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WHO CREATES **THE PERCEPTION**
OF **EASTERN EUROPE**
AND WHAT CAN WE CHANGE?

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Apriori World

POSITIVE WARNING!

- ❖ I hope you read all about me...
- ❖ I am one of those who have dyslexia.
- ❖ From greek: *δυσ-* *dys* (weak, bad) + *λέξις*- *lexsis* (word)
- ❖ It relates primarily to written language and **spelling**.

- ❖ Sorry for my “magical” English.
- ❖ Мне очень **жаль**. Я не говорю по-русски
- ❖ Я немного понимаю.
- ❖ Спасибо за понимание!

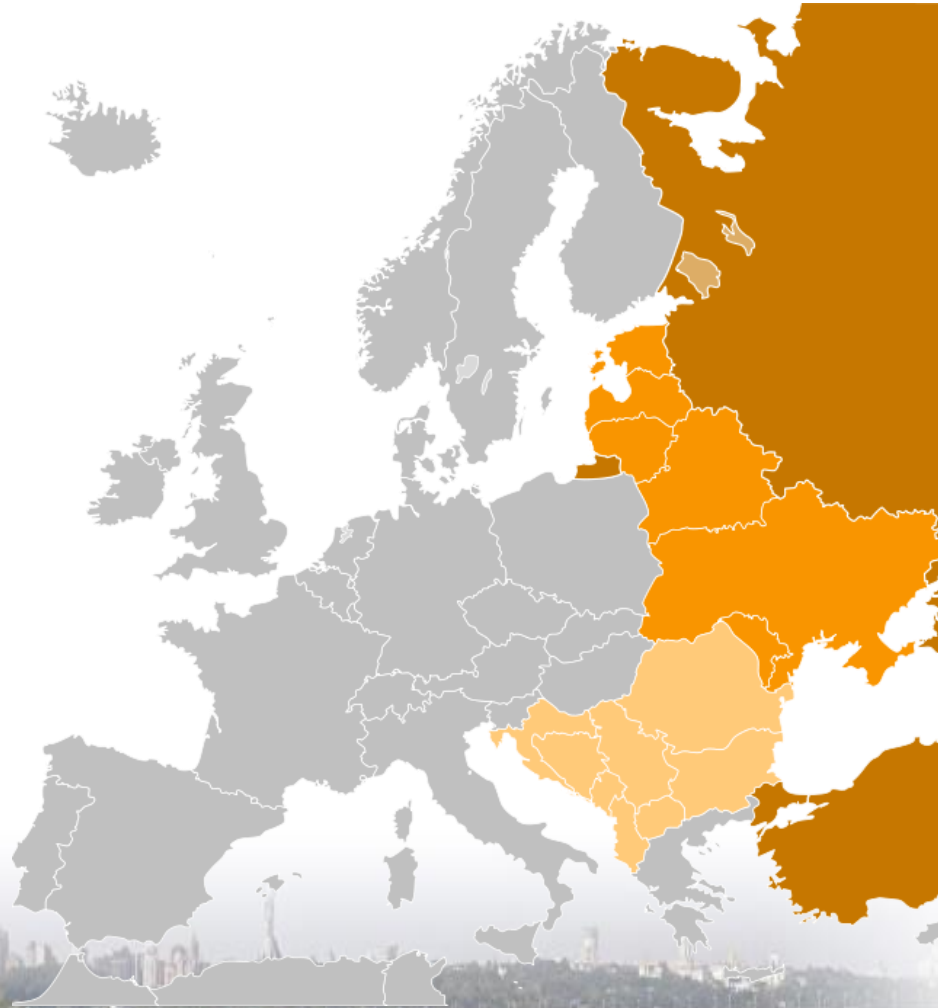


The territorial view

- ❖ Do you know which countries belong to the Eastern Europe?
- ❖ Poland, Croatia, Slovenia, Czech Republic, Slovakia are officially part of **Central Europe**, but unofficially, for public audience this countries belong to Eastern Europe!



Eastern Europe Southeastern Europe Transcontinental



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You think you know who creates the perception
of Eastern Europe?

Maybe the first thing on your mind will be
journalists, designers, athletes and
politicians....



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Believe it or not,
It is
Hollywood!



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INTERESTING FACT:

During the Cold War, the main bad guys in the US and most world movies were people from Eastern Europe, the Russians.



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Example:

Air Force One

-Harrison Ford, who plays the role of the President of the United States must liberate his plane from Russian terrorists who kidnapped him



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INTERESTING FACT:

In the 90s, because of the unseen aggression and killing in Croatia and Bosnia and Herzegovina, the main terrorists, war criminals and mobsters in the movies were Serbs.



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Example:

Diplomatic Siege

- Serbian terrorists occupy the US Embassy in Bucharest and demand from NATO to release a certain Colonel Petar Vojnović or otherwise they will activate an atomic bomb



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INTERESTING FACT:

**Albania is also the inspiration for the roles
of bad guys
(Albanian mafia, human trafficking).**



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Example:

Taken 2

- Liam Neeson fights against the Albanian mafia who first kidnapped his daughter, and then him and his wife



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World sees us from their movies!

But are they aware of our creativity?

I think, unfortunately, **not.**



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- ❖ And what do they see?
- ❖ Do they know anything about our brands?
- ❖ Do they know anything about our art, architecture? **Maybe!**
- ❖ But there is too much stories about mafia, corruption, war and prostitution which can be seen in blockbusters.



Where is the **positive** perception?

There are too many **stories** about Eastern Europe which are not enough presented.



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❖ What are your **first thoughts** about some of these countries:

- Romania?
- Czech Republic?
- Hungary?
- Latvia?
- Ukraine?



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What about countries like Slovenia, Croatia, Estonia or Moldova?

Bad epithets, which we can see in movies, have **bad influence** on world perception.

The people from Eastern Europe have creative identities, but where are their ideas?



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What first comes to your mind
when you think of Eastern
European creativity
on the big **world stage**?



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- Bolshoi Theater, Hermitage, Vodka, Caviar, matryoshka – this can be part of **good brand** perception in Russia!
- Brothers Klitschko, grain, beauty of the girls - this can be part of **good brand** perception in Ukraine!



For me Eastern Europe is **creative heart**
of the world!

You wonder why?



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Because of history.

History means story,
stories mean perception,
perception means desire,
desire means wish,
wish means communications and
communications means creativity.

D.K.



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- ❖ Can **new media** and **social networks** help us change our perception?
- ❖ We just need to wake it up!
- ❖ How?
- ❖ It is not easy!



❖ Maybe through:

- Organization of world show of Eastern Europe creativity
- Only united we can change world preception
- Only connected we can make synergy
- Only through online communication
- Through well planned events in various parts of the world

❖ **Think about it!**



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This is just **one view** on creativity in
Eastern Europe.



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Welcome to Croatia!

