

WORLD COMMUNICATION FORUM IN

DAVOS

COMMUNICATION ON TOP

Forum "Communication on Top" summons dedicated professionals and skilled trend-makers to its annual global conference for sharing best practices, new strategies, insights and creative ideas that will help improve the world of communications.



COMMUNICATION
ON TOP
IN DAVOS

World
Communication
Forum 2012

Communication on Top

#ComOnTop

Communication news&trends for those ready to be on Top!

<http://forumdavos.com>



COMMUNICATION
ON TOP World
Communication
IN DAVOS Forum

What would you tweet right now?



Gary Grates:

I would tweet that I'm in a beautiful location, with a group of people some of whom I've known and have a high deal of respect for. I'm kind of excited about what I'm going to learn.



Ansgar Thiessen:

I'm giving an interview.



Vittorio Amedeo Alessio:

Invite me to Davos next year!



Stephen Davies:

Having a great time at the Forum and looking forward to the social event tonight.



James Gillies:

I'd tweet a link to the live feed, so people can enjoy the Forum.



Alyona Popova:

James Gillies is a great guy!



Louis de Schorlemer:

Exciting discussions in Davos!



Hassan Al Saleh:

I would say what a wonderful discussion we just had! Davos is fantastic! I'm looking forward to next year.



Spencer Baretz:

Having fun and learning a lot in Davos.



Philippe Borremans:

Those have been two very long days, but also very interesting!



Roland Binz:

Beautiful congress on the future of Communications!

Following



Forum 2011

This is the third time that World Communication Forum is gathering dedicated professionals and skilled trend-makers to its annual global conference for sharing best practices, new strategies, insights and creative ideas that will help improve the world of communications. Welcome to the open dialogue uniting the new digital elite, CEOs of leading companies, communication experts from high-rank world organizations, leaders of political and state-run institutions, NGOs, research centres, media units, and internet communities.

DEBATE

PRIVACY VS PUBLICITY DEBATE



ALLAN MAYER

For Privacy.

Allan Mayer is the Principal Partner and Head of Strategic Communications at [42West](#). Described as Hollywood's most prominent crisis specialist (Daily Variety), a master in disaster (CNN), and the man to call if you're a star facing a scandal (ABC News). A leading communications strategist in the entertainment industry. Advised major companies looking to raise or rehabilitate their public profiles, among them the American Federation of Television and Radio Artists (AFTRA), MTV Networks, Miramax Films, the Motion Picture Association of America, New Line Cinema, Sony Pictures, Universal Pictures, as well as the individual celebrities: Halle Berry, Toni Braxton, Erin Brockovich, Tom Cruise, Johnny Depp, Snoop Dogg, Eminem, Brian Grazer, Brad Grey, Ron Howard, Tommy Lee, Steven Spielberg, the cast of "The Simpsons" and others.

Privacy vs Publicity in the era of transparency.

If publicity develops ethics and raises transparency, why at all do we need privacy and why are people fighting for it?

What does transparency really give to us and why at all do we strive for it?

Where's the border of privacy/publicity today? Did it really change over the past years? How far will we go in opening up?

How will we decide what is ethical and what's not in this new era?

Will the degree of publicity differ for media, corporations and personalities?



Moderated by DANIEL HÖLTGEN

Director of Communications at the [Council of Europe](#).



MAXIM BEHAR

For Publicity.

Maxim Behar, [Chairman Hill+Knowlton Strategies](#), founder and CEO of M3 Communications Group, is a world known Public Relations expert and marketing professional, Chairman of the [Bulgarian PR Association](#) and also Board member of dozens local and International communities. He is considered one of the most influential non-political opinion-makers in Bulgaria. His agency, [M3 Communications Group Inc.](#), services over 60 international and local companies. It is a part of Hill & Knowlton Associates Group since 2000.

In 2011 M3 has won the PR Agency of the Year prize of the British Association of PR Agencies ([BAPRA](#)), the Eastern European Consultancy of the Year award by The Holmes Report and was officially named the best PR Agency of 2011 in Europe at [Stevie Awards](#) ceremony in Abu Dhabi, while Maxim received a personal award in the category Executive Director of the Year.

www.forumdavos.com

DEBATE

WHO SHOULD RUN INTERNAL COMMS? DEBATE



PAUL HOLMES

PR is in charge of internal communications.

Paul Holmes, founder and CEO of [The Holmes Report](#) and the SABRE awards, is a renowned PR specialist 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 evaluating the public relations business and consulting PR agencies and their clients. In 2000, he founded The Holmes Report, a publication dedicated to providing insight, knowledge and recognition to public relations professionals. It organizes the world's largest and most sought after PR award, the SABRE Awards, which recognizes Superior Achievement in Branding and Reputation in North America, EMEA and the Asia-Pacific region. For the last couple of years, Paul has been holding a top position among the several "most wanted" public speakers across the world.

Who should run internal comms - CEO, HR, PR or every employee?

How much can internal comms be open and who defines it?

Who should be in charge of internal social media?

Who shapes the general strategy of internal comms?
Who makes the final decisions?
Who bears responsibility for mistakes?

Can HR and PR collaborate here?



Moderated by GARY GRATES

Principal at [WCG Worldwide](#), ex-President and Global Managing Director of EDELMAN Change and Employee Engagement. Leads the Corporate and Strategy Group at WCG Worldwide.



NETTIE BUITELAAR

CEO and HR is in charge of internal communications.

Nettie Buitelaar is the CEO of [Leiden Bioscience Park](#) - a leading life sciences cluster in the Netherlands.

She is also the Owner of Buitelaar Biotech Business - founded in 2006, the company provides independent high-quality advice and services in biotech business, focusing on the transfer from science to market. In the past, Nettie acted as a Manager in charge of business units, research analysis, and biotechnology departments at various profit and non-profit organizations. Nettie is highly concerned with human resource problems, such as brain drain and headhunting within scientific community.



Skolkovo Innovation Center

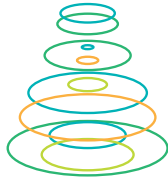
Skolkovo Innovation Center is the first modern Russian city, where a new quality of life is being created on the basis of architectural, engineering and social infrastructures. This new city will provide the best conditions in the world for the self-realization of professionals and experts from the creative part of society. It will be a unique ecosystem on the basis of Russian and international scientific schools, research and educational institutions, all of which are providing knowledge and expertise in five strategic economic sectors - IT, Biomedical, Energy, Nuclear and Space & Telecommunications. Skolkovo's mission is to set up a favorable environment for development of innovative processes in Russia. The results that are obtained in Skolkovo will be available for use in any country. It is a new place where people from Russia and around the world can come together to discuss global technological, humanitarian and cultural trans-disciplinary issues. Skolkovo is focusing on people, not just projects. We are constantly seeking talented individuals who can think innovatively. The unique atmosphere, created by updated international community of scientists and entrepreneurs, the so-called "Skolkovo Community", will be the distinctive feature of Russian innovation center. The formation of this community requires searching and involving the appropriate people. Therefore,

communication is one of the key tools at this stage. Due to the fact that Skolkovo is a globally oriented project, public communication has to be effective 24 hours a day, and must become a standard for all other participants in innovation activities throughout Russia.

We have carried out a study of the best innovation centers in the world, in order to learn from their experience in establishing and running such global projects. Having analyzed their experiences and correlating them to the Russian reality, we understand that the Skolkovo Innovation Center should become a recognizable brand; a brand that will create clearly recognizable associations with the Russian Federation, the way Silicon Valley is now associated with the United States. We want to see Skolkovo among the top three most recognizable Russian brands, and that technologies developed by our companies carry the slogan - "Created in Skolkovo".

In addition to achieving global tasks, Skolkovo also has certain goals within the country. Every day we are breaking the stereotypes about our society, and already today, the achievements of scientists and entrepreneurs from Skolkovo are allowing us to prove this to the world. Skolkovo is being created and developed as a model of social success, associated with talent, education, creative work and intellectual capital.

SPEAKERS



COMMUNICATING SCIENTIFIC BREAKTHROUGH

Panel resource
providers:
Skolkovo
Foundation,
Russian
Venture
Company
(OJSC), CERN



Moderated by

JAMES GILLIES

Head of the Communication Group at CERN, the European Organization for Nuclear Research.

STANISLAV NAUMOV

Innovations today - whose call is it: the government, science or society?

A viewpoint on the necessity for innovations and adequate reaction on behalf of social, public and administrative structures.

Stanislav Naumov acts as VP for Government and Public Relations of the Skolkovo Foundation, being in charge of the organization's strategy and key functions in terms of lobbying and external relations. Previously headed the public relations center in the City of Magnitogorsk Administration, acted as participant in the coordination and approval of 12 sectoral strategies and federal target programs for basic and high-tech industries. Initiated the first departmental target programs for developing small and medium-sized businesses in industry and commerce. Has been a member of government commissions on assessment of the effectiveness of federal and regional executive bodies.



MICHEL CLAESSENS

Technological secrets. Can science be transparent?

With complex scientific and technological projects addressing key challenges for humanity and attracting huge funding, there is an increasing demand from the public for better information and dialogue. Can science be transparent? The speaker will take ITER (international fusion reactor) as an example to show the factors promoting or obstructing science communication.

Michel Claessens is the Head of Communications at ITER Organization in Cadarache (France).

Has a PhD in science, over the last ten years has been a scientific researcher in physical chemistry, medical imaging, biotechnology and pharmaceuticals. Has been acting as a free-lance scientific journalist since 1980. Functioned as Head of the Communications Unit in the Research Directorate-General for European Commission, acted as the Editor-in-Chief for the research.eu magazine. Teaches science communication at the Free University of Brussels. A member of the scientific committee of the international PCST network (Publication Communication of Science and Technology).

SPEAKERS



HIROMI YOKOYAMA

Science communications in Japan - an academic approach, before and after the 3.11 crisis.

After the 3.11 (Tohoku earthquake, tsunami and Fukushima Nuclear Accident) universities have been actively required to make an effort to draw public attention to their research outcomes.

Hiromi Yokoyama functions as Associate Professor at the University of Tokyo, School of Science. Received her doctoral degree in science from the Tokyo University at the age of 28. Acted as Senior Researcher at the Hayama Center for Advanced Studies and the Graduate School for Advanced Studies.

In 2007 became Associate Professor at The University of Tokyo. Currently works on a study of scientific PR activities. Won the 48th Science Movie festival prize of The Minister of Education in 2007. Awarded the 2nd Japan Science Journalist Prize The Story of Light and People.



ANNIE GRAVIER

Technological breakthrough - the dream is (already) alive.

Technoparc Montréal, Canada's largest science and technology park, has a unique working environment with eight smart buildings equipped with innovative green materials. They'll be linked by water ponds and bike paths with a community garden adjacent to a 26 hectares regional park. The dream is already alive.

Annie Gravier is the Director for Public Affairs and Communications at Technoparc Montréal. Has over 20 years of experience in corporate comms, public affairs and media relations in Earth and life sciences. Used to be in charge of internal and external communications for multinational corporations such as Molson Coors Canada and Imperial Tobacco. Holds a Bachelor's degree in Communications from the Concordia University. Has won 2nd place in the Equinoxe competition for a project on launching a product in-house.



MARIA SÄTHERSTRÖM

How innovative is innovation communication?

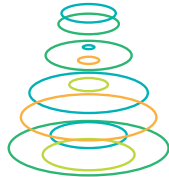
The latest innovative communication strategies and techniques in promoting scientific and technological breakthrough.

Maria Satherstrom is the Marketing manager at Ideon Science Park. She is responsible for the overall marketing department functions. Runs the unit with utmost professionalism, by nurturing and developing Ideon's strong brand, communications and public relations. She also holds management seminars and is in charge of the networking at Ideon.

COMMUNICATING SCIENTIFIC BREAKTHROUGH

Panel resource providers:
Skolkovo Foundation,
Russian Venture Company
(OJSC), CERN

SPEAKERS



COMMUNICATING SCIENTIFIC BREAKTHROUGH

Panel resource
providers:
Skolkovo
Foundation,
Russian
Venture
Company
(OJSC), CERN

NETTIE BUITELAAR

Talent-hunting or head-stealing?

In Western Europe there is a shortage of technically skilled people with hands-on experience. In life sciences this could become a growth-limiting step. Leiden Bio Science Park, an ecosystem of biopharmaceutical drug development companies, has taken action to prevent this from happening.

Nettie Buitelaar is the CEO of Leiden Bioscience Park - a leading life sciences cluster in the Netherlands and the Owner of Buitelaar Biotech Business that provides independent high-quality advice and services in biotech business, focusing on the transfer from science to market. In the past, Nettie acted as a Manager in charge of business units, research analysis, and biotechnology departments at various profit and non-profit organizations. Nettie is highly concerned with human resource problems, such as brain drain and headhunting within scientific community.

HANS KUNZ

Transparency vs. Ethics.

The issues of managing large scientific teams, safe-guarding the originality of the authentic technological idea during its implementation, and defending actual authorship.

Hans Kunz is Overseas Representative of the Hong Kong Science & Technology Park Corporation, a large nonprofit organization specializing in international trade and development. Based in Zurich, he has been in charge of its business relations for 4 years.

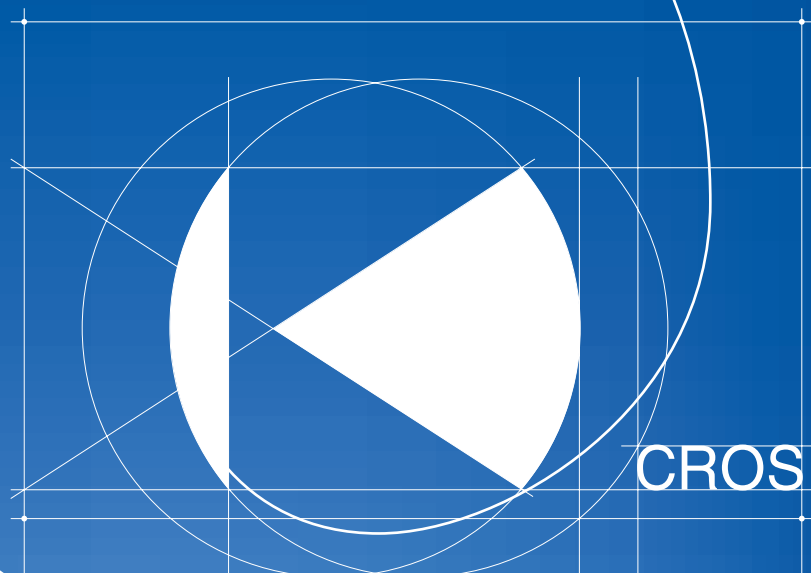
Previously he was the Regional CEO of the publicly listed Swiss company Givaudan acting in charge of Asia Pacific and the President of the Swiss Chamber of Commerce in Hong Kong. He is also a founding member of the Hong Kong International Coaching Community.

EVGENY KUZNETSOV

Communication of institutional changes in the innovations sector.

Discussion on the structural changes in public and venture capital sectors and the impact on communications.

Evgeny Kuznetsov is a renowned Russian expert in communications and PR campaigns. His track record includes a number of copyrighted methodologies of social-political and technological forecasting. Worked for North-West Strategic Projects Center, Imageland Edelman PR Agency, then established the Foundation for Assistance to Science, Education and Medicine. Within the framework of this fund launched a series of public campaigns in medicine and healthcare, including development and support of patient's right movements and created a range of state development concepts. Now acts as Director of Development and Communications Department of Russian Venture Company (OJSC).



CROS

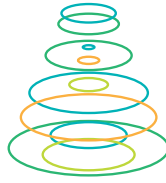
Russia's leading
communication group*

* According to The Holmes Report «Top 250 Global Rankings 2011»

Moscow

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twitter.com: @CROSmedia**

SPEAKERS



SERGEY ZVEREV

Today's professional demands to PR/Communications agencies.

Discussion on the contemporary call for different perspectives in the approach to today's public relations and communications industry.

Sergey Zverev is the founder and president of the Russian agency CROS PR&PA. He is also member of the Public Council of the Russian Ministry of Defense, the Council on Foreign and Defense Policy, and the European Association - Institute of Public Relations. Acts as a Co-chairman of the Russian Public Council on Education Development and honorary member of the Academy of Social Sciences.

Previously acted as the head of the political and business communications department at the National Research University Higher School of Economics.

In 2010 he was the winner of the National Award Media Manager of Russia in the category For contribution to the industry development.



GARY GRATES

It's the Diagnosis, Stupid (or how to pinpoint organizational problems).

Sharing best practices in large organization management.

Gary F. Grates is the President and Global Managing Director of Change and Employee Engagement Practice that he established within Edelman. Leads the Corporate and Strategy Group at **WCG Worldwide**, a fast growing PR consultancy. Has more than 25 years of corporate, marketing/brand, labor, and strategic communications experience with a particular expertise in organizational management / internal communications. Counseled more than 100 organizations and CEOs including PepsiCo, Caterpillar, Shell, Kraft, Nissan, GE, Novartis, Exxon/Mobil, Shell, Visa, Yum! Brands, eBay, British Airways, United Airlines, BASF, Pfizer, Coca-Cola, Kimberly Clark and Dell, to name a few. Prior to that acted as Vice President-Corporate Communications/North America at General Motors Corporation.

LATEST TRENDS FOR COMMUNICATION CONSULTANCIES

Panel Resource providers:
CROS PR&PA, M3 Communications Ltd.



Moderated by

FRANCO GULLOTTI

Owner and CEO at Gullotti Communications GmbH and Member of the Board of Swiss Crisis Communications Association.

SPEAKERS



MAJDI AL AYED

Global vs. local Communication consultancies: a battle for attracting clients?

Discussing best practices of consultancies covering Middle East and North Africa.

Majdi Al Ayed is the UAE Managing Director and Vice President of Network Affairs at **TRACCS**, one of the largest and fastest-growing communications networks in the Middle East and North Africa

The multiple campaigns he designed and led for Dubai Shopping Festival and Dubai Summer Surprises won the prestigious 2008 IPRA Golden World Award, the only recognition given to a Middle East campaign in that year. As a VP he has introduced new and innovative client-servicing systems and procedures across the network. He is currently in charge of a team of over 100 professionals who perform the functions of client-servicing managers, account planners, media relations executives, and administrative personnel across seven markets, including the UAE.



GIANNI CATALFAMO

The challenge of Relevance.

Discussing social media as a change agent for communications and marketing and the best strategies for involving target audiences, potential customers, stakeholders, and influencers.

Gianni Catalfamo is Chairman of Pleon, Italy. He is the Web 2.0 evangelist for Pleon Europe, as well as co-leader of the European Technology Practice. Catalfamo is active as International Account Director for some of Pleon's largest technology clients. He led the IBM Account for Europe for four years and is currently European Account Director for Lenovo. Active blogger at the company's KETCHUM blog. Some of his written works have been selected as essential reading for the Internet for Business Communication course at the SDA Bocconi Business School, where he also occasionally speaks on the impact of technology on communication.

LATEST TRENDS FOR COMMUNICATION CONSULTANCIES

Panel Resource
providers:
**CROS PR&PA, M3
Communications
Ltd.**

Great investors do not invest in projects - they invest in businesses. It is a long journey from a bright scientific idea to a sound, sustainable business based on it. Higher risk of venture capital investment is only justified by potentially high returns on investment in new technologies.

Highly profitable portfolio companies are built on four cornerstones: intellectual property rights, protected and enforceable in all key global markets; easy-to-grasp business model; effective management team; and, finally, scalability - the investee company must be ready to increase scale and roll out into major international markets.



IGOR AGAMIRZIAN
CHIEF EXECUTIVE OFFICER, RVC

is a Member of the Presidential Commission for Modernization and Technological Development of the Russian Economy and a Member of the Government Commission on High Technologies and Innovation. He has extensive experience of working in Russian and international high-tech corporations.

SPEAKERS



SANDRA ANN SUTTER

Communicating within Investment Banking: How Anti-Money Laundering Policies and Compliance Impact Client Communications.

Sharing useful experience as a seasoned practitioner in the financial industry and discussing the successful approach to Anti-Money Laundering and Compliance.

Sandra Ann Sutter is Partner and Consultant for Oxenuk Capital Management LLC. She has worked with high net-worth investors at Bank of America and managed Investor Centers for E Trade Financial in Dallas. She also served as the Compliance Officer/Agency Supervisory Officer for the MassMutual Financial Group in Las Vegas, Nevada.



IVAN NECHAEV

Best strategies for attracting funds for start-ups.

Sharing valuable experience and insight on fund-raising techniques.

Ivan Nechaev is Board Member, Co-Founder and CEO of Russian Navigation Technologies. He also acts as Member of the Management Board of the Russian Venture Company Seed Fund. He co-founded the Russian Navigation Technologies (RNT) and currently acts as the CEO of the company. Holds a degree in Applied Mathematics and Physics from the Aerophysics and Space Research Department of Moscow Institute of Physics and Technology.



NATALIA STASUK

Company reputation's role in making investment decisions.

Discussion on investment decisions and factors that shape them.

Natalia Stasyuk is the Director of CJSC SUN Innovations and Member of the board of the Chamber of Commerce and Industry of the Russian Federation. Since 2004 when she started with the company she has stimulated its promotion from regional to worldwide level, raised the turnover 5 times and established a unique manufacturing of hi-tech printers in Russia based on nanotechnologies. Prior to joining SUN she worked as a Chief Commercial Officer at VINAP, at that time one of the biggest manufacturers of alcoholic and non-alcoholic beverages in Russia.

INVESTOR RELATIONS COMMS

Panel resource
provider:
Russian
Venture
Company
(OJCS)

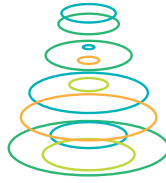


Moderated by

THOMAS MISSONG

President of the European Association of Credit Rating Agencies (EACRA).

SPEAKERS



DAVID LEE

Communicating for the lean-back medium.

The secrets of using semantic analysis to derive meaning from the masses of available written content, and then algorithmically visualizing it for different media.

David Lee is the Founder & CEO of Shagr Media, based in Seoul, Korea. Shagr Media transforms written content and photographs into beautiful motion graphics sequences, powered by the latest in-browser 3D technology. Prior to that, he was Vice President & Director at Zenitum and a co-founder of Wetoku.

David was one of the selected few Asian entrepreneurs to present as a speaker at Techcrunch Disrupt Beijing.



NIKOS SARRIS

Can machines make sense of what is going on in the world?

It's getting harder to follow what is going on globally as millions of people are publishing, blogging, posting and tweeting, adding up to a conventional Tower-of-Babel of amazing dimensions. Could the existing and emerging technologies of semantic analysis help us organize this chaos of information?

Nikos Sarris (PhD) is a Senior Manager in charge of Media Research and Development projects at Athens Technology centre - ATC SA. He is also the chief coordinator of a modern project for news content search and management - SYNC3. In the latest years he has mainly been involved in media related projects focusing in the semantic analysis and 'understanding' of multimedia news content. Nikos is the co-editor of a book and has authored numerous scientific publications for international journals and conferences.



JOCHEN SPANGENBERG

Impacts of Social Media on the (News) Media Sector - Challenges and Opportunities.

Content published in Social Networks such as Twitter, Facebook YouTube or Flickr, to name but a few, is having profound impacts on the way media organizations - and respectively journalists - are conducting their businesses and operations. This presentation looks at some of the issues involved and portrays respective challenges of today and tomorrow.

Jochen Spangenberg (M.A.) is in charge of Innovation Projects / New Media, Dept of Strategy, Marketing & Distribution with Deutsche Welle, Germany's international broadcaster. Jochen has been in the media industry since the early 1990s, having worked for BBC Radio & TV programmes and Altus Analytics AG, Berlin. He is also the author of the book The BBC in Transition.

MEDIA COMMS



Moderated by

VALERY LEVCHENKO

Deputy Editor in Chief RIA Novosti.

SPEAKERS



YANNIS FRERIS

CCO's growing responsibility today: Shaping the corporation's body & soul..

The CCO's role in making decisions on the company reputation: who-is-to-blame in the case of a corporate communication malfunction.

Yannis Freris is the Head of Corporate communications and Sustainable Development at GEFYRA S.A. (Concessionaire of the Rion - Antirion Bridge, Greece), Head of EACD's CSR working group and a member of the Organizing Committee of the annual Communication on Top international congress in Davos. On the national scale, Yannis is the VP of the Corporate Affairs Sector for Hellenic Management Association, a board member of the Corporate Responsibility Institute and Road Safety Institute Panos Mylonas, General Coordinator of SOLIDARITY PYLONS platform of NGO's & social action civic associations and the Head of Communications of the Greek Interoperable Toll Service.



ROMA BALWANI

Integrated corporate communications – pros & cons.

Advantages and drawbacks of using integrated communications as a company management strategy.

Roma Balwani is the SVP and Group Head of Corporate Communications at Mahindra Ltd. Previously she functioned as Head of Corporate Communications at Aptech Limited, where she created the content for the company's e-induction program for new employees and was also responsible for the Aptech CSR strategy. In her Oslo career she was handling business development for their e-learning services in Scandinavia. As a Strategy Consultant to a UK based travel portal - ebookers.com Roma developed a communication plan to launch a new line of travel products. She was advisor to the MD of the Oslo operations to develop the strategic plan for achieving key business goals and strategic change implementation within the organization.

CHIEF COMMS OFFICER'S ROLE



Moderated by

PHILIPPE BORREMANS

Chief Social Media Officer at Van Marcke Group and Board Member of the Belgian Chapter of the International Association of Business Communicators (IABC - Belgium).

SPEAKERS



LORENA CARREÑO DÍAZ

Communication associations' mission today – to form a pros' community or engage socially?

Discussion on the situation in Mexico and Latin America in terms of the public relations industry. Insights on what should be done in organized groups of professional discipline.

Lorena Carreño Díaz is the President of the Mexican Association of **Public Relations Professionals (PRORP)**. Her professional goal within the association is to promote innovation, professionalism and ethical values, as well as to exchange best practices and knowledge in the Public Relations and Marketing areas. Lorena is also the current Public Relations Vice President of the **Marketing Communication Industry Confederation (CICOM, A.C.)** and the General Director of the Marketing Q Strategies and Communications.



MARK REDGROVE

Professional ethics in the era of transparency and authenticity.

Discussion on the line between virtue and vice while following principles, values, and obligations.

Mark Redgrove is Head of Communications at Orgalime – The European Engineering Industries Association, also acting as a Board Member at the European Association of Communication Directors (EACD). He is responsible for developing target specific communication tools and applying a 'Corporate' approach to communications, production of publicity materials, organizing events, and using in-house tools. In his past career he acted as Communications Officer at the Eurogroup for Animals - a non-profit public organization. Mark holds a BSc(Hons) degree in Communications by The Open University.

COMMUNICATION ASSOCIATIONS' MISSION TODAY

Panel resource providers:
Mexican Association of PR Professionals (PRORP),
Russian PR Association (RPRA)



Moderated by
RUI MARTINS

Regional Coordinator for Portugal at the European Association of Communications Directors (EACD).

SPEAKERS



STANISLAV NAUMOV

The social impact and activities of large professional organisations.

Insight on securing transparency at all levels of public administration and non-governmental organizations.

Stanislav Naumov is VP for Government and Public Relations of the Skolkovo Foundation.

In December 2010 he was appointed President of the Russian Association of Public Relations. He previously worked as Director of Economic Analysis and Prospective Planning of the Industry and Energy Ministry and has been a member of government commissions on assessment of the effectiveness of federal and regional executive bodies and on providing management training for the organization of personnel for the national economy of the Russian Federation.

He graduated from the Ural State University, specializing in Political Science. Naumov is also Head of the NIYaU MIFI Philosophy Department.



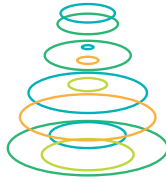
YOGESH JOSHI

Today's external and internal mission of large communication associations.

Discussing and exploring the specific regional features of Indian Communication Associations.

Yogesh Joshi is the President of the Association of Business Communicators of India (ABCI). He has been working in Tata Steel, the 6th largest producer Steel in the world. With an experience of over 23 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. Elected as the National President of the **Association of Business Communicators of India (ABCI)** for the fourth time.

SPEAKERS



TERRITORIAL REPUTATION MANAGEMENT

JUAN CARLOS BELLOSO

Building territorial reputation:
The cases of Barcelona, Catalonia
and Spain.

Juan Carlos Beloso is an international expert in Corporate and Place Strategy, Branding and International Promotion, based in Barcelona. Advisor to the Barcelona Brand project, the Barcelona Strategic Metropolitan Plan, the Catalonia Brand Committee and founding member of the 'Barcelona Global' Association. Currently advises different countries, regions and cities in Spain, Europe, Russia and Latin America on place branding, image and reputation management and competitiveness. Frequent speaker and author of brand strategy and place branding articles for different journals and magazines. Recently contributed to the new book 'City Branding: Theory & Cases', published in 2011.

ANNA LUKANINA

Strengthening national reputation by creating and promoting successful local brands.

Anna Lukanina is the Executive Director at Depot WPF and the President of the European Packaging Design Association. Previously she has performed the duties of Depot's New Business Director and Commercial Director. Among the brands she works with are: Nestle, Unilever, DANONE, Xerox, Philips, Kaspersky, Campbells, Kimberly Clark, Beeline, etc. Anna has also functioned as Executive Board member of the EPDA (European Packaging Design Association; former Pan European Brand Design Association), and since 2011 she acts as its President.

MANOLIS PSARROS

Online Media Integration for Reputation Management: The Case of Athens.

Manolis Psarros is the founder and Managing Director of abouTourism.com, international destination consultancy with a regional focus on SE Europe & Eastern Mediterranean Regions. Has a vast experience in strategic planning & operations support, urban & rural tourism planning and development, destination marketing research projects & campaign management, product development and digital tourism strategies. Manolis is also a partner with UNDP regional chapter as a speaker and tourism trainer in the Black Sea Region countries and he is a member of the European Institute of Place Marketing, the GeoBranding Guiding Group and the International Federation of IT in Travel & Tourism.



Moderated by

VASSILY DUBEYKOVSKY

Place branding
researcher, Moscow
Business School
MIRBIS.

SPEAKERS



CASE STUDIES

RUXANDRA VASILESCU

The American Rom choco-bar: a product revival by challenging the national ego.

How could a chocolate bar bearing a national flag, gain appeal to youngsters with few patriotic values?

Ruxandra Vasilescu is PR Manager for McCann Erickson Romania. She has over 4 years experience in brand management and corporate communication. Together with the colleagues they achieved recognition for the popular ROM campaign, widely admired for its clever sociological move: challenging the national ego in order to revive a local chocolate brand. The campaign achieved the largest number of prizes in the entire Eastern Europe region, among them Cannes Lions' Grand Prix for Promo and Brand Building. Ruxandra performed a chief role in the PR Coordination of the campaign.

PHILIPPE BORREMANS

The Emergency 2.0 Wiki - a free open source resource for social media use in crisis situations-

The first-hand experience of participating in a global project The Emergency Wiki that aims to unite the work of volunteers and facilitate global sharing on using web2.0 and social media in emergency management.

Philippe Borremans is the Chief Social Media Officer at Van Marcke Group, Board Member of the Belgian Chapter of the International Association of Business Communicators (IABC - Belgium), and Leader of the Social Media Work Group at EACD (European Association of Communication Directors). He is responsible for Van Marcke's global internal and external SM policy, vision and mission. In the past Philippe worked as a Social Media Specialist at IBM, Brussels/Amsterdam. He holds a degree in Public Relations from INIREP, Brussels, Belgium and a Train-the-Trainer Diploma (CEVORA).

STEFANIA FUSSI

Social Customer Relationship Management-

Ben & Jerry's promoted "Good Ideas" to generate advocacy before Italian distribution kick-off. "GI" is a micro-finance program created to sustain social projects and make the world a better place. Viralbeat activated the campaign through all social media platforms triggering a quick and huge viral response.

Stefania Fussi is a young professional in digital & viral marketing. She graduated in Economics for Arts, Culture and Communication at Bocconi University (Milan) and started her career in communication. After an internship in a New York PR agency, she came back to Milan and was hired by Zodiak Active as a Community Manager. She got a strong knowledge of the UGC (User Generated Contents) and skills in the social media management. After 2 years in this field she moved to Viralbeat - SM Company, to develop her natural skills in sales & relations. Now Stefania is actively running the company Sales strategy.

SPEAKERS



ROHIT BHARGAVA

10 global Business & Comms trends that will matter in 2012.

A speech on the rise of content curation and its impact on marketing and PR, their recent integration, and how we can solve modern believability crisis in communications.

Rohit Bhargava is the SVP Global Strategies & Planning and a founding member of the Ogilvy 360 Digital Influence team, the world's largest global network of social media strategists. He is also the best-selling author of *Personality Not Included*. Rohit's second book called *Likeonomics* will be published in early 2012 and his personal marketing blog *Influential Marketing* has been featured in the *Wall Street Journal* and named one of the top 25 marketing blogs in the world. He has been invited to speak at TEDx, Wharton, CES and quoted as a marketing expert by *Fast Company*, *NPR*, *SkyNews*, and *The Guardian* (UK).



ABDUL JALIL MARAICAR

Virtual VS Face-to-face communications in technology, networking and management.

First-hand knowledge, experience and vision on technical, sales and organizational transformations within large global companies.

Abdul Jalil Maraicar is the Client Director at Cisco Systems, Malaysia, and an Application Scientist by profession. He is also a Lead Consultant for Human Capital Transformation Program for UNO and a Board Member of Independent Advisory Panel for University Teknologi Petronas. With over 26 years of professional experience ranging from Start-up to Fortune 100, combined with consulting experience with McKinsey & Co and Deloitte Consulting, he brings an invaluable insight of a complex and comprehensive Operating Performance Improvement, Knowledge & Information Management strategies and Change Management for business operations.



KEVIN DONNELLAN

Melding technology and traditional communication tools to create a cutting-edge organization.

Experience of Chief Communications Officer at a 38 million-member organization.

Kevin Donnellan is the Executive VP and COO for AARP, a huge non-profit organization that helps people 50-plus improve their lives and gain independence, choice and control. Since joining, Mr. Donnellan has assumed several leadership roles, including director of the office of grassroots and elections, leading national advocacy campaigns, e-advocacy efforts, and the group's voter education initiative. He also spearheaded AARP's public policy operation and was responsible for implementing the Association's legislative agenda. In his current role, Mr. Donnellan has helped AARP plug into social media and has transformed AARP into a 21st-century media conglomerate.

KEYNOTES

SPEAKERS



KEYNOTES

MIRKO PALLERA

Create! How to design contagious ideas (and make the world a better place).

Nobody has yet been able to explain the real secret of virality. After his first best selling marketing book, Mirko Pallera has been looking for the clear formula of what he calls the Viral-DNA of an idea: the genetic structure behind tremendous online success.

Mirko Pallera is co-founder and director at Ninja Marketing. He is considered a revolutionary mind in contemporary marketing. Entrepreneur, sociologist and digital strategist for big companies such as Barilla, Telecom and Unilever, he defines himself as a “social innovator” with a mission to make the world a better place through commercial communication. He’s the author of “Non-Conventional Marketing: viral, guerrilla, tribal and the 10 principles of postmodern marketing” and “Create! How to design contagious ideas (and make the world a better place)”



ARTURAS JONKUS

Chief Reputation Officer. Is effective communication enough for a good reputation?

Communicators are usually blamed when the company image is low or even bad. Sometimes despite their perfect work, PR specialists cannot improve the company reputation. What should be done, so that reputation could become a key performance indicator also for the other departments of the company? What measuring systems should be introduced and adjusted in order to drive the company reputation upwards? Is the position of Chief Reputation Officer a solution?

Arturas Jonkus is the Managing Partner of Publicum communication agency based in Vilnius, Lithuania.

Being a former diplomat and having over 20 years of experience in Public Diplomacy, Public Relations and Corporate Communications, he is also a certified facilitator of FranklinCovey training company for Leadership programs. He is teaching Corporate Communications and Negotiations at ISM University of Management and Economics, a member of the Board of UNICEF Lithuania and the former President of Lithuanian Red Cross.

PARTNERS

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M3 Communications Group, Inc.
A HUB & KENNEDY ASSOCIATE

M3 COMMUNICATIONS GROUP, INC.

Creator of Website Design & Visibility for Communication on Top 2012

Panel Resource Provider for "Latest Trends for Communications Consultancies"

Conveying messages and ideas is what **M3 Communications Group** does best. The agency has been perfecting the art of graphic design for more than a decade and the design options on offer are as diverse as the list of clients. The team of young pros, highly motivated and bursting with crazy and thought-provoking ideas, offers the full range of services that capture the personality of every client. The company provides an unrivalled mix of creativity, ability to inspire, strategic planning and timely delivery.
<http://www.m3bg.com>

TheHolmesReport

THE HOLMES REPORT

Expert advise and support for CCO panel.

The Holmes Report is a weekly newsletter read by more than 5,000 senior public relations professionals in more than 40 countries. The Holmes Report also profiles more than 300 public relations firms around the world on an annual basis for the PR Consultancy Report Cards covering the North American, EMEA (Europe, the Middle East and Africa) and Asia-Pacific markets.
<http://www.holmesreport.com>



RUSSIAN VENTURE COMPANY

Panel Resource Provider for "Communicating Scientific Breakthrough"

Panel Resource Provider for "Investor Relations and Signals"

Russian Venture Company (OJSC) - RVC is a government fund of funds and a development institute of the Russian Federation, one of Russia's key tools in building its own national innovation system. Its mission is to encourage Russia's own VC industry, boost capital of VC funds, ensure faster development of an efficient and globally competitive innovative system through creating a self-sustained VC industry in synergy with other development institutions.
<http://www.rusventure.ru/en>



SKOLKOVO INNOVATION CENTRE

Panel Resource Provider for "Communicating Scientific Breakthrough"

The strategic goal of the **Skolkovo Innovation Centre** is to concentrate international intellectual capital, thereby stimulating technological breakthroughs. Skolkovo Foundation and its partners transform infrastructure, resources and other facilities of the center into effective services for project participants. collisions.
<http://www.sk.ru>

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CROS
Public relations &
Public affairs company

CROS PUBLIC RELATIONS & PUBLIC AFFAIRS

Panel Resource Provider for “Latest trends for Communications Consultancies”

CROS Public Relations & Public Affairs was founded in 1997, and it is already one of the most influential players on the Russian PR market and a leading adviser to executive authorities, state-owned and corporate clients. CROS has established long-standing partnerships with many state structures, businesses and public institutions in Russia. Since 1997 CROS has provided its services to over 500 Russian and foreign companies, state and public institutions.

<http://www.cros.ru/en>

DEPOT WPF

Creator of Logo & Corporate Style of Communication on Top 2012

Depot WPF is the leading Russian-based branding agency. It provides integrated solutions for brands including brand strategy, naming, visual identity, packaging design, etc. Depot WPF works with Nestle, Unilever, DANONE, Xerox, Philips, Kaspersky, Campbells, Kimberly Clark, Beeline, etc. Founded in 1998 as a small design studio, today Depot WPF is a large branding agency with about 50 people in staff.

Depot WPF has been repeatedly recognized as Russia's most creative agency (by ACAR rating). Winner of Cannes Lions (2011), TheDieline (2011), Pentawards (2011), Cresta Awards (2011), Epica Awards (2006, 2007, 2010), Golden Drum (2006, 2007, 2010), Golden Hammer (2008, 2011), ADCR Awards (2007, 2008, 2011), Idea! Festival (2008, 2011), EFFIE/



RIANOVOSTI

Brand of the year (2000, 2002, 2009) and many others. Performs as a co-founder of Russian Branding Companies Association (RBCA); ambassador of Pan European Brand Design Association (PDA) in Eastern Europe; member of Russian Communication Agencies Association (ACAR).
<http://www.depotwpf.com>

RIA NOVOSTI

Key Media Partner

RIA Novosti is Russia's leading news agency in terms of multimedia technologies, website audience 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>

EVENIUM

Key Networking Partner

Evenium, the relationship technology to involve clients and partners around events!

For already 11 years, Evenium makes it a priority to offer event organizers, innovative Web and mobile solutions, in order to support them in the creation and the planning of impactful events.
<http://evenium.net/ng/person/public/index.jsf>



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CERN - THE EUROPEAN ORGANISATION
FOR NUCLEAR RESEARCH

<http://public.web.cern.ch/public>

PRORP

ASOCIACION MEXICANA DE PROFESIONALES
DE RELACIONES PUBLICAS

PRORP - THE MEXICAN ASSOCIATION
OF PUBLIC RELATIONS

<http://www.prorp.org.mx>

DAVOS

KLOSTERS

DAVOS KLOSTERS

<http://www.davos.ch>



TRANS-ARABIAN CREATIVE
COMMUNICATIONS (TRACCS)

<http://www.traccs.net>



SPEM COMMUNICATION GROUP

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



EUROPEAN ASSOCIATION OF
CREDIT RATING AGENCIES (EACRA)

<http://www.eacra.fr>



ARMENIAN PUBLIC RELATIONS
ASSOCIATION (APRA)

<http://www.apra.am>



**Russian
Public Relations
Association**

RUSSIAN PUBLIC RELATIONS
ASSOCIATION (RPRA)

<http://www.raso.ru>



IABC - RUSSIA

<http://www.iabcrussia.ru>



CHAMBER OF PUBLIC RELATIONS
(ZOJ)

<http://www.zoj.si>

PARTNERS



THE LONDON SCHOOL OF PUBLIC
RELATIONS AND BRANDING (LSPR)

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



DIRECT MARKETING ASSOCIATION,
INDIA (DMAI)

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



INTEGRATING COMMUNICATIONS -
ICCG

<http://iccg.ru/ru>



NETHERLANDS

IABC - NETHERLANDS

<http://nl.iabc.com>



INSTITUTE OF PUBLIC RELATIONS
(IPR)

<http://www.ipr.by>



RATING PLATFORM

<http://www.ratingplatform.com>



RUSSIAN NAVIGATION
TECHNOLOGIES (RNT)

<http://www.autotracker.ru/en/company>



SUN INNOVATIONS

<http://www.sun-nsk.ru/en>



ASSOCIATION OF BUSINESS
COMMUNICATORS OF INDIA
(ABCI)

<http://www.abci.in>



FINANCIAL COMMUNICATIONS
AND INVESTOR RELATIONS
ASSOCIATION (ARFI)

<http://www.arfi.ru/eng/eng>

PARTNERS

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WEBNEWSWIRE (WNW)

<http://www.webnewswire.com>

mediaME.com
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MEDIAME.COM

<http://mediame.com>

THE SINGLE VOICE FOR STAKEHOLDER RELATIONS
Communicate

COMMUNICATE MAGAZINE

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



MEDIABUZZ

<http://www.mediabuzz.com.sg>

Visibility
THE MAGAZINE FOR ONLINE MARKETING STRATEGIES

VISIBILITY MAGAZINE

<http://www.visibilitymagazine.com>

ВЕДОМОСТИ
THE WALL STREET JOURNAL | FINANCIAL TIMES

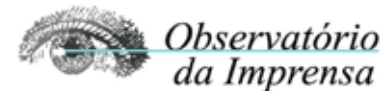
VEDOMOSTI BUSINESS NEWSPAPER

<http://www.vedomosti.ru>



ACONTECENDO AQUI

<http://www.acontecendoaqui.com.br>



OBSERVATORIODAIMPRENSA

<http://www.observatoriodaimpresa.com.br>



NINJA MARKETING

<http://www.ninjamarketing.it>



BPK

<http://www.adcoalition.org.ua/ru>



SOSTAV.UA

<http://www.sostav.ua>



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14

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graphics, photos
and videos

over

40

online projects



over

50

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НОВОСТИ

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RUSSIA PROFILE.ORG

أنباء موسكو

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17 million users

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every month

over 1 000 000

photos
in photo database



pages on Twitter



pages on Facebook

1st

RIA Novosti's iPad app ranks 1st among news
apps in the AppStore's Russian section

RIA Novosti's main website, www.ria.ru,
ranked 1st among the most quoted news
sources in Russia in 2010 (Yandex.Catalogue)

RIA Novosti's main website, www.ria.ru,
ranks 1st among the most visited online news
sources in Russia (Google)

13

apps for most
mobile platforms

The most cited information
source in Russia among all
Russian and foreign media
(Integrum data for 3rd quarter 2011)

10

RIA Novosti ranked 10th on the list
of the Top 50 Dream Employers
in Russia for 2010

3 RIA Novosti executives
were listed among the Top 1000
Russian managers



RIA Novosti's
regional network spans

69

cities
across Russia

RIA Novosti
has bureaus and offices
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C4F

Communication for Future



Special award by the Forum
Committee to recognize our
colleagues' professional achievements
and contribution to the future of
communications





C4F stands for Communication for Future and is the Annual Excellence Award for Communication Professionals with creative innovative visions of the future development of communications.

The award is given by the Forum Committee to individuals with major influence on the improvement of communications and effective contribution to the new trends in the development of the communication industry.



Titan of the Future - due to be given to the blogger who uses best efforts in promoting transparency, authenticity and humanitarian values

Liz Strauss, successful-blog, USA, winner for 2011



Image of the Future - due to be given to the manager or designer who has created the best innovative brand and/or image

Diane MacEachern, BigGreenPurse, USA, winner for 2011



Media of the Future - due to be given to the most efficient media manager working in the area of new media, internet, and TV

Svetlana Mironyuk, RIA Novosti, Russia, winner for 2011



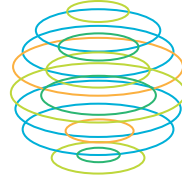
Relations of the Future - due to be given to the corporate manager who has developed the most effective corporate communications trends aiming at partnerships, transparency, openness, and a genuine ecologically-friendly environment

James Gillies, CERN, Switzerland, winner for 2011

Who are the C4F award winners for 2012?
Find out at the Gala Dinner Award Ceremony.

9 Feb 2012, 20:30
Morosani Schweizerhof
Address: Promenade 50, 7270 Davos Platz

NOTES



Surprising approach _____

New perspective _____

Brilliant idea _____

NOTES

That's a good point _____

I'll try it _____

What made my day _____

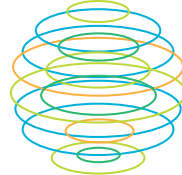
NOTES

Best speaker _____

Revealing case _____

Useful contacts _____

NOTES



Good joke _____

New friend _____

OMG _____

The Holmes Report is a weekly newsletter read by more than 5,000 senior public relations professionals in more than 40 countries. The Holmes Report also profiles more than 300 public relations firms around the world on an annual basis for the PR Consultancy Report Cards covering the North American, EMEA (Europe, the Middle East and Africa) and Asia-Pacific markets.

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