

## WCF Davos | Prague Agenda European Session

### Communications Professionals 3.0: Changes and Challenges in the PR industry #WCFPrague

3rd October 2013

**19:00 - 21:00** Optional: Welcome Party at [Novotel Praha Wenceslas Square](#), 19:00 h (7 pm).  
Dress code: business or casual.

4th October 2013

**09:00 - 9:10** Registration.

**09:10 - 9:15** Welcome speeches.

**Yanina Dubeykovskaya**, co-Chair of the WCFDavos Committee & Content Director of the Forum.

**Andre Manning**, co-Chair of the WCFDavos Committee, Global Vice President Corporate Communications at Royal Philips Electronics.

**Maxim Behar**, Co-Chairman of the Committee of WCFDavos, Chairman of Hill+Knowlton Strategies (Czech Republic), CEO and Chairman of the Board at M3 Communications Group (Bulgaria).

#### Forum Moderator:

**Stuart Bruce**, Digital Corporate Communications, Online PR blogger, Trainer, Consultant (UK).

**9:15 - 10:15** Opening Keynote: **The Communications Professional 3.0 - Wisdom, Courage, Empathy, Insight, and Foresight.**

**Paul Holmes**, the PR industry guru worldwide, founder and CEO of Holmes Report & SABRE awards (UK).

Q&A session: *Interactive discussion with the audience.*

**10:15 - 11:00** Key Discussion: **Future Communicators 3.0 - to be or not to be?**

**Panel Leader: Andre Manning**, Co-Chairman of the WCFDavos Committee, Global Vice President Corporate Communications at Royal Philips Electronics.

**Ladislav Cervenka**, Corporate Communications team member and Senior Consultant for Central and Eastern Europe at UNILEVER Europe.

**Mark Mortell**, Global Leader One-Voice team for Philips, Senior VP and Senior Partner at Fleishman HillardInternational Communications (Ireland).

**Richard Chinn**, Senior strategist at Wolff Olins (UK).

Q&A session: *Interactive discussion with the audience.*

**11:00 - 11:30** Coffee break.

**11:30 - 13:00** Keynote: **Changes in companies. Behaviour changes. The communications professional's role in internal communications.**

**Dr. Leandro Herrero**, CEO of The Chalfont Project Ltd. and Managing Partner of Viral Change Global LLP (UK).

#### Expert Opinion:

**Senta Čermaková**, WW Customer Service Director Hewlett-Packard (CZ).

**Istvan Kutas**, Corporate Comms Director at Telenor Hungary Zrt. (Hungary).

Q&A session: *Interactive discussion with the audience.*

**13:00 - 14:00** Lunch break.

**14:00 - 15:00** Discussion: **Communications leadership - trusted advisers or genuine corporate leaders?**

**Panel leader: James Gillies**, Head of Communications at CERN (CH).

**"PR People – Stuck between the Business and the Stakeholders?"**

**Istvan Kutas**, Corporate Comms Director at Telenor Hungary Zrt. (Hungary).

**Terry O'Conner**, Head of Communications at STFC (UK).

**Valery Levchenko**, Deputy Editor in Chief RIA Novosti (Russia).

Q&A session: *Interactive discussion with the audience.*

**15:00 - 15:45** Discussion: **Privacy & Publicity - flexible borderline and merging of the Personal and Professional ID.**

**Panel leader: Maxim Behar**, Chairman of Hill+Knowlton Strategies (CZ), CEO and Chairman of the Board at M3 Communications Group (Bulgaria).

**Stuart Bruce**, Digital Corporate Communications, Online PR blogger, Trainer, Consultant (UK).

**Daniela Nová**, Sales&Marketing Director at Novotel Praha (Czech Republic).

Q&A session: *Interactive discussion with the audience.*

**15:45 - 16:30** Discussion: **Global communications and Local trust.**

**Panel leader: Dr. Gábor Hegyi**, Founder and Managing Director of Capital Communications (Hungary).

**Senta Čermaková**, WW Customer Service Director Hewlett-Packard (CZ).

**Arturas Jonkus**, Senior Strategy Consultant at Publicum agency (Lithuania).

Q&A session: *Interactive discussion with the audience.*

**16:30 - 17:00** Coffee break.

**17:00 - 18:00** Discussion: **Internet Regulations: Copyright. Privacy. Freedom. Digital & Social aspects.**

**Panel leader: Dr. Daniel Höltingen**, Director of Communications at the Council of Europe.

**Elvana Thaçi**, Officer at the Internet Governance Unit, the General Directorate of Human Rights, and the Rule of Law at the Council of Europe.

**Yanina Dubeykovskaya**, co-Chair of the WCFDavos Committee and Content Director of the forum- stepping out as International Cooperation Coordinator at the Russian Association for Electronic Communications.

Q&A session: *Interactive discussion with the audience.*

**18:00 - 18:30** Special Keynote: **Real life-story shared!**

The true life-story of a top industry leader:

**James Gillies**, Head of Communications at CERN (Switzerland).

A successful professional career from Oxford University and Research into PR and Communications of Science - ideas, beliefs, values, crisis periods, insight gained, and solutions for a happy life.

A strictly closed session with a stay-SM-silent warning for non-monitoring on Twitter or Facebook!

Q&A session: *Interactive discussion with the audience.*

**18:30 - 19:00** **Overview: Conclusions. Content summary.**