WCFDavos | Kyiv 2015

**Regional Session**

**New communications - Government, Business, Media and Community**

On September 4, 2015, already for the second time, Kyiv welcomed this outstanding event. CEOs from business and state authorities, NGOs, media, as well as communication professionals, met leading Ukrainian and foreign experts to discuss global trends and challenges in communications.

**WCF Davos Kyiv 2015in figures**

Total number of participants: 200

35 speakers shared their experiences and ideas during WCFDavos Kyiv

6 panel discussions and 2 standalone speakers

Communication that promotes understanding between states, government, business, and different social groups was the hot topic in 2015.

C4F Awards, annual excellence Awards for communication professionals, was presented. The C4F Awards recognized outstanding communicators with creative approach and innovative vision for the future of communications in three categories: Trust of the Future (Kateryna Venzhyk, [www.delo.ua](http://www.delo.ua)), Idea of the Future (Max Yakover, ‘Chasopys’), Relations of the Future (Olga Kudinenko, ‘Tabletochki’). Trust of the Future award was presented for the first time in the history of Davos and not by a jury, but by a popular vote.

[Summary presentation](http://www.forumdavos.com/regional_printed/7)

[Facebook page](https://www.facebook.com/events/1575338356054411/)

58 media publications

79 publications in social media

**Insights from the speakers**

“Innovations are everywhere and they change our science, politics, society and communication’. [Gianni Catalfamo](https://www.facebook.com/gianni.catalfamo), Head of Digital & Social Media Leadership boutique cc: catalfamo (Italy)

‘We can not be engaged in propaganda. Our way is to provide information. We are not always right, we also do mistakes. But it is not a story. The story is we provide truth’. Eliav Belotserkovsky, Ambassador of Israel to Ukraine

‘Efficient communication between countries is the main feature of democratic society’. Dr. Gerlinde Niehus, Head, NATO'S Public Diplomacy Division.

‘Democracy is about finding the balance between different points of view. Single PR-instruments here are not enough. We need communication campaigns to find real meeting points’. Dmytro Shymkiv, Deputy Head of the Presidential Administration of Ukraine:

‘We live in a state of permanent cyber war: info ware fare, support of local unrest, economic ware fare’. Michael A. Goedeker, CEO&Founder, Auxillium Cyber Security

‘If you reach a deadlock in official diplomacy, so you need to increase the pressure on public. That is how public diplomacy helps’. [Dmytro Kuleba](https://www.facebook.com/dmytro.kuleba), Ambassador-at-Large of the Ministry of International Affairs of Ukraine





