

Programme



8:30 - 9:00 Registration, welcome drinks

9:00 - 9:15 Opening Remarks by WCFDavos Committee



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



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



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



9:15 - 9:30 Welcome speech

Yuriy Stets, Minister of Information Policy of Ukraine

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



Jurgis Vilcinskas, Head of Press and Information Section, EU Delegation



Moderator - **Maria Barabash**,

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

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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



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 Mykolyshin, Marketing Manager Intel Ukraine / Belarus / Moldova



Denis Dovgopolyi, 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)

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

Programme

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 Hlibovytskyi, Partner at pro.mova, media expert (Ukraine)



Tetiana Pushnova, Executive Producer of Ukraine Today (Ukraine)



Yveta 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



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



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



Dennis Ivanov, Director, Arthouse Traffic (Ukraine)



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



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



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

17:45 - 18:15 Closing Remarks

18:15 - 19:30 C4F Davos Awards Ceremony

