The brightest scientific minds will share expertise on the significant role of communications during the WCFDavos|CERN 2015 session in Geneva, on March 9th.

The event is organized by the World Communication Forum in Davos Association which focuses on the priorities and challenges of the global communications agenda.

WCFDavos|CERN 2015 will seek answers regarding the complex relation between science, industry, and public engagement, the cooperation between these three components and their integrated environment. The participants in the discussions will also try to evaluate science in its quality as a brand, discussing its values and types of audiences.

Among the speakers in the session are:

* [**James Gillies**](http://www.forumdavos.com/regional_people/38/James+Gillies/6), Head of Communications at CERN (Switzerland)
* [**Prof. Alexander Gerber**](http://www.forumdavos.com/people/224/Prof.+Alexander+Gerber), Founder & Scientific Director of INSCICO
* [**Michel Claessens**](http://www.forumdavos.com/regional_people/181/Michel+Claessens/6), Head of Communications at the ITER Organization (France)
* [**Jaydip Chowdhury**](http://www.forumdavos.com/regional_people/182/Jaydip+Chowdhury/6), Head of Corporate Communications & Advocacy, Bilcare Limited (India)

The session will be followed by the main conference WCFDavos held in Davos, Switzerland, on March 10-11.

WCFDavos|CERN 2015 registration terms and conditions, as well as the agenda can be found on the official website of the WCF: <http://www.forumdavos.com/regional/6>

***World Communication Forum, Davos*** *is a global event that aims to bridge the gap and connect key markets worldwide. Initiated in 2010 by an international coordination committee, it has gained the support of numerous international partner associations and organizations from 40 countries across 5 continents. In 2014, in Switzerland, WCF was registered as a non-profit organization.*