**WCF Davos in Kyiv: Business Helps Politics to Overcome Crisis**

*This year Ukraine in general and its political life in particular are in the limelight of the global media. From all over the world we see how failures in communications turn into political crisis.* *What is the role of communications in this process?* [*World Communication Forum Davos*](http://www.forumdavos.com/regional/3)*, which will be held in Kyiv on September 8 this year, is going to show how professional communicators can help Society and Business when politicians fail to reach an agreement, when trust is lost and there is a certain shift of benchmarks and markets.*

In this context the Forum becomes a unique event, especially important for bridging together different viewpoints. Well-known professionals will share their experience and help Ukrainian business and authorities overcome the crisis.

[Gianni Catalfamo](http://www.forumdavos.com/regional_people/58/Gianni+Catalfamo/3), CEO at Digital & Social Media Leadership boutique cc:catalfamo: “In the current situation I see a changing role for communicators, from advocates of one side to facilitating the dialogue. I definitely believe that finding a way to talk through differences is always the alternative solution to any problem, and this is now the sacred mission of communication pros globally”.

The key-topics of the Forum are the following:

* Information warfare and business: learnings and next steps.
* From communications efficiency to business efficiency. New Opportunities.
* Sufficient level of corporate transparency in Ukrainian reality.
* Communication as a tool for strengthening reputation on high-risk markets.
* What language do communicators speak in Europe?

The special program of [World Communication Forum Davos](http://www.forumdavos.com/regional/3) in Kyiv will also include the regional event of Communication for Future Award (C4F). This opens new opportunities to local professionals who can get global professional recognition.

[Irina Zolotarevych](http://www.forumdavos.com/regional_people/61/Iryna+Zolotarevych/3), Managing Director at PLEON Talan, C4F Davos Award Director, WCFDavos Committee member, said: “We are proud that Ukraine will be the first country, where the regional version of C4F will be held in full glory. With the international jury, it is going to become the most influential award in the Ukrainian communications industry, which can encourage the local professionals for further achievements.”

[World Communication Forum Davos](http://www.forumdavos.com/regional/3) is going to be the main event in Ukrainian communications industry, so we look forward to seeing key industry experts on September, 8 in Kyiv.

For media accreditation, please contact:

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*WCF is an annual event held in Davos Congress Centre, Switzerland. Initiated by an International Coordinating Committee in 2010, it has united acknowledged professionals from 44 countries worldwide. The forum has been supported by 13 global, and also by 31 regional or national key associations in 21 countries on 5 continents: Great Britain, Belgium, Italy, Switzerland, Bulgaria, Lithuania, Ukraine, Croatia, Serbia, China, India, Brazil, Mexico, Spain, Ghana, Russia, Slovenia, Hungary, Armenia, etc. Since its first edition in 2010, WCF in Davos has held various regional sessions in some of the largest cultural and financial capitals across Europe.*

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