

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**

Forum Moderator for Day I: Dr. Daniel Höltingen, Director of Communications at the Council of Europe

09.30-10.00 **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

- **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

- **Strategic communications**

Nic Labuschange, Advisor Strategic comms and Complex issues management 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, enterpreneur, 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**

18 February 2011 - Day II

Forum Moderator for Day II: Hassan Al Saleh, Managing Partner of TRACCS, Oman

Financial communications & IR

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."

Discussion:

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

- **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."

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**

- **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."

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!"

Evgeniy Boychenko, General Director of UFK company, Russian Federation

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

13.30-14.30 **Lunch**

- **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."

Overview:

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

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

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

Coffee break

Crisis communications

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

- **Litigation PR**

Spencer Baretz, Hellerman Baretz Communications, USA:

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

- **Crisis management**

Angar 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."

Discussion:

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

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**