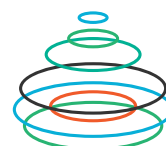


10-11 APRIL 2014

# HOW TO BE NUMBER ONE? COMMUNICATION & LEADERSHIP



WORLD  
COMMUNICATION  
FORUM **MOSCOW**



Moderator (1st day):

YANINA  
DUBEYKOVSKAYA

co-Chair of the WCFDavos  
Committee and Content  
Director of the forum.



Moderator (2nd day):

LENA  
BRANDT

Content Manager of the  
forum (Russia), Corporate  
Education Manager,  
SPN Communications.

## 10th APRIL 2014



Panel leader:

VALERY  
LEVCHENKO

Head of Comms Dept,  
Moscow Institute of  
Physics & Technology  
(Russia).

Panel discussion:  
WHICH CORPORATE UNIT/EX-  
PERT SHOULD REPLY THE QUES-  
TION: HOW TO BE #1?  
(CEO, CORPORATE MANAGE-  
MENT, PR, MARKETING, DEVEL-  
OPMENT, HR)



STANISLAV NAUMOV

President of the Russian  
Association of Public Rela-  
tions - RPRA (Russia).



ZHAO DALI

Executive VP & Secretary  
General of China Interna-  
tional Public Relations As-  
sociation - CIPRA (China).



CHRISTIAN DOUGOUD

Associate Director, East-  
WestPR (UK).



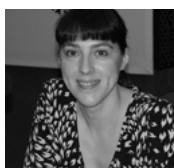
EVGENY KUZNETSOV

Director of Development  
and Communications De-  
partment at RVC (Russia).



VICTORIA PETROVA

Deputy CEO - Regional Op-  
erations at Basic Element/  
General Affairs at Glavstroy  
(Russia).



Panel moderator:  
OLGA BYCHKOVA

Journalist, Award-winner  
2010, Moscow Union of  
Journalists (Russia).

Panel discussion  
PR AGENCY LEADERSHIP >  
TEAM. STRATEGY. FLEXIBILITY.

Panel partner: RUSSIAN PUB-  
LIC RELATIONS ASSOCIATION  
(RPRA)



SERGEY ZVEREV

Founder and President of  
CROS PR & Public Affairs,  
Russia.



PETER MAO

President, BlueFocus Com-  
munication Group, China.



STEVEN CHEN

Vice President, BlueFocus  
Communication Group, China.



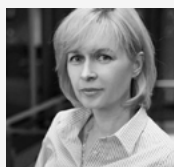
GUNTRAM KAISER

Chief Executive Officer,  
"KaiserCommunication"  
GmbH (Berlin, Germany).



MICHAEL MASLOV

General Director, Ketchum  
Maslov (Russia).



Panel leader:

ELENA  
SOSNOVTZEVA

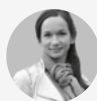
former Communications  
Director at Absolut Bank  
(Russia).

Panel discussion  
CORPORATE COMMUNICATIONS  
AND LEADERSHIP



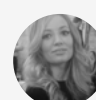
POLINA DENISENKO

Corporate Communications  
Director, Danone Baby Nu-  
trition — Nutricia (Russia).



GALINA PANINA

PR Director & Manager  
External Communications,  
Leroy Merlin (Russia).



YANA  
BASARANOVICH

Head of PR at Lamoda.ru  
(Russia).



ALEXANDER  
GORYUNOV

Press Secretary and Deputy  
Director of the PR depart-  
ment at ITERA Group  
(Russia).

# SPEAKERS



Panel leader:  
**PETER LIDOV**

Director of Public Relations at MegaFon (Russia).

Panel discussion.  
**PERSONAL BRANDING. WHO CAN BE GAGARIN TODAY? HOW CAN YOU BECOME #1?**



**BORIS LIFANOVSKY**

Soloist of the Bolshoi Theatre, Music Producer and Analyst (Russia).



**IGOR BUTMAN**

Russia's #1 jazz personality, Founder of "Triumph Of Jazz" festival and "Butman Music".



**SVETLANA ABROSIMOVA**

Top Professional Russian basketball player.



**DMITRY PUCHKOV**

top-influential video-blogger, writer and translator (Russia).



**SERGEY DOLYA**

Co-Founder and Board Chairman at Advertos Media, Initiator of "Bloggers Against Litter" (Russia).



Debate moderator  
**BORIS EREMIN**

Founder & Dean of Moscow's Comms & Media Industry Institute (Russia).

Debate  
**AGENCIES VS IN-HOUSE PR. WHICH IS THE RIGHT COMMUNICATION STRATEGY FOR SECURING LEADERSHIP OF YOUR COMPANY?**



Consultancy-based PR  
**ANDREY BARANNIKOV**

CEO of SPN (Russia).



In-house PR  
**ALEXANDER IZRYADNOV**

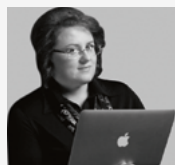
Head of Comms, Internet Initiatives Development Fund — IIDF (Russia).



Keynote.  
**New leadership in the new era of Sharism**

**ISAAC MAO**

co-Founder and Director of the Social Brain Foundation, venture capitalist, software architect, social media researcher, founder of CNBlogs.org, also known for his active developing of the Sharism philosophy.



Panel moderator:  
**OLGA BERESLAVSKAYA**

PhD, Entrepreneur, Angel Investor, Managing Partner of Finjecto LTD, Founder of the page "Amazing Hong Kong"

Panel discussion.  
**SOCIAL MEDIA OF THE FUTURE. WHO WILL KILL FACEBOOK?**



**STUART BRUCE**

Digital Corporate Communications, Online PR blogger, Trainer and Consultant (UK).



**NIKOLAY SIDORKIN**

co-Founder and Creative Director of "Trend Media", blogger (Russia).



**SERGEY MENSHIKOV**

Brand manager at "Od-noklassniki" (Russia).



Special Keynote.  
**Real life-story shared — "Analogue VS Digital Gianni"!**

The true life-story of a top industry leader:

**GIANNI CATALFAMO**

Founder of the Digital & Social Media leadership boutique cc:catalfamo (Italy).

# SPEAKERS

11th APRIL 2014



Panel leader:  
**ILYA BALAKHIN**

CEO and Managing Partner in Paper Planes Consulting Agency (Russia).

Panel discussion  
NEW INTERPRETATION OF MICE:  
MULTICHANNEL, INSPIRING,  
COMMUNICATIVE, ENGAGING

Panel partner:  
YAROSLAVL CONVENTION BU-  
REAU (YCB)



**JULIA SKOROKHODOVA**

Bord Chairwoman at YCB, General Director of Yaroslavl DMC Volga-Tour (Russia).



**GEORGY SOUSTIN**

Corporate Affairs & Communications Director, Take-da (Russia).



Panel leader:  
**ALEXEY FADEEV**

Co-founder & creative director at Depot WPF branding agency, member of RBCA council (Russia)

Panel discussion  
VISUAL STORYTELLING: BRAND-  
ING AS A RESOURCE FOR LEAD-  
ERSHIP

Panel partner: RUSSIAN BRAND  
CONSULTANCIES ASSOCIATION  
(RBCA)



**DENIS SHLESBERG**

Executive Creative Director at "Artonica" and member of RBCA council (Russia).



**ELENA YUFEREVA**

Chief Executive Officer at Brandson branding agency, member of RBCA council (Russia).



**ILYA LAZUCHENKOV**

Managing partner at Ple-num Brand Consultancy, member of RBCA council (Russia).



Panel leader:  
**MAXIM GASHKOV**

Development Director at WCFDavos (Russia)

Round table discussion  
COMMUNICATION, UNIVERSITIES,  
EDUCATION - THE NEW AP-  
PROACH



**STUART BRUCE**

Digital Corporate Commu-  
nications, Online PR blogger,  
Trainer and Consultant (UK)



**MARIA MORDVINOVA**

Deputy Head, School of  
integrated Communication,  
Higher School of Econom-  
ics (Russia).



**GIANNI CATALFAMO**

Founder of the Digital &  
Social Media leadership  
boutique cc:catalfamo  
(Italy).



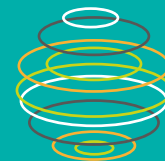
**VALERY LEVCHENKO**

Head of Comms Department,  
Moscow Institute of Physics  
& Technology (Russia).



**CHRISTIAN DOUGOUD**

Associate Director, East-  
WestPR (UK).



WORLD  
COMMUNICATION  
FORUM BARCELONA

22 MAY 2014

VISUAL COMMUNICATIONS  
NEW VISUAL TECHNOLOGIES.  
NEW EFFECTIVE DECISIONS  
[BARCELONA@FORUMDAVOS.COM](mailto:BARCELONA@FORUMDAVOS.COM)



Regional session  
co-organizer

SALVADOR•D



**Panel leader:**  
**IGOR NIESOV**

Supervisor Educational Projects at Business School RSPP (Russia).



**OLEG KALINSKIY**

Director General at the Pipe Industry Development Foundation (Russia).



**KONSTANTIN BORISOV**

Founder and General Manager of "Support Partners" (Russia).

**Panel discussion**  
**THE NEW CEO**

Panel partner: RSPP



**Panel leader:**  
**ELENA FILIPPOVA**

Deputy Head of HR and Organisational Development at JSC "Federal Grid Company" (Russia).



**VICTORIA PETROVA**

Deputy CEO - Regional Operations at Basic Element/General Affairs at Glavstroy (Russia).



**NADEZHDA DIAKONOVA**

Senior Consultant at Hay Group (Russia).



**ZOSIA GERCHIKOVA**

Managing partner of "Top-Management Consult" group (Russia).



**ANNA BUROVA**

Consulting Director of Organizational Development, Ward Howell (Russia).

**Round table discussion**  
**HOW TO RECRUIT, RETAIN AND PART WITH STAFF LEADERS?**



**Panel leader:**  
**GALINA PANINA**

PR Director & Manager External Communications, Leroy Merlin (Russia).



**JACOB MINEVICH**

Chief Executive Officer and Partner at R.I.M. Porter Novelli (Russia).



**IGOR RAYKHMAN**

CEO and founder of By-conGroup (Russia).



**VALERY MALTSEV**

Head of Information & Communication Solutions Centre at Audit Consulting Group Business Systems Development (Russia).

**Panel discussion**  
**COMMUNICATION SUPPORT FOR PUBLIC PROCUREMENT: DANTE? HOMER? PELEVIN?**



**MARC KUKUSHKIN**

Leading Development Programs Practitioner (Russia).



**VLADIMIR KOZLOV**

MBA Tutor at the Academy of National Economy and Public Administration (Russia).



**ANDREY ROSSOKHIN**

Doctor of Psychology, Head of Psychoanalysis & Business Consulting, NUE-HSE (Russia).



**ELENA DUGINA**

Director of EMBA programmes Kingston Business School/Russian Academy of National Economy, CEO of I-Consulting, co-Owner of MediaSchool (Russia).

**Panel discussion**  
**TOOLS AND CORPORATE LEADERSHIP DEVELOPMENT PROGRAMS**



# WORLD COMMUNICATION MAP

Top-10 countries mentioned in world media



Media mentions shortlists (by countries)

Europe

Asia

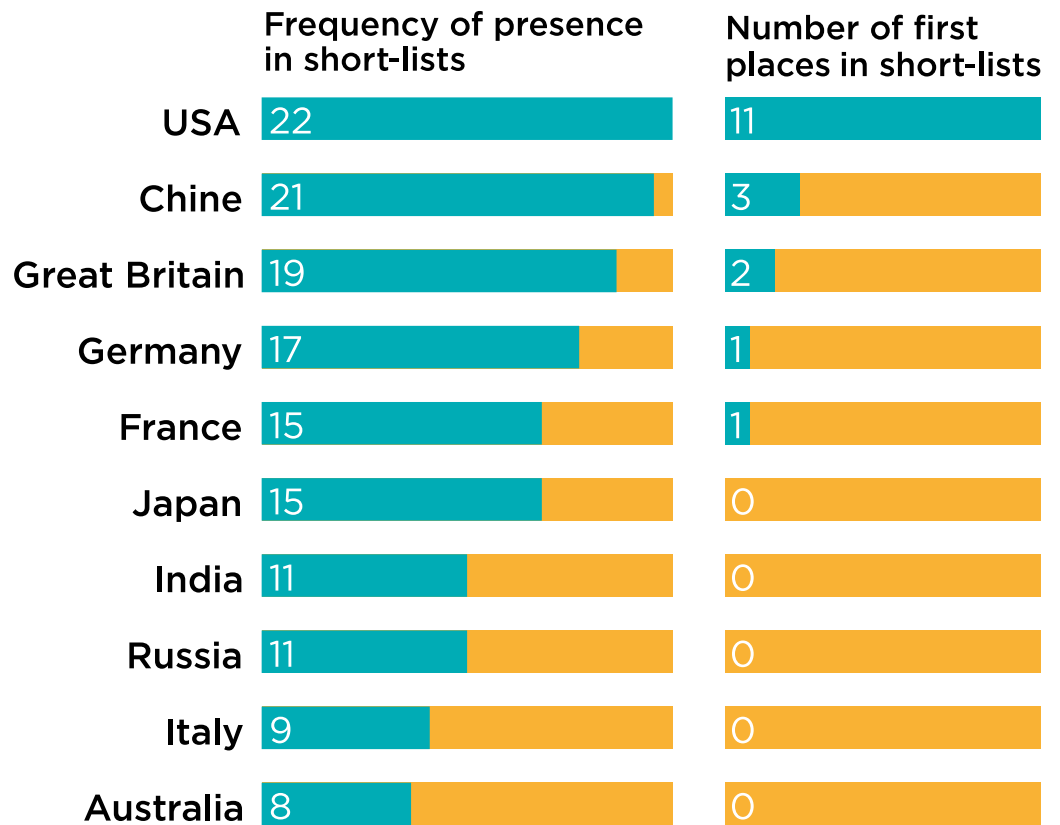
Great Britain	Germany	France	Italy	Russia	China	South Korea	Japan	India	Indonesia	Saudi Arabia	Turkey
USA France Australia	USA France Great Britain	Germany USA Great Britain	France USA Germany	USA China Great Britain	USA Japan Great Britain	USA Japan China	China USA South Korea	China Great Britain Pakistan	USA China Japan	Egypt USA Syria	USA Syria Germany
China	China	Spain	Spain	France	South Korea	North Korea	Great Britain	USA	Malaysia	UAE	Russia
Ireland	Italy	Italy	China	Ukraine	Russia	Germany	Germany	Japan	Great Britain	Iraq	China
Germany	Spain	China	Great Britain	Germany	France	Russia	France	Australia	Singapore	France	Egypt
India	Switzerland	Switzerland	Germany	Syria	Germany	India	Russia	Germany	Great Britain	Great Britain	Great Britain
Japan	Russia	Russia	Japan	Japan	Canada	Australia	North Korea	Sri Lanka	South Korea	Iran	France
Canada	Austria	Japan	Russia	Turkey	India	Brazil	India	South Korea	Germany	China	Iraq
Spain	Japan	Belgium	Brazil	Italy	Italy	Italy	Australia	Bangladesh	India	Israel	Japan



Research results presentation  
Global Media Communication  
Map Presenter

**OLEG VLADES**

CEO of Public.ru (Russia).

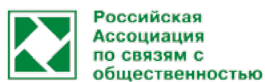


## America

United States of America					Australia	Africa					
Chine	USA	USA	USA	USA	Great Britain	Great Britain	Saudi Arabia	Uganda	Nigeria	Kenya	
Great Britain	Great Britain	Brazil	Spain	Brazil	Chine	New Zealand	Australia	Tanzania	South Africa	Tanzania	
Canada	Chine	Chile	Brazil	Spain	Chine	Chine	Chine	South Africa	Egypt	Rwanda	
Japan	France	Spain	Chine	Germany	USA	India	Chine	Great Britain	USA	Great Britain	Great Britain
Germany	Japan	Mexico	Great Britain	France	France	Japan	Turkey	Chine	Great Britain	USA	South Africa
France	Russia	Uruguay	France	Argentina	Argentina	India	Israel	USA	Kenya	Kenya	USA
Australia	Australia	Venezuela	Argentina	Japan	Japan	France	France	Nigeria	Brazil	Congo	Congo
Italy	Germany	Colombia	Germany	Italy	Italy	Indonesia	Russia	India	Togo	Chine	Chine
India	Mexico	Colombia	Germany	Russia	Russia	Canada	Germany	Somalia	India	South Sudan	South Sudan
Russia	Italy	Great Britain	Italy	Mexico	Mexico	Germany	Iraq	South Sudan	Japan	India	India

## Africa

## SESSION PARTNERS



WORLD  
COMMUNICATION  
FORUM MOSCOW

