

Programme 2012

8th February 2012

19:00 - 23:00

Welcome Party (informal), location: Arvenstube hall at Morosani Posthotel.

Address: Promenade 42, 7270 Davos Platz, Tel. +41 81 415 45 00.

9th February 2012

9:00 - 9:30 Registration, coffee

9:30 - 10:00

Opening of the forum

Forum Moderator: [Mohamed Al Ayed](#), Founder, President & CEO of TRACCS, Forum Committee Member

Welcome greetings (organizers, partners, VIP guests):

[Yanina Dubeykovskaya](#), Forum Content Director, General Manager of Seamedia Group Ltd.

[Daniel Holtgen](#), Director of Communications at the Council of Europe, Forum Committee member

[Lorena Carreno](#), President of the Mexican Association of PRs Professionals (PRORP), Forum Committee member

[Yogesh Joshi](#), President of The Association of Business Communicators of India (ABCI)

[Hiromi Yokoyama](#), Associate Professor at Tokyo University, School of Science

10:00 - 11:00

Debate: **Privacy vs. Publicity**, Moderator: [Dr. Daniel Höltingen](#), Director of Communications at the Council of Europe

[Allan Mayer](#), Principal Partner at 42West (USA), and [Maxim Behar](#), Founder and CEO of M3 Communications Ltd.

• **"Privacy versus Publicity in the era of transparency."**

Discussion, Q&A

11:00 - 11:30

Coffee

11:30 - 13:30

Panel: **Communicating Scientific Breakthrough**, Moderator: [James Gillies](#), Head of Communications at CERN

Panel resource providers: [Skolkovo Foundation](#), [Russian Venture Company \(OJSC\)](#), [CERN](#)

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

[Stanislav Naumov](#), VP Government and Public Relations of the Skolkovo Foundation

• **"Technological secrets. Can science be transparent?"**

[Michel Claessens](#), Head of Communications at ITER Organization

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

[Hiromi Yokoyama](#), Associate Professor at Tokyo University, School of Science

• **"Technological breakthrough – the dream is (already) alive."**

[Annie Gravier](#), Director Public Affairs and Communications at Technoparc Montréal.

• **"How innovative is innovation communication?"**

[Maria Säterström](#), Marketing manager of Ideon Science Park

• **"Talent-hunting or head-stealing?"**

[Nettie Buitelaar](#), CEO at Leiden Bio Science Park and owner of Buitelaar Biotech Business

• **"Transparency vs. Ethics."**

[Hans Kunz](#), Overseas Representative in Switzerland for Hong Kong Science & Technology Park

• **"Communication of institutional changes in the innovations sector."**

[Evgeny Kuznetsov](#), Director of Development and Communications at the Russian Venture Company (RVC)

Discussion, Q&A

Special guest of the final panel discussion: Maxim Kiselev, Chief Development Officer at Technopark Skolkovo LLC

13:30 - 14:30

Lunch

14:30 - 15:30

Debate: **Internal/Employee Communications**, Moderator: [Mohamed Al Ayed](#), Founder, President & CEO of TRACCS
[Paul Holmes](#), Founder of "The Holmes Report" & SABRE awards, and [Nettie Buitelaar](#), CEO of Leiden Bio Science Park

• **"Who should run internal comms – CEO, HR, PR or each employee?"**

Discussion, Q&A

15:30 - 16:00

Keynote: Business & Communications trends in 2012

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

[Rohit Bhargava](#), SVP Global Strategy & Planning at Ogilvy, Adjunct Professor Global Marketing at Georgetown University
Q&A

16:00 - 17:00

Panel: **New Trends for Comms Consultancies**, Moderator: [Franco Gullotti](#), CEO at Gullotti Communications GmbH

Panel Resource providers: [CROS PR&PA](#), [M3 Communications Ltd.](#)

• **"Today's professional demands to PR/Communications agencies."**

[Sergey Zverev](#), Founder and President of CROS PR&PA

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

[Majidi Al Ayed](#), the Managing Director for UAE and Vice President of Network Affairs at TRACCS

• **"The challenge of Relevance."**

[Gianni Catalfamo](#), European Digital Director at Ketchum Pleon

Discussion, Q&A

17:00 - 17:30

Coffee

17:30 - 18:30

Panel: **Comms Associations' Mission Today**, Moderator: [Rui Martins](#), Regional Coordinator (Portugal) at the EACD

Panel resource providers: [Mexican Association of PR Professionals \(PRORP\)](#), [Russian PR Association \(RPRA\)](#)

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

[Lorena Carreño Díaz](#), President of the Mexican Association of Public Relations Professionals (PRORP)

• **"Professional ethics in the era of transparency and authenticity."**

[Mark Redgrove](#), Head of Comms at ORGALIME - EU Engineering Industries Association, and Board Member in EACD

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

[Yogesh Joshi](#), President of The Association of Business Communicators of India (ABCI)

• **"The social impact and activities of large professional organisations."**

[Stanislav Naumov](#), President of The Russian PR Association (RPRA)

Discussion, Q&A

18:30 - 19:30

Panel: **Chief Communications Officer's Role**, Moderator: [Philippe Borremans](#), Board Member of IABC - Belgium

• **"Integrated corporate communications – pros & cons."**

[Roma Balwani](#), Senior Vice President, Group Head, and Corporate Communications at Mahindra Group Ltd.

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

[Yannis Freris](#), Head of Corporate Comms & Sustainable Development at GEFYRA S.A., Head of EACD's CSR group

Discussion, Q&A

Special guest of the final panel discussion:

[Kevin Donnellan](#), Executive VP and Chief Communications Officer at AARP

20:30 - 23:30

C4F Awards Ceremony & Gala Dinner – black tie/evening dress (or formal), location: Garden Hall 3, Morosani Schweizerhof Hotel. Address: Promenade 50, 7270 Davos Platz, Tel. +41 81 415 55 00.

10th February 2012

8:55 - 9:00

Opening of the second day

Forum Moderator: [Maxim Behar](#), Founder and CEO of M3 Communications Ltd.

9:00 - 9:30

Keynote: **Online Marketing**

[Mirko Pallera](#), Strategic & Creative Director at Ninja LAB, Director of Strategic Branding and Digital Strategy:

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

Q&A

9:30 - 11:00

Panel: **Territorial Reputation**, Moderator: [Vasily Dubeykovskiy](#), Place Branding Researcher, Moscow Business School

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

[Juan Carlos Beloso](#) - a seasoned communicator and expert in Place Strategy, Branding and Competitiveness

• **"Strengthening national reputation by creating and promoting successful local brands."**

[Anna Lukanina](#), Executive Director of Depot WPF

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

[Manolis Psarros](#), Managing Director of aboutourism

Discussion, Q&A

11:00 - 11:30

Coffee

11:30 - 12:30

Panel: **Media Communications**, Moderator: [Valery Levchenko](#), Deputy Editor in Chief RIA Novosti

• **"Can machines make sense of what is happening in the world?"**

[Nikos Sarris](#), Senior Manager for Media R&D projects At ATC SA

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

[Jochen Spangenberg](#), Innovation Projects / New Media, Dept of Strategy, Marketing & Distribution, Deutsche Welle

• **"Communicating for the lean-back medium."**

[David Lee](#), Founder of Shagr Media Co. Ltd.

Discussion, Q&A

12:30 - 13:30

Panel: **Investor Relations Comms**, Moderator: [Thomas Missonig](#), President of the EACRA

Panel resource providers: [Russian Venture Company \(OJCS\)](#)

• **"Buy or Sell? - the trader's viewpoint."**

[Alexander Gerchik](#), a professional trader-investor from 1996 till now

• **"Communication strategy for attracting investments in IT."**

[Andrey Khusid](#), Owner and CEO of Vitamin Group

13:30 - 14:30

Lunch

14:30 - 15:00

Keynote: **Virtual vs. Face-to-face**

[Abdul Jalil Maraicar](#), Client Director at Cisco Systems

• **"Virtual vs. Face-to-face communications in technology, networking, and management."**

Q&A

15:00 - 15:30

Keynote: **Corporate Communication**

[Kevin Donnellan](#), Executive VP and Chief Communications Officer at AARP

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

Q&A

15:30 - 16:00

Keynote: **Communication & Reputation Management**

[Arturas Jonkus](#), Managing Partner of Publicum communication agency

- **"Chief Reputation Officer: Is effective communication enough for a good reputation?"**

Q&A

16:00 - 16:30

Case study • **Marketing**

[Ruxandra Vasilescu](#) from McCann PR at McCann Erickson, Romania - a Weber Shandwick affiliate

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

Q&A

16:30 - 17:00

Coffee

17:00 - 17:30

Case study • **Social Media**

[Stefania Fussi](#), Marketing & Sales Manager - Viralbeat

- **"Ben&Jerry's for Good Ideas: Brand Advocacy and Social CRM."**

Q&A

[Maria Zakharova](#), Deputy Spokesperson for the Ministry of Foreign Affairs in Russia

- **"Social Networking Practices at the Ministry of Foreign Affairs in Russia."**

Q&A

17:30 - 18:00

Case study • **Crisis Communications**

[Philippe Borremans](#), Chief Social Media Officer at Van Marcke Group, Board Member of IABC - Belgium), Leader of the Social Media Work Group at EACD (European Association of Communication Directors)

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

Q&A

18:00 - 18:30

Conclusions & observations: organizers, partners, speakers, VIP guests

18:30 - 20:30

Closing Buffet, location: Aspen Foyer (lobby area) in Davos Congress Centre.

Address: Promenade 92, 7270 Davos Platz, Tel. Tel: +41 81 417 11 22.