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**WORLD FORUM FOR
COMMUNICATION
TOP-MANAGERS
IN DAVOS**

17 - 18 February 2011



Platinum Sponsor

Integrated Energy Systems (IES)

The Joint-Stock Company «Integrated Energy Systems» (IES) is the largest Russian private company in the area of electric power industry and gas supply and distribution. The company was created in December, 2002. IES owns strategic/control share holdings and carries out management in 4 heat-generating complexes (TGC-5, TGC-6, TGC-9, VoTGC).

Geographically, IES-holding activity covers 22 regions of Russia. The aggregate number of the personnel amounts to 60 thousand people. The company holds 5th place as regards installed capacity – among the electric power companies of the Russian Federation – and it has become the largest Russian producer of thermal energy. The strategic directions of IES activities include: electric power production; development of generating capacities; energy trading; retails of electricity, heat, and transportation of gas.

<http://www.ies-holding.com/>

FORUM COMMITTEE 2011

Communication is...

Cristina Gallach
Spokesperson for the Spanish Presidency
EU Council, Belgium
"Communication is about truth; communication is about hope; communication is about change... Communication is a bridge."

Yannis Freris
Head of Sustainable Development
GEFYRA, Greece
"Empathy, trying to understand what the other needs, ensuring that you explain and you try to convey something that will be to the benefit of the counterpart."

Rui Martins
Public Affairs Director
Associação Dianova, Portugal
"Relationships."

Jolyon Kimble
Associate Director
APCO Worldwide, Belgium
"Achievement."

Svetlana Kananykhina
Founder and CEO
Event Live Communication, Russia
"Competitive advantage."

Yanina Dubeykovskaya
CEO
SeaMedia Group, Bulgaria
"For me, it's fun."

Maxim Behar
Chief Executive
M3 Communications, Bulgaria
"Being on Top."

Daniel Holtgen
Director of Communications
Council of Europe, Belgium
"Risk management."

Denise Stillman
Founder and CEO
Clear Directions, USA
"Crucial for success."

Stephen Davies
Founder and Managing Director
3WPR, UK
"Passion."

Mohamed Al Ayed
Founder, President and CEO
TRACCS, UAE and Middle East
"Life."

Natalia Belenko
Founder
Top Communication GmbH, Austria
"New challenges."

Roland Binz
Vice President
Swiss Crisis Communication Association
"The corner-stone of business."

Alexander Anisimov
CEO
Top Communication GmbH, Austria
"Better options."

Andrew Izmailov
Risk management & Credit Card portfolio
Scotiabank, Canada
"Potential."

Thomas Missonig
President of European Association of Credit Rating Agencies, Austria
"Dependable on the social system."

Yves Robins
Dassault Aviation, France
"Indicator of good management."

PROGRAM



16 February 2011 - arrival

19.00-23.00 **Shatzalp Hotel: Mulled wine welcome party (informal)**

17 February 2011- Day I

09.00-09.30 **Registration, coffee**

09.30-10:00 **Forum Moderator for Day I: Dr. Daniel Höltingen**, Director of Communications at the Council of Europe
Welcome greetings: organizers, partners, VIP guests

10:00-11.30 **Debate:**

- **New marketing versus new PR.**

Two great experts share their knowledge, experience, and visions:

Paul Holmes, the PR industry guru worldwide, Founder and CEO of TheHolmesReport.com

Garrett Johnston, top marketing consultant, ex-President and ex-Board Director at Brainstore.com

Moderator: Maxim Behar, Chair of the Bulgarian PR Association (BAPRA)

11.30-12.00 **Coffee break**

12.00-13.30 **Panel discussion with politicians, journalists, public/social figures:**

- **Reputation & publicity on/off-line: the next step?**

Dr. James Gillies, Head of Communication Group at CERN, Switzerland:

"Communicating Innovations - how to communicate something which does not even exist?"

Dr. Daniel Höltingen, Director of Communications at the Council of Europe, Belgium:

"Adapting large, long-standing organizations to today's online & social media world."

Evgeniy Kozlov, Product manager at Meridian Telecom, Russian Federation:

"Online Reputation: securing and mobilizing networks of influencers."

Moderator: Rui Martins, Director Corporate Comms and Public Affairs at Dianova Portugal

13.30-14.30 **Lunch**

Social media

Moderator: Stephen Davies, Founder & Managing Director of 3WPR, blogger at www.stedavies.com, UK

14.30-15.30 • **Integrating SM internally**

Philippe Borremans, Chief Social Media Officer at Van Marcke Group, Belgium:

"ROI of SM for internal comms: How organizations should apply collaborative and interactive social media tools to enhance productivity and communication?"

- **SM into existing PR campaigns**

Kerry Bridge, Global Digital Media Communications Manager at DELL Public Sector, UK:

"Integrate Social Media into existing PR campaigns."

- **Multinational SM campaigns**

Marshall Sponder, SM Metrics, Web Analytics and SEO expert, owner of www.webmetricsguru.com, USA:

"How can multinational organizations create a social media campaign to target a number of markets?"

15.30-16.00 **Discussion:**

- **How to educate staff on using SM in their free time safely, without detriment to the organisation?**

16.00-16.30 **Coffee break**

Political communications

Moderator: Jolyon Kimble, Associate Director at APCO Worldwide, Brussels, Belgium

16.30-17.30 • **Strategic communications**

Nic Labuschagne, Advisor Strategic comms and Complex issues managemnet at the Government of Dubai:

"Strategic communications as a counterterrorism tool."

- **Communication in politics**

Jan Op Gen Oorth, Political Speechwriter/Public Relations and Comms Officer at the German Government:

"The changing role of political communication."

- **Publicity & politics**

Sultan Al Bazie, CEO of Attariq Communications, Saudi Arabia, Chair of IPRA Gulf Chapter:

"The E-Majlis: Saudi Ministers in Social Media."

- **Government 2.0**

Alyona Popova, enterprenuer, start-up businesses consultant, blogger on E-gov at www.alenapopova.ru:

"E-government as a stimulus for modern economics and development."

17.30-18.00 **Discussion:**

- **From West to East: is the balance in communications leadership changing?**

19.00-22.00 **Dinner party – evening dress code (formal). Location: Belvedere Hotel**

WORLD FORUM FOR COMMUNICATION TOP-MANAGERS

18 February 2011 - Day II

Forum Moderator for Day II: Hassan Al Saleh, Managing Partner of TRACCS, Oman
Financial communications & IR

09.00-10.00 **Moderator: Andrew Izmailov**, Risk management & Credit card portfolio, Scotiabank, Canada

- **Corporate financial communications**

Ian Roundell, Managing Director and Global Head of IR at Credit Suisse, Switzerland:

"Share Price Management."

- **Communications in Mergers & Acquisitions**

Gary Grates, President, Global Managing Director at Edelman Change & Employee Engagement, USA:

"Reputation Management in M&A."

- **Investment strategies & communication**

Sascha Bibert, Head of IR at E.ON AG, Germany:

"Managing investor expectations in times of significant change."

10.00-10.30 **Discussion:**

- **Actual vs Fictional in mass media hysteria during the times of crisis**

10.30-11.00 **Case study • Investor Relations • PR strategy for financial and crisis communications**

Vittorio Amedeo Alessio, Executive Director, Media Relations (Italy) at ENEL, Italy:

"Nuclear renaissance and financial stability in the age of crisis."

11.00-11.30 **Keynote:**

- **Marketing, branding, and new media**

Alexey Kostarev, CEO at i-Jet Media, San Francisco Bay Area, USA

"Successful marketing of Social Media Games."

11.30-12.00 **Coffee break**

12.00-12.30 **Case study • External Comms • Communicating with governmental structures and public executive bodies**

Louis de Schorlemer, ex-Director of Communications (Europe) at GALLUP, Belgium:

"Managing the private – public relationship. The role of communications."

12.30-13.30 **Panel discussion:**

- **New challenges to the communications profession**

Mohamed Al Ayed, Founder, president and CEO of Trans-Arabian Creative Comms Services:

"Regulating & professionalizing the industry: How to regard PR as equal to Law/Accountancy?"

Yannis Freris, Head of Sustainable Development at GEFYRA S.A., Greece, Head of EACD CSR group:

"Anti-crisis CSR & Communication. Make Acts - Not Words!"

Evgeny Boychenko, General Director of UFK company, Russian Federation

"Values. Images. Symbols. The Generation gap."

13.30-14.30 **Lunch**

14.30-15.00 **Case study • Social Media • Integrating social media into corporate PR campaigns**

Bonin Bough, Digital & Social Media Director at PepsiCo, USA:

"Social media in Corporate PR."

15.00-15.30 **Overview:**

- **What does WEF 2011 teach us?**

Rui Martins, Director Corporate Comms and Public Affairs at Dianova Portugal

15.30-16.00 **Blind panel discussion:**

- **Problematic topics thrown at the audience - ideas on how they could be solved**

co-Moderators: Jolyon Kimble, Associate Director at APCO Worldwide, Brussels, Belgium

Rui Martins, Director Corporate Comms and Public Affairs at Dianova Portugal

16.00-16.30 **Coffee break**

Crisis communications

Moderator: Roland Binz, VP of Swiss Association for Crisis Comms, owner of www.rolandbinz.com, CH

16.30-17.30 • **Litigation PR**

Spencer Baretz, Hellerman Baretz Communications, USA:

"Litigation PR, the next wave of corporate and crisis comms: essential points and considerations."

- **Crisis management**

Ansgar Thiessen, Swiss Association for Crisis Comms, Media & Comms Studies at Fribourg University, CH:

"Crisis management in media society: Communicative integrity as the key to safeguarding reputation."

17.30-18.00 **Discussion:**

- **The best crisis communications are the ones you never hear about: pros and cons**

18.00-18.30 **Keynote:**

- **Reputation management - a matter of trust**

Andrey Barannikov, CEO of SPN Ogilvy, Russian Federation, VP of Russian PR Association (RASO):

"The economy of trust: tools and techniques for earning the currency of the 21st century."

18.30-19.00 **Closing conclusions & observations: organizers, partners, speakers, VIP guests**

19.00-20.00 **Closing Dinner Buffet, location: Davos Congress Centre**

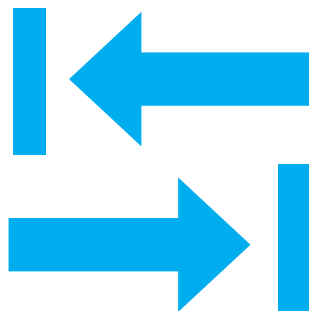
New PR vs New marketing!



"I don't see a reason why the PR industry shouldn't continue to expand. If we live in a society where authentic 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 one part of building relationships with the public."

Paul Holmes is among the most renowned PR specialists and truly influential PR figures in the world, also known as the PR industry guru globally. He is a publisher and editor with over two decades of experience in writing and PR evaluation, consulting both agencies and their clients. In 2000, P.Holmes established TheHolmesReport.com to share PR insight, knowledge and expertise. The company organizes the world's largest PR competition, the SABRE Awards which recognizes the PR professionals with Superior Achievement in Branding and Reputation, provided in North America, EMEA and the Asia Pacific region. For the past couple of years Paul has been holding a top position among the several "most wanted" public event speakers across the world.

Debate: Which of the great industries: PR or advertising, branding and marketing, is to survive or shall they all transform into one?



Today's rapid changes in modern comms blur the distinction between PR and marketing. Internet absorbs public attention via webs, blogs, tweets, Social Media, videos, pod casts, RSS feed.

The debate views the future shape of business/corporate communication policies and the new changes within their overall organization.

[Join follow-up comments and discussions in the social media pages of the Forum!](#)

"We sell internet capacity: minutes of traffic, voice or text messages. As a commoditizing business with nonstop price-revolts, we are still making profit - the entry barrier wasn't high. Well, it's not going down! It's suicidal to focus only on the core tent relations or products: we should try to understand why people consume the internet traffic."

Garrett Johnston has a degree in economy from the Dublin University, and also in international trade from Trinity College. Till 2003 he held top marketing positions in Cap Gemini, Ernst & Young, Cable & Wireless, Pricewaterhouse Coopers, Alcatel, and MCI WorldCom. He was General Marketing Director in Kyivstar, which is the largest Ukrainian mobile operator, also consulting the Telenor Norway group on their corporate marketing strategy. In 2006 he became Strategic Marketing Director at JSC "MTS", managing their overall marketing policy until 2010. He has recently acted as President & Board Director at Brainstore.com. Garrett has very rich professional experience in 15 countries on 5 continents, and speaks fluently 11 languages.

Reputation & publicity on/off-line: the next step?



Communicating Innovations. How to communicate a thing that does not even exist?

In 2010, the physics program of the LHC got underway at CERN in the full glare of the media spotlight. The paper explains how actually the laboratory's communication team worked to make the esoteric subject of particle physics such a hot topic and how CERN made use of each opportunity that came its way, from Angels and Demons to black holes.



James Gillies is Head of Communications at CERN, the [European Organization for Nuclear Research](#). In 1993, he left research to become Head of Science with the British Council in Paris. After managing the Council's bilateral program of scientific visits, business exchanges, bursaries and cultural events for two years, he returned to CERN in 1995 as a science writer. He is [co-author of 'How the Web was Born'](#), published in 2000 and rated by the London Times among the year's ten best books for inquisitive minds. James holds a doctorate in physics from the University of Oxford.

Adapting large, long-standing organizations to today's online & social media world.

Communicators of large & long-standing orgs need to know how to bridge the gap between Old & New and create means for clear messages without under-mining the basic principles of the organisation. Responses to breaking news, an ability to adapt to a rolling update schedule, and an emphasis on crucial issues is the key to effective communication.



Daniel Höltingen has been recently appointed Director of Communications of the [Council of Europe](#). From 2004 till 2010 he was Director Communications & External Relations at the [European Aviation Safety Agency \(EASA\)](#). He previously worked as spokesperson and head of press for the German government and as an adviser to the European Commission. Daniel is British and German. Daniel Höltingen is a trained journalist and holds a Ph.D. in economic geography from the University of Cambridge.

Online reputation: securing and mobilizing influencers networks.

Minimize costs for creating a modern open image, gain online popularity and print this effect onto the real world! The paper examines a selection of optimal info distribution channels and offers ways of measuring social media influence. Video/photo/audio content is viewed as a key driver of interest and feed-back, and explores the new level of open publicity.



Evgeniy Kozlov (@ekozlov) is a top [Twitter](#) micro-blogger, with up to [80000 followers](#) in Russia. He promotes Twitter ideology and participates in Web marketing events. He is Co-founder of GlavTwit.ru, a site that collects news and offers services for the Russian Twitter society. He is Product Development Manager in ["Meridian Group"](#) Telecom. Recently Evgeniy opened Legenga agency for social media ads and promos. In 2009 he gained the Russian Venture Company award "Best innovation manager" for securing BioLand's fast growth on the local market.

Social Media Insights


ROI of Social Media for internal comms: How should orgs apply collaborative and interactive SM tools to enhance productivity and communication?

The internal use of SM and why should you even think about it? • What comes first: corporate readiness or the Social Media project? • How to implement & measure a social media strategy? • Are control and governance compatible with the social aspect?



Philippe Borremans is a Chief SM Officer at **Van Marcke Group**. He also acts as online trainer via New Democracy. He advised Porter Novelli. As IBM's SM & PR manager he focused on recruitment 2.0, "Smarter Planet strategy", and "Digitized World". In '08 he created Blackline for web 2.0 consulting. He founded the **International Association of Online Communicators**, leads the SM group at the **European Association of Comm Directors**, and is a member of the Electronic Frontier Foundation. Philippe studied Modern Languages & History at the Halle Royal Atheneum. He has a degree in PR from INIREP and is fluent in French, English & Dutch. His PR & SM articles are at Conversationblog.com.


Integrating Social Media into PR campaigns.

Revealing your personality and passion is the key to successful relationships. Dell has evolved its use of SM: from core team innovations, to a formalized strategy and a broader structure to engage. Clients connect directly with Dell to discuss technology related topics and discover exclusive offers or customer service. Kerry shares Dell's best practices in integrated SM.



Kerry Bridge is a Global Digital Media & Comms Manager at **Dell's Public Sector**. She takes part in Dell's Global Corporate Communications team and leads **Dell's approach to SM communications** worldwide. She forms part of the global Social Media leadership who drive Dell's outreach to customers & stakeholders by proactive conversations on the web and the company blogs, wikis and forums. Contact her: **@KerryatDell**. Kerry has large experience in national & multinational blue chip comms environments: she has been successful as a communicator in the fields of digital media, public relations and internal comms at a European level.


How can multinational orgs create SM campaign to target a number of markets?

Today online conversations take place at a speed never registered before: prompt responses are crucial for communicators engaged in marketing campaigns. The paper focuses on measuring, optimizing and evaluating multinational comms via SM monitoring: Radian6, Brand-Watch, Sysomos, Intergrasco, in favour of positive reaction and effectiveness.



Marshall Sponder is a Web-Analytics and SEO expert in the field of market research, and PR. His latest craze is Social Media Metrics. He has had in-house experience as group leader at **IBM** and **Monster**. He serviced Porter Novelli and consulted New York Times, The New Market, Havana Central, and various B2B clients. He provided real time web tracking for Gillette and the Laughing Cow. He is a columnist for Entrepreneur Magazine, Venture Beat, My Customer, and blogs at **webmetricsguru.com**. He is Board Member Emeritus at **Web Analytics Association** and Member of the **Search Engine Marketing Pros Org**. He has a Master's in Media Studies from the NY Institute of Technology.

Political Communication Strategies


Strategic communications as a tool for counter-terrorism.

Relationship b/n media and terrorism is well understood. Less familiar is the use of strategic comms a counter-terrorism tool that generates public support, and serves as information warfare aimed at disrupting & disorientating the enemy's capacity to conduct terrorist operations.



Nicholas Labuschagne is a multidisciplinary strategist who combines public affairs and intercultural comms with over **25 years** practice. Upon graduation with a joint MBA and MA in East Asian Studies from Virginia University, he embarked on the derivative markets in London City. After Mandela's release, he went back to work as corporate strategist for a South Africa multinational in US. Later he moved to Dubai and in 2006 was appointed to manage crucial & sensitive issues at **Dubai's Strategic Affairs Committee**. His efforts lead to successful acquisition of multi-billion dollar assets and dismissal of action lawsuits. Now he is advisor to **the Government of Dubai: Media Office**, and reads for an M.Litt in Terrorism Studies at St. Andrews University.


The changing role of political communication.

The modern political communication has to find new ways regaining credibility. Web 2.0 promotes direct public participation and society changes outside a traditional political system. With its platforms for info-exchange, Internet has now become a tool for creating politics jointly, in a real democratic experience.



Jan Op Gen Oorth is a Political Speech Writer at the **German Federal Ministry of Health**. He was born in Cologne, Germany, in 1973, and has had a remarkable career in the PR industry. His former position was Comms and PR Officer at German Consulting South in 2005 and 2006. Previously, Jan was a Public Information and Communications Consultant at the **CMS-Secretariat of the United Nations** in Bonn. He holds a Master's Degree in several specialties: Political Sciences, Latin American Studies, History, and English, granted from the respective faculties of the Universities in Cologne and Munich, and the University in Fortalenza, Brazil. He is also Junior Researcher at the Bonn **Center for Development Research**.


The E-Majlis: Saudi Ministers in Social Media.

The "Majlis" is a platform of political comms in the Arab history: the chief of the tribe opens his house to subjects who share their complaints, and disputes, and acts as a judge or army commander. The paper reviews 3 Saudi government ministers' use of new media as a tool for direct communication.



Sultan A. Al Bazie is Co-founder and CEO of **Attariq Communications** in Saudi Arabia. He studied journalism at KSU and was chief editor of popular local newspapers. He was media manager for Janadriyah National Culture and Heritage Festival and participated in 2nd and 3rd sessions of King Abdulaziz National Dialogue Center. As the spokesperson for the **General Municipal Elections Committee** he run the local & foreign press, radio, and TV coverage and the media appearances for HRH, the Chairman. For this campaign Sultan won the "PR Man of 2005". He is Vice President for the **Gulf Chapter of IPRA**, chairs the Riyadh Chamber of Commerce advertising committee, and is board member of the Saudi PR and Advertising Association.

Financial Communications and IR

**Share Price Management.**

The IR's role • The IR viewed by the Management team • The concept of a multi-skilled individual • Why re-think the IR's role? • Influencing the multiple • A radical change



Ian Roundell is a Managing Director & Head of Investor Relations at **Credit Suisse**, based in Zurich. He joined the company in May 2005. Previously, he has held the role of Head of Investor Relations at Fortis (between 2003 and 2005) and Barclays (between 1999 and 2001). During his career he worked at Barclays for **12 years** in a number of **senior finance** roles. He was head of Finance for Barclays Wealth Management between 2001 and 2003. Earlier he headed Regulatory Reporting in the Group Finance department until 1998. Ian Roundell holds a degree in Mathematics from the University of Exeter, England. He qualified as a Chartered Accountant in 1989. Under his leadership in 2010, Credit Suisse was voted Best Investor Relations for all Pan European Banks, and Ian was voted best individual Investor Relations officer. He has been board member of the **SIRV (Swiss Society of Investor Relations)** since '06.

**Reputation Management in Mergers and Acquisitions.**

Comms as part of the M&A integration • Factors for messages & decision making • A holistic approach to protect reputation



Gary Grates is President and Global Managing Director of **Edelman Change and Employee Engagement**, the strategic communications practice of Edelman Group. He has over **20 years of marketing, branding, merger acquisitions**, and change management experience. He has counseled General Motors, Volvo, Caterpillar, Shell, Carrier, Novartis, BASF, Mellon Bank, AstraZeneca, Mobil, Visa International, British Airways, PepsiCo, The McGraw-Hill, Kraft Foods, Kerr-McGee, Dell, Schering-Plough, and ITT. He is known as "thought-leader" in change management. He has been involved with re-engineering assignments for Coca-Cola, Novartis, BASF/ Mobil, British Airways, Himont, and Dell. Gary is a 1981 graduate of Utica College of Syracuse University. He began his career at the Rome Cable Corporation, (Rome, N.Y.) managing their corporate, marketing and employee communications.

**Managing expectations in times of significant change.**

Mismatched expectations between internal & external stakeholders • Challenges to IR • Realign market's view with company's outlook



Sascha Bibert joined IR **E.ON** (Düsseldorf, Germany) in Jan '09. He is responsible for the division as Head of Investor Relations. Previously he led the Munich Re Investor & Rating Agency Relations and worked as a Senior Analyst and Co-Fund Manager for RCM Allianz Global Investors (Frankfurt, Germany). Sascha has held speeches at the university of BA Ravensburg for bank and financial management: he is a **CFA charter holder** awarded by the CFA Institute, and a **Certified Credit Analyst (CCrA)**, awarded by DVFA. He holds a degree from ISM – the International School of Management in Dortmund, Germany, with one semester at the EBS London and also in ESIAE Paris. He graduated with honours as Dipl. Betriebswirt, specializing in international management and global entrepreneurship. He also possesses a diploma from the Wellington High School in Wellington, Kansas, USA.

Case Studies in IR, Social Media and External Communications

**Nuclear renaissance and financial stability in the age of crisis.**

Enel: Industrial Profile • Financial Profile • Strategy • Nuclear Renaissance and financial stability • Messages in Nuclear Communication



Vittorio Amedeo Alessio is Executive Director at **ENEL's Media Relations**. He handles external comms with local & foreign financial press, civil organizations, labour unions. He advises ENEL's Executive and Chairman in their press conferences, parliamentary hearings, visits, and he also acts as ENEL's spokesperson. Since 2008 he handles ENEL's nuclear comms strategy. As Economic adviser at the **TV RAI-3 prime time talk show "Ballaro"** he's been covering economic issues for the past 8 years. Vittorio worked as a Dow Jones correspondent in Rome, writing for Newswires and The Wall Street Journal. He won 2 Europe and Middle East & Africa awards and became a member of the **Foreign Press Club**. He also wrote for the "Panorama" weekly and acted as Deputy Chief of Milan's economic desk at ANSA. Vittorio speaks English and Spanish. He holds a LUISS University Advanced Degree in Journalism and graduated Summa Cum Laude in Political Sciences.

**Social media in corporate PR.**

B. Bonin Bough, PepsiCo's Global Digital & Social Media Director, oversees the digital strategy and integrates SM & online talk in **PepsiCo's** vision & mega brands. He made "PepsiCo" synonymous with digital & SM innovation (SXSW music fest, NY Internet Week BlogHer conference, **"Dear Mr. President"** viral campaign for messages to B. Obama, **"The Juice"** female-targeted Tropicana community) and forged the partnerships with Foursquare and Stickybits. He was Executive VP & Director of Weber Shandwick's global interactive media practice, leading a team of 100. He conducted strategies for top clients like MasterCard, MAC AIDS Fund, BestBuy, Ambien, Colombian Coffee Growers, Electrolux, Honeywell. He was Founder & Senior VP at **Ruder Finn Interactive (RFI)**, running strategy projects like: Société Générale Finance Group, iUniverse, Schering Plough, Johnson & Johnson's Nursing&Caregiver, Kellogg's 100th Anniversary, Hunter Douglas, Novartis, Berringer, etc. He earned a Webby, Stevie, Sabre, Com Arts, Big Apple, Golden Pencil, and the SXSW Viewers' Choice for MrPicasoHead.com. He was Professor at NYU's Publishing Center.

**Managing the private-public relationships: the role of communications.**

The private sector is reluctant to deal with public entities or NGOs, since it often implies long explanations of whys & hows. The paper views EuropArea external comms strategies: how to generate positive attitude and how to convey a message of excellence, in order to make EuropArea a trusted advisor and partner for its stakeholders.



Louis de Schorlemer has recently joined **EuropArea**, a multi-country platform for hospitality & entertainment at international sports events, to implement, as Managing Director, an idea born in the Olympic family. In the past 7 years he was Director of Communications at **GALLUP**, managing its reputation and strategic positioning among EU institutions, academia and think-tanks. His career started at Daimler Chrysler, with marketing projects in Germany, Luxembourg, and Australia. He holds a Master's in Global Marketing Comms from the Emerson College, USA. He is founding member of the **European Association of Communication Directors**, head of its Evaluation work group, and board member of **IABC – Belgium**.

Regulating and professionalizing the PR industry



Regulating & professionalizing the industry: how to regard the PR profession as equal to Law/Accountancy?

Today's PR potential • Areas in need of regulation • 4 "R"s based on ethical practices • 4 "P"s of innovative approach



Mohamed A. Al Ayed's first agency started with 3 clients and 3 years later (2001), it expanded in **Trans-Arabian Creative Comms Services**, a Middle East PR network with 14 offices. Via his project **Arab Conferences Company**, he chaired conferences in SA, Jordan, Kuwait, Bahrain, Egypt, and headed Saudi's PR Forum with 400 delegates annually. In 2009/2010 he opened the Beirut PR Forum under patronage of HE the Minister of Information in Lebanon, and chaired the 1st Kuwait and Jordan CSR events under patronage of HM Queen Rania. Al Ayed is an **IPRA** and **IAAB** member. He provided media training for executives in STC, NCB Capital, Al Rajhi Bank, Kuwait National Bank, Procter & Gamble, Panasonic, Dupont, Microsoft, American Express, Unilever, etc. He studied Modern Languages at the Eastern Oregon University and the University of Poitiers. He is fluent in 5 languages.



Return on Investment: how do we prove the worth of PR?

PR vs marketing • Long-term vs One Shot • Daily PR vs Crisis PR • Traditional PR vs Digital PR • Evaluation of traditional PR • Differences b/n traditional & digital PR



Zhonghua Jiao is a co-founder & regional director of Business Development at **APPVERTISE LTD**, in Hong Kong, SAR. She maintains the development of a network of corporate and individual customers, promoting the iPhone/iPad brand name. In 2006-2008 she contributed to the Shanghai Recognition Business Development Ltd. As a dynamic executive with due academic background, she has demonstrated high proficiency with the web 2.0 technologies & new media marketing; she is co-founder of **www.fundodo.com**, a leading online community with up to 100,000 registered members. Zhonghua holds a Master's degree in Electronic Business and Knowledge Management from the Hong Kong City University, SAR. She also possesses a Bachelor's in Business Management and Electronic Science and Technology from the Peking University in Beijing, China.



Anti-crisis CSR & Comms. Make acts – Not words!

It is a sad fact that you never hear a positive answer to: "Have you implemented any anti-crisis CSR policies?" Yannis Freris shares useful corporate CSR measures.



Yannis Freris conducts the CSR policy of **GEFYRA S.A.** (Concessionaire of the Rion-Antirion "Hailaos Trikoupi" Bridge) and acts as Head of Corporate Communication & Sustainable Development. He manages a team who won 14 national & European awards in the last 3 years. He is a **Regional Coordinator at EACD** and Head of its CSR group, as well as an IEMA-approved CSR activist & board member of the Panos Mylonas Institute. He is the inciter & coordinator of the **Solidarity Pylons** platform of 45 social-action NGOs united against the crisis effect on the weakest society strata. He studied international relations at the Sorbonne and started his career as a Scientific Director at the Research & Policy Strategy Institute (INERPOST). Being Secretary of "SOS Racism", he conducted the event management of the Greek action plan for the European Year Against Racism (1997).

Crisis communications and Litigation PR



The Litigation PR approach to Global Corporate and Crisis Comms.

Globalization and PR crises with international impact: • What is LPR? • Why use LPR? • Cross border Cases • Phases of the process • Real time LPR



Spencer Baretz is a Co-Founder of **Hellerman Baretz Communications** in New York. His comments appear in every popular US media: CNBC, New York Times, The Wall Street, Business Week, covering hedge funds, law, compliance, finance, HR. Prior to HBC, he practiced corporate law at Rosenman & Colin LLP (Katten Muchin Rosenman), consulting PR Newswire and many media, venture capital, and private equity firms. As an authority on commercial law, PR and marketing issues he writes for the New York Law, Marketing the Law Firm, Directorship Magazine, the Journal about Investment Compliance, etc. He is a member of the **Law Firm Media Professionals** and **NY Publicity Club**, and board director of the **NY Legal Marketing Association**. He is admitted to the bars of NY and Connecticut and is a cum laude graduate of Boston University & Hofstra University School of Law.



SCCT as the solid foundation for evidence based Crisis Comms.

Increased crisis responsibility results in greater reputation threat, intensified anger, lower purchase intention, and likelihood of negative word-of-mouth.



W. Timothy Coombs is a PhD in Public Affairs & Issues Management and Professor at the **Nicholson School of Communication**, Florida. In 2001 he won the Jackson Jackson&Wagner Behavioral Prize granted by the US PR Society for his **Situational Crisis Communication Theory (SCCT)**. He has PRIDE awards for best article, best textbook (twice), and best research, granted by the PR Division of the National Communication Association. He publishes in: the PR Research Journal, the PR Review, the Management Communication Quarterly, the Corporate Reputation Review, the Journal of Public Affairs, Communications Management, etc. He wrote the **award-winner "Ongoing Crisis Communication"** and co-authored "It's Not Just PR", "Today's PR", "PR Strategy and Application: Managing Influence". He has presented in 8 states over 3 continents and runs the **PR Strategy & Application blog**.



Crisis management in the media society: Safeguarding reputation through strategic, integrated and situative crisis communication.

Available academic classification of crisis situations • Post modern crisis comms: 7 characteristics • Communicative integrity: foundation for crisis comms • The effect of crisis-response strategies on reputation safeguarding



Ansgar Thiessen is a scientific advisor and board member of the **Swiss Association for Crisis Communication** since 2009. In his academic studies held mainly at the Université de Fribourg, he specialised in the effectiveness of strategic crisis communication and reputation management for both profit and non-profit organisations. He has also been working for federal authorities in Switzerland on the topic of communication control. He was a scholarship holder of the Foundation of the German Businesses and Swiss National Science Foundation. Ansgar Thiessen has written "Communicative integrity as the key to safeguarding reputation in a crisis" and also co-authored "**Crisis management in the media society. Potentials and perspectives**".

Marketing, branding, and the economy of trust in a web-2.0 era

**Let Them Play, Make Them Buy: social game options for marketing.**

Social games have become a platform for selling both virtual and real products, since they make the purchasing process more thrilling and show the client's needs. They're fun and differ impressively from trad-ads!



Alexey Kostarev is CEO and Co-Founder of **i-Jet Media** - a leading worldwide social games publisher & distributor. Upon graduation from the Urals Technical University in 2001, he established **Medialt** which in 4 years became the most profitable Ekaterinburg internet provider. In 2005, he co-founded i-Jet Media and 2 years later it released a set of games on Rambler.ru. In 2009, it launched the **Happy Harvest**, blasting the Russian Internet: 10 million unique users, USD \$20 million in less than a year. This "Runet" record still remains unbroken. The game won the Google Trend prize as "best game for 2009". Today, i-Jet Media aims at EU & Asian markets. **60 million users**, 30 networks, 70 game applications, and 40 developers: i-Jet media has offices in Sunnyvale (US), Beijing (China), Ekaterinburg, Chelyabinsk, Nizhny Tagil, and Ozersk (Russia), with 150+ employees.

**E-government as a stimulus for modern economics and development.**

E-gov is digital technologies for smooth, up-to-date public interactions & transactions, hence: it is a tool for progress. Yet, genuine adequacy of the electronic public services depends on their actual effectiveness.

ALENA POPOVA

Alyona Popova is a Russian entrepreneur, e-government expert, venture investor, and start-up business consultant. She is known for blogging on Russian innovation and E-gov at alenapopova.ru. Alyona has a diploma in Journalism from the Moscow University. Key areas in her activity for the last year are innovations and e-gov in Russia, as well as commercialization in the Runet female sector. Alyona leads the **Russian Online-school project for startUps** - a video-blog for interviews where entrepreneurs meet young people, give advice, talk about their mistakes and the ways to find an investor. Alyona is the first Russian who popularizes the Government 2.0 concept among active Internet users. Today she handles a citizen 2.0 project called "**Duma 2.0**". She has organized several round-tables and 5 conferences on E-gov in Russia and often writes on RuNet.

**The economy of trust: tools and techniques for earning the currency of the 21st century.**

Reputation value is in the level of trust gained by a brand, later transformed in financial profit. We witness today's economy of the only currency which remains valid when stock markets crash.



Andrey Barannikov is the CEO of **SPN Ogilvy** (offices in Moscow, Kiev, St Petersburg), with over **20 years' practice in public relations**. His career started in a Swedish agency and in 1999 he was Head of PR Department & Deputy CEO of SPN Granat Comms - it joined Ogilvy Worldwide to become SPN Ogilvy in 2005. Andrey has earned SABRE (4 times), IPRA Golden World (2 times), RuMedia Manager, and Silver Archer (3 times). In 2007 he was among the top 50 Professionals of the 1000 Russian Executives rating by the Kommersant Publishing House & Russian Managers Association. He is VP of **RASO - Russian RP Association**, and Member of **IPRA**. He is Chair of the organizing committee for **The Baltic PR Weekend**, the largest East-European event, and Deputy Chair of **PROBA-IPRA GWA** contest. He holds a degree in History of India from St Petersburg's Oriental Studies Faculty.



Swiss International Air Lines

Swiss International Air Lines (SWISS) serves 72 destinations in 39 countries all over the world (as of winter 2010/11) from

its Zurich hub and the further Swiss international airports of Basel and Geneva with a fleet (as of winter 2010/2011) of 88 aircrafts. Switzerland's airline embodies typical Swiss values such as hospitality, quality in every detail and personal care: SWISS aims to make all its customers feel totally at home. SWISS is committed on various fronts to the careful and sustainable use of natural resources, and regards a responsible attitude to the environment as an integral part of its corporate culture. As part of the Lufthansa Group and a member of Star Alliance, SWISS remains true to its mission of providing quality air services that link Switzerland with Europe and the world. SWISS is pleased to welcome you on board with typical Swiss hospitality.

<http://www.swiss.com/>



Trans-Arabian Creative Communications (TRACCS) is one of the largest public relations networks in the Middle East & North Africa with over 200 professionals covering 14 markets from of-

fices in Jeddah, Riyadh, Dubai, Kuwait, Doha, Muscat, Manama, Beirut, Amman, Damascus, Cairo, Tehran, Tunis, Algeria, Casablanca! A multiple award-winning practice with headquarters in Dubai, TRACCS offers a full range of sophisticated services to government, corporate and multinational clients. TRACCS was founded with the goal of building an indigenous Arab PR industry across the region and is the only PR practice with firm and long-term commitment to nurturing local talent in the PR field across the MENA region.

<http://www.traccs.net/>



Davos Klosters is a picturesque municipality in the heart of Prättigau-Davos within the Graubünden Canton! Its world-famous ski resort lies 150 km

from Zurich and only 10 km from Davos. The popular mountain slopes can be reached via spacious cable cars. An ideal place for winter-sports fans, Klosters is also known as a favorite ski resort for Prince Charles - one of the cable cars to Gotschnagrat top is named "Prince of Wales". Klosters offers a captivating holiday spirit and exceptionally welcoming places to stay. Its proximity to Davos makes it well placed for exploring nature and facilities all over the mountain area. Davos also hosts one of the major annual summits for political and business leaders - the World Economic Forum (WEF).

<http://www.davos.ch/>



Webnewswire Association (WNW) is a renowned news dissemination agency ranking number 2 in India, just behind PTI. It has an exclusive tie-up with Hindustan Times. WNW is a totally

free and completely web-based. It provides a voice for the common person, the media, various companies, institutions, and other organizations, in order to bring out content and reach a number of audiences. Its news can be found among Google News and other media sources. WNW covers Business, Crime, Technology, Lifestyle, Politics, Sports, and other areas. It has set up a valuable presence across India to generate high-quality updates, along with a network of freelancers. WNW is easily accessible, simple to navigate and user-friendly. It allows you to get a regular update, regardless of whether you are at home, in your office, or on the move. The service carries over 110 media publications and websites use it largely as a source.

<http://www.webnewswire.com/>



The London School of Public Relations and Branding (LSPR) was established in 1992 and is now one of the

leading educational bodies offering training in Public Relations, branding and reputation management. Apart from functioning successfully on its London base area, LSPR is one of the largest providers of PR training worldwide, currently operating in 10 countries as part of an international network of PR agencies and trade bodies. Its courses are approved by the International Association of Professional PR Trainers (IAPPRT) and the School has a highly impressive client list. One of our most popular courses is the PR professional Diploma course which runs during the evening, over three months - entitled: An Integrated Approach to Public Relations for the 21st Century.

<http://www.pr-school-london.com/>



ZBORNICA ZA ODNOS Z JAVNOSTMI
CHAMBER OF PUBLIC RELATIONS

The Chamber of Public Relations (ZOJ) connects businesses and individual entrepreneurs in the PR field in Slovenia. Its main goals are to increase credibility and legitimacy

of the profession and to enforce quality service standards of agencies. Members of ZOJ are at the same time members of the International Communications Consultancy Organization, which allows them to access knowledge, information, experience and professional programs of the key world's agencies.

<http://www.zoj.si/>



EACRA was registered in Nov'09 in Paris. Its members from 8 EU countries include: Assekurata Assekuranz Rating-Agentur (DE), Axesor (ES), Cerved Group (IT), Credit Rating (UA), CRIF (IT), JCR Eurasia (TR), and PSR Rating (DE). All members have different business models with a high market share and enjoy a good reputation with local investors. EACRA is a platform for cooperation through which U-based CRAs can "meet regulatory requirements together", by finding synergies and getting help for reducing costs of support activities, for easier and more effective communication, and for direct relation with regulators and supervisors, as well as the whole financial community. EACRA values: transparency, cooperation, high quality standards, time efficiency. These four constitute the core elements in an open business, with transparency as a key topic of the new EU legislation.

<http://www.eacra.eu/site/>



The Institute of Public Relations (IPR) is a consulting company which deals with public relations, rendering a wide range of services in the sphere of strategic communi-

cation. IPR has been carrying out its consulting activity since 1993. The Institute is based on the principals of classical PR, based on honesty, confidence, respect and full awareness. IPR is part of the Belarusian PR Association (BPRA), a co-organizer of the National Contest in the field of PR-development "PR-emia", a co-organizer of the annual conference "PR-readings", and an initiator and committed inspirer of the professional community of PR-specialists "PR-club". IPR cooperates with different Belarusian mass media, CIS and EU countries, and carries on long-term educational projects with the University, the Academy of Postdiploma Education and the Academy of Public Administration under the aegis of the President of the Republic of Belarus.

<http://www.ipr.by/>



The Direct Marketing Association, India (DMAI) has been a forum for over 16 years. It is the founder-member of the International Federation of DM Associations. DMAI publishes a well-received "Direct Marketing Report" as well as a "Marketing Directory"

and endorses DM events and services on its website and Newsletter. DMAI operates under the guidance of a managing board that comprises of industry luminaries from India and abroad. Their members include National and International firms engaged in various DM activities. DMAI publishes reports on the Direct Marketing Scene of India, thus giving an overview on its aspects of development. The DM directory provides links to leading marketing decision makers.

<http://www.direct-marketing-association-india.org/>



The International Association of Business Communicators (IABC) is part of the International Association of Business Communicators (IABC), founded back in 1970. Since then IABC

has been providing a professional network of more than 15 000 business communication professionals in over 80 countries. The Russian chapter, established in 2001, aims at providing best services, activities, and networking opportunities, in order to help business people and communication experts achieve professional excellence and drive the success of their organizations through effective communication strategies and practices.

<http://www.iabcrossia.ru/>



The Russian Public Relations Association (RASO) was founded

in 1991 and now it is the leading professional association within the Russian PR. Founders of the Association are: the Union of Journalists, the Association of advertising specialists, the Journalist Fund, the UN Secretariat (New York, Department of Public Information), the Chamber of Commerce and Industry, the Russian Commodity Exchange, Moscow Produce Exchange, The Embassy of The USSR in the USA, the Department of Information of the Ministry of Foreign Affairs, Moscow State University of Foreign Affairs, and the Economic News Agency. At the moment RASO comprises of 120 companies and 88 individual specialists. It has 12 regional representative offices and 4 departments. RASO's mission is to consolidate the Russian PR-market.

<http://www.raso.ru/>



SPEM Communication Group is a leading agency specialized in counseling and implementing activities of strategic communi-

cations, public relations, public affairs, market research and education in the region of SE Europe. Its offices are located in: Slovenia (Maribor, Ljubljana), Croatia (Zagreb), Belgium (Brussels) and Bosnia and Herzegovina (Sarajevo, Travnik). Since its establishment in 1986, SPEM assisted 1117 subscribers from 21 countries in the fields of public relations, public affairs, media relations, crisis communicating, corporate communicating, financial PR, internal relations, and brand management. SPEM experts do not merely specialize in their area of expertise, but also devote time and energy to various business sectors, as well as to the market and social environment in which their clients operate.

<http://www.spem-group.com/>

PARTNERS



The Armenian Public Relations Association (APRA) was established in 2002

registered in 2003 by a group of communicators, working at various government agencies, NGOs and business organizations. It has carried out multiple projects, targeting the governmental and private sector, and currently unites 40 PR professionals. APRA is a member of Yerevan Chamber of Trade & Commerce and Member of the Government Anticorruption Strategy Implementation NGO Monitoring Group. Its mission is to build a democratic Armenia via communication and open dialogue. This goal is achievable with: 1. Promotion of fruitful cooperation between various participants in the info-exchange; 2. Creation of independent info-provision as regards the state, the private business, and the third sector and securing public awareness to influence and control their work; 3. Institutionalization of professional PR education. APRA sees its duty in ensuring that Armenian citizens, wherever they may be, receive the standard of service, rights and protection that justice and ethical PR demand.

<http://www.apra.am/>



Integrating Communications - ICCG, is Russia's

largest company specializing in strategic communications and legal consultancy services in the area of business and politics. The large analytical support for the company is secured via cooperation with leading research centers and top universities. Among them are: MSU, MGIMO, HSE, SUM, RAPA, RAS Institute of Psychology, RAE Psychological Institute, the Center for Strategic Studies, and the Siberian Branch of RAS.

<http://iccg.ru/ru/>



Social Media Conference is the main event for the market of social media communications. It is the greatest base

for intensive interchange of experience between the market players: clients, executives, representatives of social networks. SMC has already taken place in USA, France, and Germany, and now it's in Russia. It has been organized by eMarka Company on November 25, 2010 in Moscow. Members of huge companies, managers of important agencies, well-known experts and government reps shared their experience. There were over 25 speakers and 200 delegates from all over the Russia. SMC was appreciated by the audience since it created opportunity for getting exclusive first-hand information from social media companies, striking up business acquaintances, contacting with reliable contractors, and raising the level of professional skills. The event is intended as annual, hosted by Moscow and St Petersburg.

<http://www.smconf.ru/>



IABC Netherlands is part of the International Association of

Business Communicators (IABC) - an international organisation with chapters around the world, linking 15 000 professionals who practice business communications as careers. The Dutch chapter was established in November 2007 and in the first year saw a growth of over 60 %. The chapter currently has 59 members of which 28 individual members, 5 student members and 26 corporate members. In addition, its mailing lists consist of over 200 communication professionals.

<http://nl.iabc.com/>

MEDIA PARTNERS



Communicate Magazine is the market-lea-

ding monthly corporate communications magazine. It is, effectively, 'the single voice for stakeholder relations', and its focus is on how organisations engage with their stakeholders: the press, investors, employees, regulators, the supply chain and the communities in which they operate. As such, Communicate covers corporate comms, reputation management, branding and rebranding, PR, IR, internal comms, CSR, crisis comms and public affairs. Communicate has a monthly circulation of 10,000, and is read by in-house communications departments in the private and public sectors as well as brand agencies, communications consultancies and service providers across the UK.

<http://www.communicatemagazine.co.uk/>



PRFrame is a Free Toolbar for PR pros which can save time and simplify everyday PR activities. PRFrame contains professional

links segmented by categories (Media, Monitoring tools for Traditional and Digital Media, PR Wires for press release distribution, PR awards and Professional Organizations), updates of PR News and Events, and Monitoring tools (Google PageRank that enables you to analyze the popularity of visited web pages for SEO, and integrated panel of Google BlogSearch to monitor blog environment for a particular topic or company). PRFrame is available for free download on www.prframe.com.

<http://prframe.com/>



RIANOVOSTI

The Russian News & Information Agency - RIA Novosti is Russia's leading news agency in terms of multimedia technologies, website audi-

ence reach and quotes by the Russian media. It offers an integrated multimedia newsroom and a vast network covering over 45 countries. The Russian regions allow RIA Novosti to deliver to the end user news and information in all formats, including video, animated infographics, and cartoons in 14 languages. RIA Novosti specializes in creating tailored interactive news & information services for mobile operators and content providers. RIA Novosti combines media expertise with innovative technologies to effectively reach its audience of millions.

<http://en.rian.ru/>



PR-JOURNAL is the most comprehensive, web-based news and media service for the PR industry in the Ger-

man market. PR-JOURNAL is the leading web portal for German PR professionals, with more than 4 000 visits daily and over 14 000 subscribers for the weekly newsletter. For the past ten years, the journal has been providing the local PR community with the latest news of the industry and an extensive database of PR agencies and service companies. It has more than 4 000 twitter followers and a growing facebook community.

<http://www.pr-journal.de/>



Marketer's Digest magazine is the first Russian online magazine for mar-

keteters, released in pdf format and sent for free via e-mails on monthly basis. The number of subscribers to its publications is approaching 2 000. It is created by professionals from all over Russia and the CIS countries. In addition to reading MD you can make up your own issue - readers can take part in the creation! You are invited to share experience with your Russian colleagues. Join the proactive community of marketers: together, we can change the world!

<http://www.marketersdigest.ru/>

Communication 4 Future

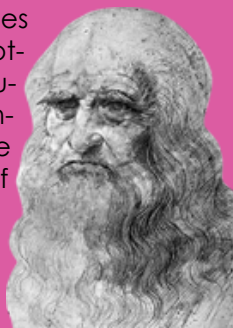
The award is to be given to individuals with major influence on the improvement of communications and contribution for the newest trends in the development of the communication industry.

The annual award is positioned within 4 nomination categories:

titan of the future



Due to be given to the blogger who uses best efforts in promoting transparency, authenticity, and humanitarian values, while tackling the future of communications.



relations of the future



Due to be given to the corporate manager who has developed the most effective corporate communications trends aiming at partnerships, transparency, openness, and a genuine ecologically-friendly environment.



media of the future



Due to be given to the most efficient media manager working in the area of new media, internet, and TV.

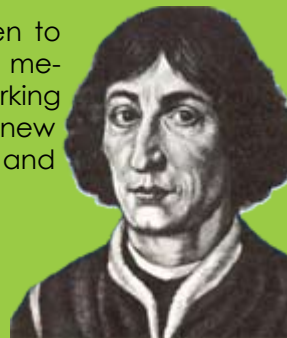
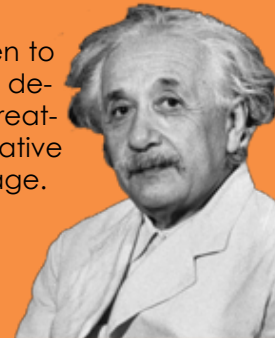


image of the future



Due to be given to the manager or designer who has created the best innovative brand and/or image.



You see the future -
the world sees you!

media of the future



Svetlana Mironyuk

RIA Novosti, Editor-in Chief

for reviving an old soviet news agency and transforming it into an information leader in contemporary Russia



John Funnell

MeetTheBoss TV, Head of Communications

for creating a worthy example of an Internet TV-channel of the future



Gary Thuerk

father of e-marketing

for creating a whole new type of mass media

relations of the future



Yannis Freris

Gefyra, Head of Communications

for the bridge connecting the corporate image with the society benefit



Diane McEachern

Big Green Purse, founder and CEO

for giving us a tangible tool for making the world better



Paull Young

charity: water, Director of Digital Engagement

for a fresh approach to eternal values

image of the future

**Alexey Kostarev**

i-Jet Media,

for developing the a future full of child's happiness

**Scott Fahlman**

Research Professor in Carnegie Mellon's School of Computer Science, father of :-)

for one of the most cheerful and and useful images of the future

**Diane McEarchern**

BigGreenPurse, founder and CEO

for designing an essential part of the future woman's image

titan of the future

**Liz Strauss**

successful-blog.com

for establishing successful long-lasting relationships in a changeable world

**Evgeny Kozlov**

Meridian Group, @ekozlov

for broadening the mind of 80.000 followers

**Peter Hogenkamp**

BlogWerk, founder and ex-CEO

the future woman's image

**SABRE Awards**

Founded in 2000, the world's largest awards competition for the public relations industry – the SABRE Awards – celebrates PR campaigns that demonstrate the highest levels of creativity, integrity and effectiveness. The record number of entries for the EMEA region reflects 2010 as a year of incredibly creative PR work: really strong digital and social media PR, impressive corporate reputation management, social responsibility, and issues management campaigns.

"The Holmes Report" publication has announced the finalists for its 2011 EMEA Consultancy of the Year awards. The winners will be presented with their trophies at the annual awards dinner, which to be held in Prague in May. The phenomenal line-up of judges includes representatives of HP, Microsoft, Philips, Renault Nissaoon, Sony, Toyota, Manchester United FC, and leaders of leading global and local PR consultancies.

<http://www.holmesreport.com/sabreblog/>

To Forum Partners 2011 - Thank you!

http://twitter.com/comm_on_top

<http://www.facebook.com/pages/Communication-on-Top-Davos/100275280041320>

<http://www.youtube.com/user/forumdavoscom>

<http://www.linkedin.com/groups?home=&gid=2252687>

public
management
davos
progress
development
future
relations
on top
success
annual
open dialogue
communication
future
forum
public
world
trend-making
communication
on top
future
communication
summit
innovations

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