

WORLD COMMUNICATION FORUM DAVOS KYIV



WORLD
COMMUNICATION
FORUM **KYIV**

The New Communications:
government, business, media and community

4 September 2015

World Communication Forum **Davos**

- ❑ Communication Forum was first held in 2010. Since that, it is the annual activity, which takes place in Davos in the same hall with **World Economic Forum**.
- ❑ Hundreds of participants from **42 countries and 5 continents**.
- ❑ **29 experts from 20 countries** are Members of the Forum Coordination Committee.
- ❑ The Forum unites Professional community of **over 3000 experts**.
- ❑ Prestigious professional recognition in the **Communication for Future (C4F) Award**

World Communication Forum Davos is

networking



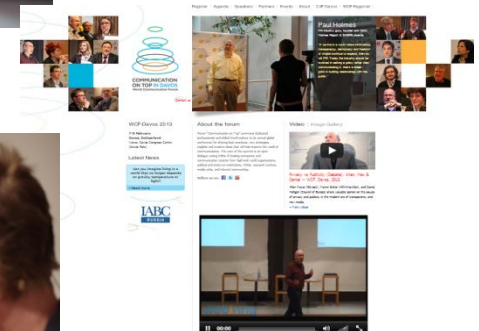
discussions



debates
&
speeches



expositions



media

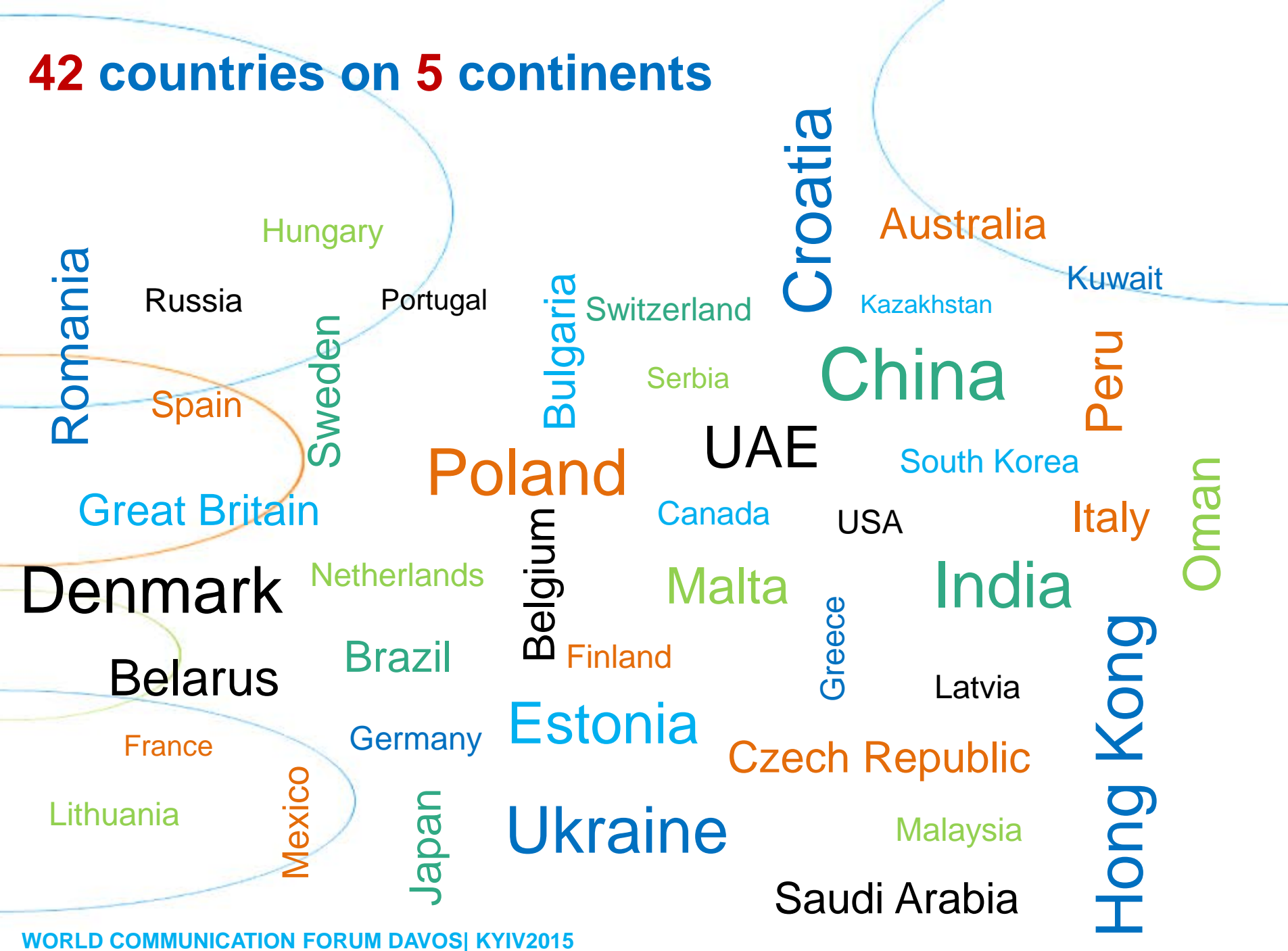


C4F awards



live streaming

42 countries on 5 continents



WORLD COMMUNICATION FORUM DAVOS KYIV



WORLD
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FORUM **KYIV**

The New Communications:
government, business, media and community

4 September 2015

Organizers

ACAMA
c o m m u n i c a t i o n s

GROU



WCF Davos **Kyiv 2015** in figures

Total number of participants: 200

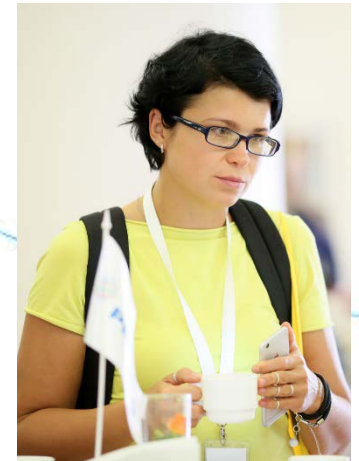


WCF Davos **Kyiv 2015** in figures

35 speakers shared their experiences and ideas during WCFDavos Kyiv



WCF Davos **Kyiv 2015** in photos



WCFDavos Kyiv 2015

- ❑ World Communication Forum in Ukraine: held in 2014 for the first time.
- ❑ Hot topics in 2015: How communication promotes understanding between states, government and business and between different society groups.
- ❑ 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.

Program WCF Davos **Kyiv 2015**

Topic: The New Communications: government, business, media and community

Venue: Spirituals Treasures Museum, 12 Desyatynna Street

Working language: English, Ukrainian

Date: 4 September 2015

Forum moderator: Gianni Catalfamo, Head of Digital & Social Media Leadership

boutique cc: catalfamo (Italy)

Programme



8:30 - 9:00 Registration, welcome drinks

9:00 - 9:30 Opening Remarks



Yanina Dubeykovskaya, Founder & Content Director of the annual global WCFDavos summit in Switzerland



Iryna Zolotarevych, WCFDavos-Kyiv Organizing Committee Chairperson, WCFDavos Committee Member, PR&GR Services Director at AGAMA communications (Ukraine)



Yuriy Stets, Minister of Information Policy of Ukraine



Forum moderator - **Gianni Catalfamo**, Head of Digital & Social Media Leadership boutique cc: catalfamo (Italy)

9:30 - 11:00 The Global Dialogue in the new geopolitical realities. Public diplomacy



Keynote - **Dr. Gerlinde Niehus**, Head, Engagements Section, NATO Public Diplomacy Division



Keynote - **Michael Goedecker**, CEO & Founder, Auxilium Cyber Security (Germany)



Eliav Belotserkovsky, Ambassador of Israel in Ukraine



Dmytro Kuleba, Ambassador-at-Large of the Ministry of International Affairs of Ukraine



Hanna Hopko, Ukrainian MP, Head of the Foreign Affairs Committee of Ukrainian Parliament



Thomas Frellesen, Deputy Head of the EU Delegation to Ukraine



Moderator - **Maria Barabash**, Project Manager, Ukraine Promotion Program, National Reforms Council of Ukraine

Programme

11:00 - 11:30 Coffee break

11:30 - 13:00 Government and Business: a Sustainable Communication Partnership



Keynote - **Aivaras Abromavicius**, Minister of Economy and Trade of Ukraine



Keynote - **Michael Carney**, Senior Vice President & Partner at FleishmanHillard



Dmytro Shymkiv, Deputy Head of the Presidential Administration of Ukraine



Andriy Pavelko, Head of Parliamentary Committee on Budget in Ukraine



Giorgi Baramidze, Deputy Chairman of the Parliament of Georgia



Timur Khromaev, Head of National Securities and Stock Market Commission in Ukraine



Anna Derevyanko, CEO of the European Business Association in Ukraine



Alla Savchenko, Senior partner & President of BDO LLC panel



Moderator - **Yaryna Klyuchkovska**, Managing Director at GROU

13:00 - 13:45 Lunch break

13:45 - 14:00 Standalone speech



Eva Snijders, General Manager and Chief Storytelling Officer at Ogilvy Public Relations, Madrid (Spain)

14:00 - 15:00 Innovations and communications: prolific symbiosis

Keynote - **Gianni Catalfamo**, Head of Digital & Social Media Leadership boutique cc: catalfamo (Italy)



Tetyana Vasilenko, Executive Chairman, AGAMA communications (Ukraine)



Yuri Mykolysin, Marketing Manager Intel Ukraine / Belarus / Moldova



Denis Dovgopoliy, Co-founder and President of the GrowthUP Accelerator. Managing partner of GrowthUP Group



Tim Williams, Cultural and Creative Industries Specialist, EU-Eastern Partnership Culture and Creativity Programme



Maria Fronoschuk, Managing Partner & CMO of new media Platfor.ma (Ukraine)

Programme

15:00-15:15 Charity lottery: you're welcome to buy lottery tickets to benefit the Charity Children Cancer Foundation TABLETOCHKI

15:15 - 15:45 Coffee break



15:45 - 16:00 Standalone speech
Tatiana Furtseva, Senior Partner, Country Manager, WE Partners (Ukraine)

16:00 - 16:45 The media in a polarized society: part of the problem or solution?



Yevhen Hlibovyt'skyi, Partner at pro.mova, media expert (Ukraine)



Tetiana Pushnova, Executive Producer of Ukraine Today (Ukraine)



Yvetta Delikatnaya, Adviser to the Minister of Information Policy of Ukraine



Moderator - **Natalia Ligachova**, Chief Editor of the online edition and print magazine "Telekritika" (Ukraine)

16:45 - 17:45 Cultural diplomacy – the way to mutual understanding



Nataliya Zabolotna, Director of National Art and Culture Museum Complex Mystetskyi Arsenal (Ukraine)



Igor Gaidai, Photographer, author of the book "Ukrainians. At the start of the III Millennium" (Ukraine)



Dennis Ivanov, Director, Arthouse Traffic (Ukraine)



Mykola Kobzov, Founder and General Director of Kobzov's Circus (Ukraine)



Dennis Kazvan, Communications Director, Victor Pinchuk Foundation (Ukraine)



Moderator - **Sergiy Koshman**, Executive director, Kyiv Institute of Leadership Initiatives

17:45 - 18:15 Closing Remarks

18:15 - 19:30 C&F Davos Awards Ceremony



Program WCF Davos **Kyiv 2015**

Forum Agenda includes five key sessions:

1. The Global Dialogue in the new geopolitical realities. Public diplomacy
2. The Government and business: stable communication partnership
3. Innovations and communications: prolific symbiosis
4. The media in a polarized society: part of the problem or solution?
5. Cultural diplomacy – the way to mutual understanding

Program WCF Davos **Kyiv 2015**

WCFDavos Committee



Iryna Zolotarevych

WCFDavos-Kyiv Organizing Committee
Chairperson, WCFDavos Committee Member,
PR&GR Services Director at AGAMA
communications (Ukraine)

Gianni Catalfamo

Head of Digital & Social Media Leadership
boutique cc: catalfamo (Italy), WCFDavos
Committee Member

Program WCF Davos **Kyiv 2015**

Welcome speech



Alina Frolova

Strategic Communications
Adviser, Ministry of Information
Policy of Ukraine

Program WCF Davos **Kyiv 2015**

Keynote: Communications in the era of information warfare – the NATO approach



Dr. Gerlinde Niehus

Head, Engagements Section,
NATO Public Diplomacy
Division

Program WCF Davos **Kyiv 2015**

Keynote: Cyber security and the influence to the eEconomy

Michael Goedeker

CEO & Founder, Auxilium
Cyber Security (Germany)



Program WCF Davos **Kyiv 2015**

The Global Dialogue in the New Geopolitical Realities. Public diplomacy



Moderator:

Maria Barabash

Project Manager, Ukraine
Promotion Program, National
Reforms Council of Ukraine



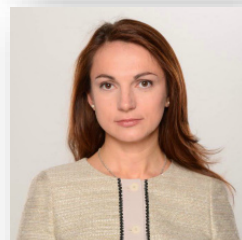
Dr. Gerlinde Niehus

Head, Engagements Section,
NATO Public Diplomacy Division



Dmytro Kuleba

Ambassador-at-Large of the
Ministry of International
Affairs of Ukraine



Hanna Hopko

Head of the Foreign Affairs
Committee of the Verkhovna
Rada



Eliav Belotserkovsky

Ambassador of Israel in
Ukraine



Jurgis Vilcinskas

Head of Press & Information
Section

Program WCF Davos **Kyiv 2015**



Program WCF Davos **Kyiv 2015**

Keynote: Government and Business: a Sustainable Communication Partnership



Aivaras Abromavicius

Minister of Economy and Trade of
Ukraine

Program WCF Davos **Kyiv 2015**

Keynote: Government and Business: a Sustainable Communication Partnership

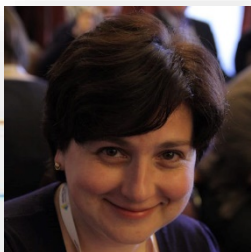


Michael Carney

Senior Vice President &
Partner at FleishmanHillard

Program WCF Davos **Kyiv 2015**

The Government and Business: a Sustainable Communication Partnership



Moderator: Yaryna Klyuchkovska
Managing Director at GROU - Ukraine



Dmytro Shymkiv
Deputy Head of the Presidential Administration of Ukraine



Giorgi Baramidze
Deputy Chairman of the Parliament of Georgia



Anna Derevyanko
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Timur Khromaev
Head of National Securities and Stock Market Commission in Ukraine



Alla Savchenko
Senior partner & President of BDO LLC - Ukraine

Program WCF Davos **Kyiv 2015**

The Government and Business: a Sustainable Communication Partnership



Program WCF Davos **Kyiv 2015**

Keynote: Stories that help you grow: how shaping your story can help you succeed



Eva Snijders

General Manager and Chief
Storytelling Officer at Ogilvy
Public Relations, Madrid (Spain)

Program WCF Davos **Kyiv 2015**

Keynote: Anthropology of Innovation



Gianni Catalfamo

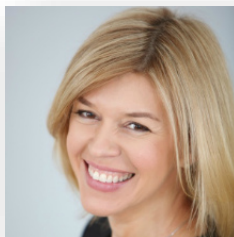
Head of Digital & Social
Media Leadership boutique
cc: catalfamo (Italy)

Program WCF Davos **Kyiv 2015**

Innovations and Communications: a Productive Symbiosis



Forum moderator: Maria Fronoschuk Managing Partner & CMO of new media Platfor.ma (Ukraine)



Tetyana Vasilenko Executive Chairman, AGAMA communications (Ukraine)



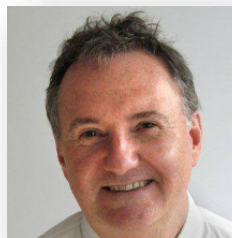
Denis Dovgopoliy Co-founder and President of the GrowthUP Accelerator, Managing partner of GrowthUP Group (Ukraine)



Michael Goedeker CEO & Founder, Auxilium Cyber Security (Germany)



Yuri Mykolyshin Marketing Manager, Intel Ukraine/Moldova/Belorus



Tim Williams Cultural and Creative Industries Specialist, EU-Eastern Partnership Culture and Creativity Programme

Program WCF Davos **Kyiv 2015**

Innovations and Communications: a Productive Symbiosis



Program WCF Davos **Kyiv 2015**

**Trusted council: CEOs expand C-suite
mandate for best-in-class corporate affairs
officers**



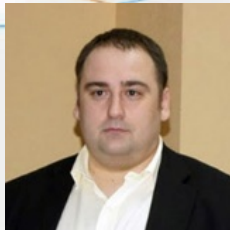
Tatiana Furtseva

Senior Partner, Country

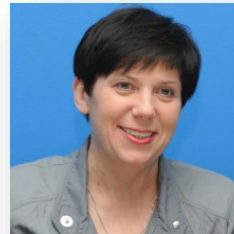
Manager, WE Partners (Ukraine)

Program WCF Davos **Kyiv 2015**

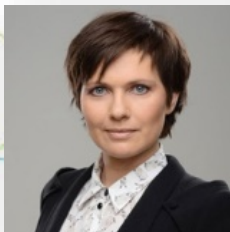
The Media in a Polarized Society: Part of the Problem or Solution?



Yevhen Hlibovytskyi
partner at pro.mova, media
expert (Ukraine)



Forum moderator: Natalia Ligachova Chief Editor of the online edition and print magazine "Telekritika" (Ukraine)



Tetiana Pushnova
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Adviser to the Minister of
Information Policy of
Ukraine

Program WCF Davos **Kyiv 2015**

The Media in a Polarized Society: Part of the Problem or Solution?



Program WCF Davos **Kyiv 2015**

Cultural Diplomacy – the Way to Mutual Understanding



Forum moderator: Sergiy Koshman Executive director, Kyiv Institute of Leadership Initiatives (Ukraine)



Dennis Ivanov Director, Arthouse Traffic (Ukraine)



Mykola Kobzov Founder and General Director of Kobzov's Circus (Ukraine)



Dennis Kazvan Communications Director, Victor Pinchuk Foundation (Ukraine)



Igor Gaidai photographer, author of the book "Ukrainians. At the start of the III Millenium" (Ukraine)



Natalia Zabolotna Director of National Art and Culture Museum Complex Mystetskyi Arsenal (Ukraine)

Program WCF Davos, **Kyiv 2015**

Cultural Diplomacy – the Way to Mutual Understanding



Program WCF Davos **Kyiv 2015**

Charity lottery: was held to benefit the Charity Children Cancer Foundation TABLETOCHKI



C4F Awards

- ❑ Annual excellence Awards for communication professionals
- ❑ Award for outstanding professionals who have influenced the communication industry in a country
- ❑ The C4F Awards recognize outstanding communicators with creative approach and innovative vision for the future of communications.



C4F Awards Nominations & Winners

- ❑ Media of the Future – Kateryna Venzhyk (www.delo.ua)
- ❑ Idea of the Future – Max Yakover ('Chasopys')
- ❑ Relations of the Future – Olga Kudinenko ('Tabletochki')



Media Highlights

ФОКУС

АСИВА РАНА ГЛАВНАЯ СТРАНА ДЕНЬГИ МИР ОБЩЕСТВО СТИЛЬ ЖИЗНИ МНЕНИЯ ЖУР

Общество » Давосский коммуникационный форум WCFDavos Kyiv 2015

Давосский коммуникационный форум WCFDavos Kyiv 2015

Коммуникационная группа AGAMA и агентство GROU представляют WCFDavos: Давосский коммуникационный форум, который пройдет в Киеве 4 сентября 2015 года.

Форум пройдет при поддержке: ПАО «САН ИнБев Украина», Pepsico, TechBridge SVOD Europe, телеканал новостей «24» и «Радио 24», газета «Бизнес», MarketingMediaReview, интернет-издание «Обозреватель», журнал «Фокус», Platfor.ma, ЛІГАБізнесІнформ, «Телекритика», Sostav, «Капитал», EuropeanBusinessAssociation (EBA),



Главная » Новости компаний » В КИЕВЕ НАЗВАНЫ ЛАУРЕАТЫ ПРЕМИИ COMMUNICATION FOR FUTURE



Премия CAF вручается на Давосском коммуникационном форуме уже в течение пяти лет. Среди обладателей CAF такие гуру отрасли, как Пол Холмс, автор проекта Holmes Report; Максим Беляр, вице-президент ICCO, генеральный директор и председатель правления M3 Communications Group; Джанни Катапфамо, глава Digital & Social Media Leadership boutique cc catalfamo.



Новости | Статьи | Интер'ю | Нонформинг | Авторы | Опитування | Рейтинги

Главная » Профессия

Оргкомитет WCF Davos/Kyiv вручил премию Communication for Future



У журі премії - експерти комунікаційного ринку, висував кандидатів комунікаційного комітет. Виноград складали номінації Trust of the Future: комунікати і голосувати за переможця змогли усі бажаючі.

Нагадаємо, цього року до складу номінаційного комітету увійшли: Олександр Адамський, співзасновник і керівник проекту platfor.ma; Валерій Пикар, лауреат CAF Award «2014»; Володимир Павлюк, виконавчий директор Українського міжбанківського клубу; Максим Тетерук, Палади (ICC на Золотаревці); а Рубіс, лауреат «Телекритика»; організатори влади і бізнесу AGAMA.



The cost of participation in the plenary sessions of the Forum and panels: the standard price – Euro 140 or UAH 3500.

Forum is supported by: Sun InBev Ukraine, Pepsico, Tech Bridge SVOD Europe, "24" TV channel, "Radio 24", Business newspaper, Marketing Media Review, Sostav, Media-holding ZIK, Online media "Obозrevatel", "Focus" magazine, Platfor.ma, LIGABiznesInform, Grushevskogo 5, All-Ukrainian Advertising Coalition (VRK), European Business Association

Войти

Поиск

Капитал

Бизнес начинается с Капитала

Давосский коммуникационный форум WCFDavos Kyiv 2015

02.09.2015 / 12:12 249

Поделиться

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Как коммуникация помогает найти взаимопонимание: между государствами, между правительством и бизнесом, между разными частями общества? Как технологические и социальные изменения и тенденции влияют на наше общение? Именно об этом будут дискутировать участники второй ежегодной Киевской сессии Форума, тема которой – «Новые коммуникации: государство, бизнес, медиа и общество».

WCFDavos в Киеве

интересен тем, кто рассматривает бизнеса и органов государственного управления, неправительственных организаций, медиа, а также специалисты по коммуникациям встретятся с ведущими украинскими и зарубежными экспертами для обсуждения мировых трендов и вызовов в коммуникациях.

Форум пройдет при поддержке: ПАО «САН ИнБев Украина», Pepsico, Tech Bridge SVOD Europe, телеканал новостей «24» и «Радио 24», газета «Бизнес», Marketing Media Review, телеканал «Newsone», интернет-издание «Обозреватель», журнал «Фокус», Platfor.ma, Mignews, ЛІГАБізнесІнформ, «Телекритика», Sostav,

WORLD COMMUNICATION FORUM DAVOS| KYIV2015

Media Highlights

Theme	Number of publications
ANNOUNCEMENT	16
C4F AWARD	22
Interview with WCFDavos Committee	8
Post-publications	12
Total	58

Social media highlights: 79 publications

AGAMA communications
3 сентября в 12:15 · отредактировано ·

Нравится Страница

Редакция Грушевського, 5 поговорила с Яриной Ключковской, управляющим директором агентства Grou, о доверии к медиа и качестве коммуникации в треугольнике «правительство-бизнес-медиа», а также основных задачах, которые ставят перед собой организаторы Давосского коммуникационного форума WCFDavos | Kyiv 2015.



Свежие новости

Communication on Top - Davos

11 сентября в 22:23 ·

Диалог між бізнесом, владою, медіа, представниками культури та спеціалістами із комунікацій #WCFKyiv 2015 <http://bit.ly/1KdjG7I>



Коммуникационные вызовы для Украины на WCFDavos в Киеве

4 краеугольных вопроса о путях развития Украины и роли коммуникаций в этом на WCFDavos в Киеве

MMR.UA

Українська Асоціація зі зв'язків з громадськістю - UAIPR добавил(а) 4 новых фото — с Irina Novikova и еще 3.

8 сентября в 12:41 ·

В КИЄВІ НАГОРОДИЛИ ЛАУРЕАТІВ ПРЕМІЇ COMMUNICATION FOR FUTURE

4 вересня 2015 року в рамках міжнародного комунікаційного форуму World Communication Forum Davos (WCF Davos/Kyiv) у Києві оголошено імена лауреатів престижної міжнародної нагороди Communication for Future (C4F). Переможцями стали: Максим Яковер, засновник креативного простору «Часопис» (Idea of the Future), Ольга Кудиненко, засновник благодійного проекту «Таблеточки» (Relations of the Future) та Катерина Венжик, гол...

Продолжить чтение



Dmitriy Zolotukhin
@ua_intelligence

Читать

#WCFDavosKyiv #WCFDavos #Davos #fb
How cyberattacks impact the eEconomy

Показать перевод



MMR.UA

MMR.ua

Одна из наград C4F Award была вручена в Давосе профессору Скотту Фаллану, который в 1982 году впервые использовал значки :) и :(в деловой переписке. А WCFDavos Kyiv стартует уже 4 сентября.



Как получить кристалл в рабочих условиях?

Ирина Золотаревич, член глобального комитета WCFDavos, о награде из Давоса на WCFDavos в Киеве

2 сен 2015 в 15:04 · Мне нравится

NewsOne TV

NEWSONE

У Києві пройшов Давоський комунікаційний форум WCFDavos 2015. Учасники дискутували про те, як комунікації допомагають знайти взаєморозуміння між державою, владою та бізнесом: <https://youtu.be/Ukt1BbtDlDE>

#WCFDavos #форум #Київ



1:43

TV Highlights



Демократия против информационной войны



В Киеве прошел Давосский коммуникационный форум WCFDavos 2015

NewsOne



Partners



PEPSICO



INKERMAN

SINCE 1961



AB InBev

САН ІнБев Україна



General TV-partner



General media partner

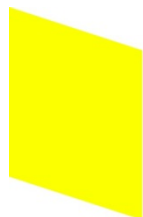


General business partner

БИЗНЕС

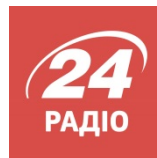
Читай. Думай. Делай!

Innovation partner



PLATFORMA

Media partners



NEWSONE



ФОКУС



capital.ua



Partners



International information partners

