companies need?
Group Inforpress
Nuria Vilanova |
| A company leader changing roles: from managing to communication
Business-coach
Andrey Kulinich | Individual consumers value orientation
UFK Company
Evgeny Boychenko |
- 15.30-16.00 **Coffee break**
- 16.00-17.00 **New media, new style, new communication**
M3 Communications Group, Inc., **Maxim Behar**
- 17.00-18.00 **Closing participants' statements**
- 18.00 **End of Forum and buffet supper**