**Winners of the Ukrainian round of *Communications for Future* international award**

**are finally announced**

The winners of the Ukrainian round of the prestigious international award *Communications for Future* (C4F Davos Awards) were finally announced at the Kyiv regional session of the World Forum Communication on Top in Davos (WCFDavos Kyiv).

The award distinguishes both individuals and organizations for significant professional achievements, creative approach and unique vision of the future of communications industry. The jury comprised 20 experts from 13 countries of the world.

Iryna Zolotarevych, Director of WCF Davos Kyiv, WCFDavos Executive Board member, remarked that the award has become a real mirror of achievements in communications and all this year’s C4F Davos Awards winners clearly understand not only national but worldwide communications agenda: “*Ukraine becomes a full-fledged member of the international community, so skills to establish efficient system of communication becomes a necessity for success. And our winners are doing a really great job in this respect*”.

The winners in nominations for individuals:

* [**Idea of the Future**](http://c4f.forumdavos-kyiv.org/award/ideya-majbutnogo/) is a nomination designed for true innovators, those who know how to develop effective communications for even non-existent technology, services, products. The winner is **Vadym Rahlis**, mediator, extreme negotiator, inventor of mobile negotiation groups for conflict resolution.
* [**Titan of the future**](http://c4f.forumdavos-kyiv.org/award/titan-majbutnogo/) nomination honours outstanding professionals, who, with the help of communications, have personally made an impact to change the market or public opinion, introduced a new notion or category. The winner is **Anna Petrova**, the founder of Startup Ukraine and Selfmade Woman Community.

The winners in nominations for organizations:

* [**Technology of the Future**](http://c4f.forumdavos-kyiv.org/award/tehnologiyi-majbutnogo/) nomination distinguishes companies foreseeing the future and striving to increase social impact of their products in the long run. The nomination is won by the ProZorro team responsible for public procurements reform.
* [**Trust of the Future**](http://c4f.forumdavos-kyiv.org/award/dovira-majbutnogo/) is a nomination designed for organizations proving their ability to win and maintain customer trust. The winner is Proctor&Gamble Ukraine.

Awarding Ceremony of the Ukrainian round of C4F Dawos Awards took place on September 19 at WCFDavos Kyiv 2016

**C4F Davos Awards** is an annual award honouring best professionals in communications. C4F Davos Awards are given to experts and organizations for significant professional achievements, creative approach and unique vision of the future of communications industry. Individual awards are given to professionals for significant achievements aimed at global improvement of communications in a wider sense and a really efficient contribution to strengthening new trends in communication industry development worldwide. Corporate awards are given to companies setting standards of efficiency and professionalism for the whole communication industry and demonstrating creative approach in implementing their own communication strategies and campaigns. See more at: <http://c4f.forumdavos-kyiv.org/>

**General partner** – “Pharmaceutical firm “Darnytsya”

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**The Forum was supported by:** Ukraine Today multimedia platform, 24 News Channel, Business newspaper, Focus magazine, ZIK informational agency & ZIK TV Channel, The Detector Media online edition, SBR magazine, “Grushevskogo, 5” edition, InVenture Investment Portal, European Business Association (EBA), American Chamber of Commerce (ACC), Ukrainian Union of Entrepreneurs, the Kyiv International Economic Forum, Ukrainian Association of Public Relations (UAPR), the International Association of Marketing Initiatives (MAMI), the All-Ukrainian advertising coalition (AAC), independent public relations agency “Communication and consultants” (Lithuania), consulting company “Institute of PR” (Belarus), communication agency RED Communications (Azerbaijan), PG Communications Kazakhstan/Press Club (Kazakhstan) and others.

**Organizer of the Forum:** [GROU](http://grou.com.ua/) agency, reputation management and Public Affairs (AGAMA communications group of agencies).

To participate in the event, please register at [forumdavos2016.ticketforevent.com/](http://forumdavos2016.ticketforevent.com/).

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