



WCFDavos | Istanbul 2016

Crises VS Chances: Country, Company, Personal Reputation

3-4 November 2016





Turkey

HOME OF



HISTORIC PENINSULA

HISTORIC PENINSULA

How about going to where it all began, to the UNESCO certified Historic Peninsula in Istanbul, whose magnificence is beyond words? The historic quarter of Istanbul is home to the Topkapı Palace, Blue Mosque, Hagia Sophia Museum, Basilica Cistern, Grand Bazaar and many other gems. In Istanbul, the doors to a world of enchantment will open wide for you. Discover Turkey, home of Historic Peninsula. Be our guest!



Istanbul, Turkey

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WORLD COMMUNICATION FORUM DAVOS | ISTANBUL 2016

ISTANBUL, 3-4 NOVEMBER 2016

FORUM VENUE: ISTANBUL UNIVERSITY

- > **ESTABLISH:** 1453
- > **FOUNDER:** Fatih Sultan Mehmet
- > **TYPE:** Public University
- > **ACADEMICS:** 22 Faculties, 1 Schools, 7 Vocational Higher Schools, 3 Departments, 767 Diploma Programs
- > **STAFF:** 5,100 Instructors, 7,000 Administrative Staff
- > **STUDENTS:** Approximately Total 178,901 Students (10,314 Associate Degree Students; 81,410 Undergraduate Students; 17,177 Graduate Students; 70,000 Open and Distance Learning Students)
- > **ACADEMIC RANKING OF WORLD UNIVERSITIES (ARWU):** 385 (the only Turkish institution on the list)
- > **WEBSITE:** www.istanbul.edu.tr
- > **NOBEL PRIZES:** 2 Nobel Prize in Literature (Orhan Pamuk) Prize in Chemistry (Prof. Dr. Aziz Sancar)
- > **MOTTO:** The Science Bridge From History to the Future
- > **CAMPUSES:** 12
- > **LIBRARY:** 2 Million Books (Approximately)
- > **RECTOR:** Prof. Dr. Mahmut AK

ABOUT THE FORUM



In addition to *Davos World Economy Forum* that is being held for many years in the city of Davos in Switzerland, **World Communication Forum Davos** started being held since 2010 due to the rise of importance of communication all around the world.

Considered to be a communication summit, the Forum gathers communication professionals from different countries to share their experiences by discussing national and international issues or changes that occur globally from the point of view of professional working life on communication's subheadings such as social media, traditional media, crisis management, reputation management, corporate management, digital management, brand management, product communication and issue management. The forum hosting experienced professionals approaches issues such as the development of communication, newly emerged needs, demands, changing social structure and new persuasion processes while also sharing daily practices. The Forum is now being watched closely all over the world due to its importance in politics and business world.



World Communication Forum Davos - Istanbul

The forum that gathers every march in Switzerland, Davos is now being held in different countries for five years. In this aspect, a range of meetings about holding the forum in Turkey concluded with success and it is decided that the Forum is going to be hosted by Istanbul University with the name of **World Communication Forum Davos | Istanbul** on November 3rd Thursday and November 4th Friday 2016 in the Beyazit Campus. The theme of the Forum that is going to be held in Istanbul is decided to be: **"Crises Vs Chances: Country, Company and Personal Reputations"**

> November 3, Thursday



Opening Ceremony and Keynote Speaker 09.00 – 11.00

Ali Murat Vural & Yanina Dubeykovskaya / President of WCFD

Mahmut Ak / Rector - Istanbul University

Binali Yildirim, Prime Minister of the Republic of Turkey (Deems Appropriate)

Keynote Speaker

Allan Mayer

Reputation Management, Social Media, and the End of Privacy

Session 1: 11.30 – 13.00

What Happens with Corporate and Country Reputation at Times of Crisis?

Moderator: Lina Duque

Speakers: Temel Kotil + Yanina Dubeykovskaya + Korhan Kurdoglu

Lunch: 13.00 – 14.00

Session 2: 14.00 – 15.30

Can a Crisis Be Interpreted as a Chance?

Moderator: Michael Bociurkiw

Speakers: Richard Linning + Ibrahim Eren + Lina Duque

Coffee Break: 15.30 – 16.00

Session 3: 16.00 – 17.30

How to Manage Corporate Reputation in a Crisis Environment

Moderator: Gianni Catalfamo

Speakers: Nurul Shamsuri + Burak Karapinar + Irina Bakhtina

GALA DINNER : 19.30 – 23.30
(Feriye Restaurant / Ortaköy)



> November 4, Friday



Session 1: 09.00 – 10.30

Managing Crises and Reputation in a Digital World

Moderator: **Richard Linning**

Speakers: **Gianni Catalfamo + Fatos Karahasan + Sean Gardner**

Coffee Break: 10.30 – 11.00

Session 2: 11.00 – 12.30

Could a Crisis Create New Chances for an International Brand?

Moderator: **Vasily Dubeykovskiy**

Speakers: **Jon-Hans Coetzer + Omer Burhanoglu + Ziya Erdem**

Lunch: 12.30 – 14.00



Session 3: 14.00 – 15.30

How to Create an International Country Brand at Times of Crises?

Moderator: **Sean Gardner**

Speakers: **Vasily Dubeykovskiy + Arin Saydam + Bengi Vargul Sen**

Coffee Break: 15.30 – 16.00

Session 4: 16.00 – 17.30

Convertible Instruments for Personal and Corporate Reputation

Moderator: **Ali Murat Vural**

Speakers: **Ekaterina Lavrova + Mehmet Gun + Michael Bociurkiw**

Closing Ceremony



MAHMUT AK

Rector of Istanbul University (Turkey)

Curriculum Vitae

- 11.11.1999 appointed as an Assistant Professor to the Early Modern Period History Department.
- 21.03.2005-08.05.2007 Vice Director of I.U. Institute of Social Sciences.
- 16.05.2005 promoted to the rank of Associate Professor of Early Modern Period History.
- 22.05.2006 appointed as an associate professor in the Early Modern Period History Department.
- 2007-2008 Chair of I.U. Discipline Committee.
- 2008-2011 Vice Chair of I.U. History Dept. and I.U. Faculty of Letters- Director of History Journal
- 2008-... I.U. Faculty of Letters-Faculty Board Member, (2008-2011 Associate Prof. Representative, 2011-...Prof. Representative)
- 2012-... Chair of Early Modern Period History Department
- 08.10.2014- ... Chair of History Department
- 2009- ... History Journal Member of editorial board, I.U. Faculty of Letters



ALI MURAT VURAL

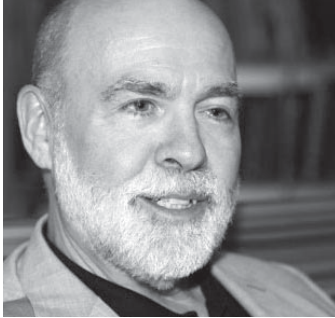
Member of the Communication Faculty at Istanbul Univ. (Turkey)
Regional Director - WCDAvos|Istanbul 2016

Prof. Vural graduated from the Anadolu University, Faculty of Communications, in 1987. His MA he received from Loughborough University of Technology and his PhD he completed at Anadolu University, Institute of Social Sciences. He became an Associate Professor in 1997, Assistant Professor in 2002 and Professor in 2007. Currently he works as a faculty member of Istanbul University, Faculty of Communications. In 1987, he got 1st place in Investigation/Analysis at the Young Journalist Competition of Hurriyet Newspaper, and 2nd place in Newspaper Page Design. At the 1992 Milliyet Journalism Competition, he was awarded as Journalist of The Year, for his joint research "Technology & the Human". Vural has published 5 books, 3 intraorganizational compilations, edited 4 books and written 7 chapters in four different editions. Vural has 884 analysis articles published in daily newspaper journals and 81 TV programs prepared and presented by him. Major courses he teaches are: "Communication & Perception Management", "Communicating Efficiently", "Journalism and News", "Human Rights & Media" and "Research Techniques For Social Sciences". In addition, he provides knowledge on Strategic Communication & Reputation Management, Political Communication, and Crises Communication & Management for national and international companies, municipalities and organisations in Turkey.

SPEAKERS



THANKS TO ALL OUR SPEAKERS FOR CONTRIBUTING TO THE WCFAVOS ISTANBUL 2016!



ALLAN MAYER

Principal Partner and Head of Strategic Communications at 42West

Allan Mayer is Principal Partner and Head of the Strategic Communications Division at 42West, the largest independently - owned public-relations firm in the entertainment industry. Described by Variety as "Hollywood's most prominent crisis specialist" and by ABC News's "20/20" as "the man to call if you're a star facing scandal," he is widely known as one of the leading communications strategists in the entertainment industry.

Over the years, Mayer has advised a wide variety of major media and entertainment companies, unions, sports franchises, and trade associations as well as countless movie and pop stars, filmmakers, and entertainment executives faced with sensitive situations or looking to raise, reposition, or rehabilitate their public profiles. Mayer has also helped numerous movie studios and filmmakers deal with the journalistic and political controversies surrounding a long list of major motion pictures and serves as an adviser to a number of ultra-high-net worth individuals and families, helping them manage their public profiles and avoid untoward publicity.

A recipient of numerous professional honors, including the National Magazine Award, the Overseas Press Club Citation of Excellence, and six William Allen White Awards, Mayer has lectured on crisis management and communications at UCLA's Anderson School of Business and USC's Annenberg School of Communication.



ARIN SAYDAM

Vice President of the Communication Consultancies Assoc. of Turkey

Arin Saydam graduated from the Department of Sociology in Bogazici University. She has a MA Degree from Istanbul University's Department of Public Relations and Advertising. Her book made up of the details of her MA thesis "How Many Zeros Can You Remove from Your Corporate Reputation?" was published by Rota Publishing in 2004. Being a member of Public Relations Foundation of Turkey (TUHID), Arin Saydam played a crucial role in receiving the first ISO 9001 document for the fields of communication consultancy and corporate printing with her work towards standardization the processes.

She acted as the Vice Chairwoman of the Kesirim Publishing and Design Services and the Chairwoman of the Bersay Communications Institute.

In May 2014, Saydam completed the PhD at Marmara University, Institute of Social Sciences, Public Relations and Publicity. Her book 'Deep Blue of Communication: Sustainability' based on her PhD thesis 'The effects of Sustainable Communication to the Corporate Sustainability' has recently been published for students and industry professionals' benefit.

Dr. Arin Saydam is currently the Vice President of IDA (Communication Consultancies Association of Turkey). Dr. Saydam is married and a mother of one.



BENGI VARGUL SEN

Corporate Communications Director, TAV Airports (Turkey)

Graduating from the Faculty of Communication at Istanbul University and completing her Master's degree in television journalism at the same university, Bengi Vargul started her career at TRT's (Turkish Radio Television) news center in 1992. She also worked at the NTV news center between 1997 and 2000. Ms. Vargul studied Communication, Persuasion Techniques and Communication Techniques with Different Cultures at Canning School in London. Having worked for TAV Airports for 15 years, she is the Corporate Communication Director since 2012. She has active responsibilities in different projects such as: the public offering of TAV Airports, in particular, increasing the brand awareness and prestige of TAV in the eyes of its shareholders, corporate representation, and leader communication on national and international platforms. Ms. Vargul is responsible for all internal and external communication processes within the scope of the strategic communication and corporate reputation management of TAV Airports and its subsidiaries in and outside the country. She is a Board member in the Business Council for Sustainable Development Turkey and a member of the Professional Women's Network, European Association of Communication Directors (EACD), Airport Communication Group-Europe and Public Relations Association of Turkey (TUHID). Since January 2013, Ms. Vargul has been the Chairperson of the Corporate Communicators Association (KID).



BURAK KARAPINAR

Executive Board Member and Founding CEO, Invenura (Turkey)

BA in Business Administration and Management, Bosphorus University, Istanbul.

Formerly, Managing Director of Ata Invest GCC.

Led and originated food security projects for Gulf countries and Sovereign Wealth Funds.

Held several consulting positions and managed large scale transformation and strategic projects in Middle East, Turkey and South Africa for Delta Partners and Peppers and Rogers Group.

Founder and CEO of Invenura. Dedicated to building the leading team of experts in Food and Consumer Products Testing, Inspection and Consulting to keep Invenura at the forefront of the industry.

Author of more than 20 articles on global markets, EU and Turkish economy. Columnist for Aksam, Radikal newspapers and Platin Magazine.

Founder of Ekonomistler Platform of Turkey.

Led workshops for regional and local economic development projects for Turkey with local NGOs, Trade Chambers and universities.



EKATERINA LAVROVA

PR director at Depot WPF

Ekaterina Lavrova has been working in communication industry since 2006. She participated in the concept development and organization of several international events dedicated to PR & marketing, among them: The World Communication Forum in Davos and the EuroViral Festival in Burgas.

In 2011 Ekaterina joined Depot WPF. She is responsible for the PR strategy, all self-promotions and non-commercial projects of the agency.

Depot WPF is one of the leading branding agencies based in Russia. Depot WPF has been repeatedly recognized as Russia's most creative agency (RACA rating).

Winner of Cannes Lions, Dieline, Pentawards, Cresta Awards, Epica, Golden Drum, Golden Hammer, EFFIE/Brand of the year, Red Apple, KIAF, White Square, and many others.



FATOS KARAHASAN

Brand Consultant, Journalist, Author, Lecturer at Bilgi Univ. (Turkey)

Fatos Karahasan teaches Marketing Communication, Advertising and Digital marketing at Bilgi University of Istanbul. In addition, she writes columns in Capital (a monthly magazine on finance, business and management) and Start-Up magazine. As a brand management consultant, she leads major advertising agency pitches, product launches, and brand strategy projects. She lectures, runs workshops, and manages research projects for major local and international companies.

Fatos Karahasan is the author of hundreds of articles in newspapers and magazines. She has translated 2 books from French into Turkish, on advertising and political marketing. She has written three books "How to Avoid Mediocre Advertising?"; "The Rules of Digital Marketing" and "The Communication Ways Leading to the Mind and the Heart". She is also the co-author of several books on brand management and political marketing.

She is currently designing a programme on Emotional and Social Intelligence for high school kids, and working on a book on "Cross-Generational Communication." She graduated Maine Township High School West, Ill. and Hacettepe University, Ankara where she also completed her PhD. She is also a graduate of Université de Paris-Sorbonne, Università per Stranieri Siena (and Perugia), and British Council (University of Manchester), INSEAD Blue Ocean Strategy programmes.

She is a member of ROK, the self-regulatory organization of Turkish Advertising Industry.

She speaks English, French, Italian and German.



GIANNI CATALFAMO

Founder and Senior Consultant at cc:catalfamo

Gianni Catalfamo is the Founder of cc:catalfamo and one of the most popular bloggers in Italy and globally. He has acted as Chairman of Pleon, Italy, and was European Director, Digital and Social Media for Ketchum where he was the co-leader of their European Technology Practice. Catalfamo was active as International Account Director for some of Ketchum Europe's largest technology clients, such as IBM, Lenovo or Dell. His client teams benefit from his role as executive coach and communications strategy advisor. Prior to joining Pleon, Catalfamo founded, in 1986, the Italian operation of Lotus Development Corp., setting up the first Lotus office in Milan. During his tenure with Lotus, the Milan office grew from two employees and USD 700,000 in sales to 35 employees and over USD 10 million in sales. He also gained valuable field experience at Olivetti, where he spent two years in sales and marketing in the finance sector, and at IBM, where he started his career as a Systems Engineer. Catalfamo graduated in 1981 in Nuclear Engineering from Milan's Polytechnic, after a humanistic background in classical letters. He has served as board member in several technology associations such as Assintel and FED. Some of his written works have been selected as essential reading for the Internet for Business Communication course at the SDA Bocconi Business School, where he also occasionally speaks on the impact of technology on communication. He has been writing for many years about a digital life on his personal blog Son of Geek Talk; he is also the author of two essays "The Digital Self Manifesto" and "For Friends, not for Brands!"

davos.istanbul.edu.tr



IBRAHIM EREN

Deputy General Director of Turkish Radio and TV. Corporation

Having graduated from Bogazici University, Department of Political Science and International Relations, Ibrahim Eren has held senior positions in various leading companies of technology and media.

Initially, having started his career in Bogazici Group, he founded Who Pictures, and later on - a company operating internationally in the fields of documentary and animation. Following that, in 2010, Mr. Eren became the Deputy Director General of ATV - one of the leading TV channels in Turkey. Holding also a master's degree in Media Management from Westminster University in London, Mr. Eren has been a Deputy Director General of Turkish Radio-Television Corporation (TRT) since 2013.

Responsible for 11 TV channels, including TRT-1 and TRT World at TRT, Mr. Eren is a member of the Board of Directors of Türk Telekom and the Director of International Emmy.

He is married and has two children.



IRINA BAKHTINA

VP Global Sustainable Business Communications
Capability and Training, Unilever (Russia)

Irina Bakhtina is an accomplished corporate affairs professional with more than 20 years of experience in both domestic and multinational companies, as well as local government agencies and mass media, including 8 years as senior manager / head of corporate communication functions in Russia and Belarus. Her special strengths include strategy, issues management and policy, change management, crisis management, risk communications, media relations, leadership and motivation.

In 2016 Irina became Chairman of the Corporate Social Responsibility Committee at the Managers Association (AMR). She is also a coordinator of a Thinktank on Administrative Barriers Elimination and Technical Regulation at the Foreign Investment Advisory Council (FIAC), acting under the auspices of the Russian Prime Minister.

Irina was ranked as a number one corporate communications director in Russia's FMCG sector for two years in a row, 2014 and 2015, by the Kommersant newspaper and she is on the Top-1000 Russian managers list.



JON-HANS COETZER

Chief Academic Officer, Glion Institute of Higher Education
(Switzerland)

Jon-Hans Coetzer is highly experienced in the fields of academic management, reputation management; risk and crisis management; international relations; international security studies; social media management; and marketing management. He holds the position Interim Chief Academic Officer for Glion worldwide.

Jon-Hans earned his bachelor's degree in Tourism Management from the Breda University of Professional Education in the Netherlands, before going on to earn his master's degree in European Tourism Management at Bournemouth University in the U.K. These studies were followed by another master's degree in Business Management from the Université de Savoie in France, and a professional doctorate in International Relations from the Geneva School of Diplomacy and International Relations in Switzerland. With work experience in 28 countries, Jon-Hans has a very international outlook that informs the way that he guides his students. The nature of Coetzer's work experience, which includes tenures with the South Africa Red Cross, the International Committee of the Red Cross and the Swiss Federal Chancellery, the European University, also contributes to his international perspective.

Dr. Coetzer is motivated by personal interaction, a quality that suits his position as Capstone Research Coordinator well. When he is not with students, he can be found hiking in the Swiss Alps or gardening.



KORHAN KURDOGLU

Chairman of the Executive Board of ATA Holding (Turkey)

Korhan Kurdoglu attended the Miami University Civil Engineering Department. Later, he completed a graduate degree at Columbia University. He continued his academic life at Harvard Business School with the President Management Program.

In 1991, he established his first company Ata Invest, where he served as the chairman. Ata Invest was followed by other companies in various sectors such as technology, finance, tourism, construction, food and real estate. In 1998, Mr. Kurdoglu brought all these companies together under the framework of Ata Holding. In June 2012, following the successful operations of Ata Group's Burger King business in Turkey, he led the process of entering into a joint venture to expand Burger King presence in China as well. In 2013, he brought all the Turkish food eco-system companies under the umbrella of TFI Tab Food Investments. Operating in USA, China, Russia and different cities of the Gulf countries, the Ata Group currently occupies a significant place in business consisting of 35 companies employing over 35,000 employees.



LINA DUQUE

Social Media Strategist, International Speaker and University Lecturer (Canada)

Lina Duque is a recognized Social Media Strategist, Executive Branding Coach and University Lecturer whose work has appeared in the likes of the Harvard Business Review and Forbes. She is advisor to C-suite executives and organizations on developing thought leadership through strong and strategic online presence. Lina is a frequent speaker on digital presence and personal branding.

She holds an MBA and she has presented at universities and organizations around the world, including Harvard University, McGill University, University of Toronto, Merck Group, Smart & Biggar LLP, International Association of Business Communicators and the Industrial and Commercial Bank of China (ICBC), the world's largest bank. Lina has an Executive MBA from the Ivey Business School, Western University (Canada).

Connect with Lina via her website:

LinaDuqueConsulting.com



MICHAEL BOCIURKIW

Journalist, writer and development professional, spokesperson for the OSCE Special Monitoring Mission in Ukraine, TEDx speaker, former spokesperson for UNICEF (Canada)

Michael Bociurkiw is a Canadian writer, speaker and development professional who has worked on emergencies on several continents, most recently as a spokesman for the OSCE Special Monitoring Mission to Ukraine. During his more than two years with the OSCE he also acted as de facto spokesperson for the crash of MH17 in July 2014.

Michael is a two-time TEDx speaker and a former spokesperson for UNICEF, representing the organization in East Jerusalem, Geneva (global spokesperson), Tajikistan, Pakistan, Myanmar and elsewhere. The World Health Organization (WHO) has also engaged Michael as a communications professional in South Asia.

Michael is a contributor to CNN.com, the Huffington Post and a frequent guest on CNN International and BBC World. He was a pitch stage moderator at the 2015 SXSW technology summit in Texas.

Michael has been part of two major content/technology start-up companies, including the Atlanta-based HUMNEWS - which aimed to cover news in the 'geographic gap' of 116 countries around the world. He also founded the online travel platform My Savvy Traveller.

Michael is currently completing a book on his experiences in the development business - from the relative calm of his home in Sidney, British Columbia.



MEHMET GUN

Gun + Partners Law Firm Co-Founder and Executive Lawyer (Turkey)

Mehmet Gun has graduated from Istanbul University Law School in 1980. He is the co-founder of Gun + Partners Law firm established in 1986. He provides litigation, advisory and transactional services in commercial, Corporate, Intellectual Property, Insurance and Reinsurance.

Gun + Partners Law Firm is one of the three largest independent law firms in Turkey. It serves as Turkish law lead and co-counsel in arbitration, mediation and state court litigation in Turkey, the UK, Sweden, Germany, Italy, Spain and France.

Mr. Gun is the Chairman of Better Justice Association, Istanbul Arbitration Association and TUSIAD Judicial Reform Working Group. He is also the author of the autobiography "From Steps to Becoming a Global Lawyer". Mehmet Gun is a blogger with 100.000 + followers. He focuses on dispute resolution, institutionalization of legal practices and judicial reform issues.

Web site: www.gun.av.tr



NURUL ASHIQIN SHAMSURI

Program Director, Information and Communication Secretariat at Wanita UMNO, and Head of Program at UCSI University (Malaysia)

Nurul Ashiqin Shamsuri is Forum Director for World Communication Forum – Kuala Lumpur Edition 2015, Program Director for Communication Secretariat WANITA UMNO Malaysia and Head of Program in UCSI University. In 2010-2014, she worked in Lubri Oil Corporation as Chief Executive Officer, before stepping down and resume duty as one of the Director.

Nurul Ashiqin is an expert in political communication, having researched and represented Malaysia in many speaking engagements internationally.

Professionally, she is a Head of Program, Law Professor and a Businesswoman by day but a political enthusiast by night. She has spoken in various international forums such as World Communication Forum, Davos, European Association of Communication Directors Forum, Lisbon, European Association of Political Communication, St. Petersburg and many more. She has appeared Keynote Speaker for Business Communication Forum, Roundtable Session, Kiev Edition, Ukraine and recently has won the "Relationship of the Future" Award from World Communication Forum, Davos. Apart from that, she is also Regional Director for World Communication Forum Kuala Lumpur Edition and Jury for C4F Davos Personal Awards, World Communication Forum, Davos.

Her vision is to globalize the participation of women in Malaysia in various fields and empower the voice of Malaysian women on an international level.



OMER BURHANOGLU

CEO and Board Member of FARPLAS Group of Companies (Turkey)

Born in Trabzon, Turkey in 1960, Omer Burhanoglu, completed his education in Istanbul and graduated from Bosphorus University with a BS degree in mechanical engineering in 1982. He earned an MS degree in system analysis at Istanbul Technical University where he also studied business administration at Ph.D. level.

Omer Burhanoglu started working at Farplas in 1983. In a short time he made significant progress in applying many firsts to the sector with his innovative ideas and practices. He played an important role at Farplas Group of Companies becoming one of the leaders in the automotive industry. He is currently CEO and board member of the company.

Former Chairman of TAYSAD (Association of Automotive Parts and Components Manufacturers), Omer Burhanoglu is currently the Board Member of Turkish Exporters Assembly (TIM), Chairman of TIM Automotive Sector Council, Chairman of Industry Commission and Vice-President of Automotive Industry Exporters' Union (OIB). Burhanoglu is a photographer and active in sports; he has been involved and continues to support various social responsibility projects in art, sports, education and health.



RICHARD LINNING

Founder & Senior Partner, The Stable House Partnership in UK,
IPRA President 2011 (UK)

A professional communicator for more years than he cares to admit, Richard Linning's career has taken him to every continent, most recently for a public diplomacy and outreach assignment in Vietnam for the European Union, as journalist, marketing consultant, lobbyist for companies and countries, issue advocate and educator.

As President of the International Public Relations Association (2011) he led the restructuring of IPRA to better reflect the language and cultural diversity of global practitioners. Richard was made an Honorary Fellow of the Senate of the University of Bucharest in recognition of his promotion of the free flow of information as a key component of a the development of a democratic society.

While Scholar-in-Residence at the Center for Global Public Relations, University of North Carolina at Charlotte, Richard continued to contribute as lecturer, mentor and author of articles on ethical and other public relations practice issues. Today he fobs off any questions about his retirement.



SEAN GARDNER

Forbes' #1 Social Media Power Influencer and
Huffington Post Columnist (USA)

Sean Gardner is co-founder of the pioneering Huffington Post "Twitter Powerhouses Series" which has interviewed hundreds of people in diverse fields - technology, business, health, philanthropy, travel, food and more - since 2010, and has been an influential voice in the social media conversation.

Working for Apple Inc. right out of high school, Sean has delivered results for multi-national corporations like Microsoft, Ultimate Software, Marriott Hotels, and Silicon Valley Bank, and non-profits like World Vision, Charity: Water, and Project Medishare. He's an ambassador and digital volunteer for GivingTuesday.org, and helps the U.N. Foundation promote and expand it online.

He has given keynote presentations on digital and social media strategy at Harvard University, the annual Google Conference, the Smithsonian Institution, and at conferences in cities on 3 continents, and has been profiled in Forbes, Entrepreneur, Inc., and Glamour Magazine for his personal branding tips and marketing expertise.

Currently, he is touring to promote "The Road to Social Media Success", his global best-selling book. His vision is expansive and inclusive: A more connected planet, with people working together to produce constructive, responsible solutions to our most serious problems.



TEMEL KOTIL

General Director and Deputy Chairman of the Board of
Turkish Aerospace Industries, Inc. (Turkey)

Born in 1959, Mr. Kotil graduated from Aeronautical Engineering Department at Istanbul Technical University (ITU) in 1983. He received his Ph.D. degree from the University of Michigan, Ann Arbor, in 1991. After founding and managing the Aviation and Advanced Composite Laboratories of ITU, he also served as chair and associate dean of Faculty of Aeronautics and Astronautics Engineering. He served as the Head of Research Planning and Coordination Department at the Metropolitan Municipality of Istanbul. Going to US for a second time in 2001, he served as guest professor in the University of Illinois, followed by a position of Research Engineer in Advanced Innovative Technologies Inc, in Troy, New York, between 2002 and 2003. Dr. Kotil started his career with Turkish Airlines in 2003, as the Deputy General Manager in Turkish Technic, Inc. He became the CEO of Turkish Airlines in 2005 and in 2015 he became the Deputy Chairman of the Board in addition to his responsibilities as CEO. In 2006, he was elected as a member of the IATA Board of Directors. In 2010, he was appointed as a Board member of the Association of European Airlines and as a Vice President between 2012-2013 and as the Chairman in 2014. In the same year he became DEIK (Foreign Economic Relations Board) Turkey-US Business Council Executive Board Member. He is currently General Director and Deputy Chairman of the Board of Turkish Aerospace Industries, Inc. Mr. Kotil, married with 4 children, has authored many articles and publications in the aeronautical science journals, and papers in seminars and conferences.



VASILY DUBEYKOVSKIY

CEO of CityBranding

Vasily Dubeykovskiy is an expert in place branding and the head of a professional CityBranding team that develops projects in Russia and CIS countries. He is the launch leader and strategic adviser of 8 real city brand projects in 7 different regions.

He is the author of "City branding? 35 answers" book and the editor of the popular professional blog citybranding.ru.

Vasily has graduated the Moscow State University (Economics) and obtained a Master's Degree in Marketing at Moscow Business School MIRBIS.

Previously, he worked as a brand-manager in the FMCG sector for local and global companies, and then decided to focus his life onto the image of cities, which have always excited him.

SPEAKERS



THANKS TO ALL OUR SPEAKERS FOR CONTRIBUTING TO THE WCFDVOS ISTANBUL 2016!



YANINA DUBEYKOVSKAYA

Content Director of the WCFDavos Forum,
President of the WCFA association (Global)

President of the Word Comm. Forum Assoc. (HQ in Switzerland)
CEO Top Communications LLC (Bulgaria)

Yanina boasts an extensive career of over 15 years in communications in Russian politics and energy industries and also as a scientist in the fields of philosophy and psychology. As a fully qualified psychologist and philosopher, she initially started her career in HR and corporate psychology. In 2009, with the rapid growth of the internet and the vast impact of digital reality which started changing all industries and turned communications into a key driver of human, social and business relationship development in general, Yanina initiated the World Communication Forum in Davos – as a global platform for sharing expertise aimed at stronger influence of the professional communicators' community on the global development of the world. From 2009 till 2013, Yanina was the co-Founder and Content Director of the summit, and since 2013 she is the General Director of the event. In 2014, the WCFDavos forum's community established a non-profit, non-governmental organization – the World Communication Forum Association (WCFA), with Yanina elected as the President of the Executive Board. The goal of the organization is to support initiatives related to improving and developing the education in the field of communications and global culture and also to implement international projects focused on communications and progressive vision of the future. She is the author of the book "Stop Frame" dedicated to the psychoanalytical approach in HR.



ZIYA ERDEM

President of Ericsson-Turkey
Vice President of Ericsson-Region Middle East (Turkey)

Having started his career at Ericsson in 2008 as Vice President for Ericsson Turkey, Ziya Erdem is in charge of 800+ employees in 4 offices within the country, as well as managing government-&-industry and customer relations with full P&L responsibilities.

Ziya Erdem graduated from U.S. International University at San Diego with a BSc degree in Business Administration in 1984. He then earned his MBA degree from U.S. National University at San Diego in 1986, he also holds a degree in Computer Information Science.

He started his career at Istanbul Kuleli Military School as a reserved officer lecturing military students in Computer Information Science. He continued his professional career in 1988 as Board Member and Vice President of Pabalk Group, as General Manager in TicaretNet Elektronik Ticaret Uygulamaları A.Ş., as COO at Türk Nokta Net, as CEO at Türk Nokta Net, as the COO at Sabancı Telekomünikasyon Hizm. A.Ş. He became the CEO of a newly established startup telecoms company Interkom Telekomünikasyon Hizm. A.Ş. after which he worked as a senior Telecoms consultant at CETEL Çalık Enerji Telekomünikasyon Hizmetleri A.Ş.

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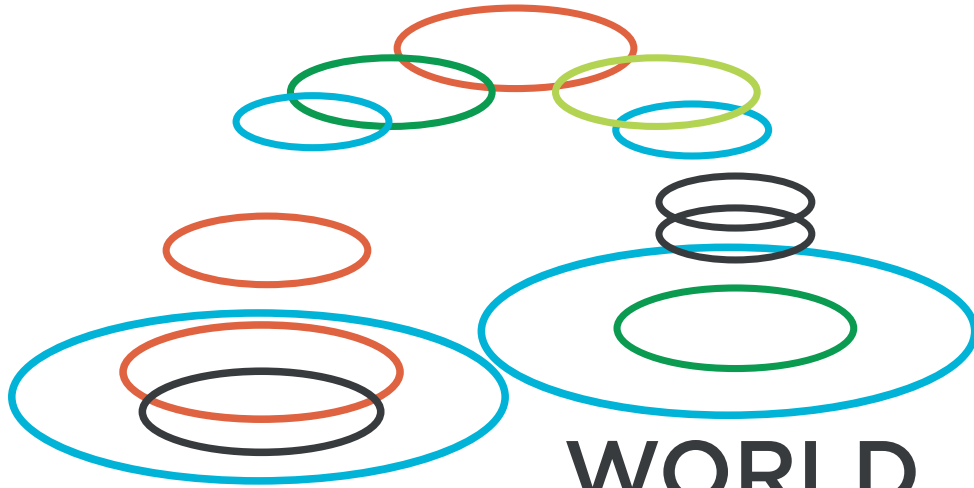
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