

DAVOS



EUROPEAN SESSION DAVOS|PRAGUE

4th OCTOBER, 2013



WELCOME SPEECHES

9:10 - 9:15

Forum moderator



STUART BRUCE

Digital Corporate
Comms
PR blogger, Trainer,
Consultant
UK

YANINA DUBEYKOVSKAYA

Co-Chair
WCFDavos Board
Content Director
WCFDavos

ANDRE MANNING

Co-Chair
WCFDavos Board
VP Corporate Comms
Philips

MAXIM BEHAR

Co-Chair
WCFDavos Board
Chairman
Hill+Knowlton CZ
CEO
M3 Communications BG

Opening Keynote:
THE COMMUNICATIONS
PROFESSIONAL 3.0 -
WISDOM, COURAGE,
EMPATHY, INSIGHT,
AND FORESIGHT.

9:15 - 10:15



PAUL HOLMES

Founder and CEO
Holmes Report
SABRE awards

Key Discussion:
FUTURE
COMMUNICATORS 3.0 -
TO BE OR NOT TO BE?

10:15 - 11:00



ANDRE MANNING

Co-Chair, WCFDavos Board
VP Corporate Comms
Philips

Panel leader



MARK MORTELL

Global Leader
One-Voice team, Philips
Senior VP & Partner
Fleishman Hillard Ireland



LADISLAV CERVENKA

Corporate
Communications
Senior Consultant
Unilever Europe



RICHARD CHINN

Senior strategist
Wolff Olins UK

Keynote:
CHANGES IN
COMPANIES.
BEHAVIOUR CHANGES.
THE COMMUNICATIONS
PROFESSIONAL'S
ROLE IN INTERNAL
COMMUNICATIONS

11:30 - 13:00



DR. LEANDRO HERRERO

CEO, The Chalfont Project Ltd.
Managing Partner
Viral Change Global LLP

Discussion:
COMMUNICATIONS
LEADERSHIP -
TRUSTED ADVISERS
OR GENUINE
CORPORATE
LEADERS?

14:00 - 15:00



JAMES GILLIES

Head of Communications
CERN
Switzerland

Panel leader



ISTVAN KUTAS

Corporate
Communications
Director
Telenor Hungary Zrt.



TERRY O'CONNER

Head of
Communications
STFC
UK



VALERY LEVCHENKO

Deputy Editor in Chief
RIA Novosti
Russia

Discussion:
PRIVACY & PUBLICITY -
FLEXIBLE BORDERLINE
AND MERGING OF
THE PERSONAL AND
PROFESSIONAL ID

15:00 - 15:45



MAXIM BEHAR

Co-Chair
WCFDavos Board
Chairman
Hill+Knowlton CZ
CEO
M3 Communications BG

Panel leader



DANIELA NOVÁ

Sales&Marketing
Director
Novotel Praha
Czech Republic



STUART BRUCE

Digital Corporate
Comms
PR blogger, Trainer,
Consultant
UK

Discussion:
GLOBAL
COMMUNICATIONS
AND
LOCAL TRUST

15:45 - 16:30



DR. GÁBOR HEGYI

Founder
Managing Director
Capital Communications
Hungary

Panel leader



**ARTURAS
JONKUS**

Senior Strategy
Consultant
Publicum agency
Lithuania



**SENTA
CERMAKOVÁ**

WW Customer Service
Director
Hewlett-Packard
Czech Republic

Discussion:
INTERNET
REGULATIONS:
COPYRIGHT, PRIVACY,
FREEDOM, DIGITAL &
SOCIAL ASPECTS

17:00 - 18:00



**DR. DANIEL
HÖLTGEN**

Director of
Communications
Council of Europe

Panel leader



**YANINA
DUBEYKOVSKAYA**

Co-Chair
WCFDavos Board
Content Director
WCFDavos
International
Cooperation, RAEC



ELVANA THAÇI

COE officer
Internet Governance
Unit
Council of Europe

Special Keynote:
REAL LIFE-STORY
SHARING!

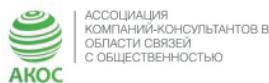
18:00 - 18:30



JAMES GILLIES

Head of Communications
CERN
Switzerland

TO ALL OUR PARTNERS – THANK YOU!



THANKS FOR TWEETING AND SUPPORT @ #WCFDAVOS!

Andre Manning @andremanning67, Stuart Bruce @stuartbruce, Maxim Behar @maxbehar, Yanina Dubeykovskaya @YanaD, Valery Levchenko @ValeryLev, Gianni Catalfamo @giannicatalfamo, Stephen Davies @stedavies, Valentina Atanasova @ataval, Yulie Nikulina @YulieNikulina, Boson Group @BosonXYZ, Assorel (Italy) @Assorel_Live, Novinite Bg @novinitebg, M3CommunicationsPR @M3Bulgaria, PRinBulgaria @PRinBulgaria, Novinite.com @novinite_com



WORLD
COMMUNICATION
FORUM IN DAVOS

11-12 MARCH, 2014 DAVOS CONGRESS CENTRE

FOCUS ON:
PR is dead! - VS - Long live all-channels-PR!

- Future communications. What or who will kill Facebook?
- New business in new media environment or New media for new technologies and start-ups?
- 3D vision of the future. Who creates our agenda and shapes up our future: the media, the politics, business, PR, or science?
- Place branding: International branding. How to engage the Globe? – External and internal city/country/region branding features.
- Agency PR VS In-house PR. How to find agency-oriented clients?

World Communication Forum in Davos has been summoning trendmakers, key figures, and senior managers in business, political, corporate and marketing communications – professionals who realize that good knowledge of the changes in communications will be a future competitive advantage, as communications have become the genuine driver of individuals, society, and business.



Communication For Future Davos Award



<http://www.forumdavos.com/programme>
<http://www.youtube.com/forumdavoscom>

<http://www.facebook.com/WorldCommForumDavos>
<http://twitter.com/WorldCommForum>