

WCFDavos Programme 2015

www.forumdavos.com/programme

*Draft version (final version: to be available on the website towards 1st March)

9th March 2015

19:00 - 22:00 Welcome party. (Location is to be specified at a later stage.)

10th March 2015

09:00 - 09:20 Registration.

09:20 - 09:30 Opening of the event: **Welcome addresses.**

Forum Moderator: [Stuart Bruce](#), Digital Corporate Communications, Online PR blogger, Trainer and Consultant (UK)

[Yanina Dubeykovskaya](#), WCFDavos Committee Chair, President of the WCFAssociation.

[Tarzisius Caviezel](#), Mayor of Davos (Switzerland)

[Yoges Joshi](#), WCFDavos Committee Chair, President of ABCI (India)

09:30 - 10:15 Panel discussion: **Global Communications Agenda 2015.**

Moderator: [Gianni Catalfamo](#), WCFDavos Committee Chair, Founder of cc:catalfamo (Italy)

"Shaping the Global Media Agenda."

[Kara Alaimo, Ph.D.](#), Assistant Professor of Public Relations, Hofstra University (USA)

"Climate change communications and the 'PR disaster' of global warming."

[Robert Pickard](#), Chairman for Asia-Pacific at Huntsworth plc (Singapore)

[Dr. Refa Alfaouri](#), Director General, Arab Administrative Development Organization (Egypt)

[Sergey Zverev](#), President of Public affairs & Public relations Company CROS, founder of the NTV company and newspaper "Segodnja", member of IPR, PRGN, the Public Council at the Russian Ministry of Defence and the Council of Foreign and Defence Policy - CFDP (Russia)

10:15 - 11:00 Panel: **Government & communications - development and regulations.**

[Dr. Vinay Prabhakar Sahasrabudde](#), National VP of Bharatiya Janata Party in India

[Dr. Zoltán Kovács](#), International Spokesperson of the Government of Hungary

[H.E. Mustapha Khalfi](#), Minister of Communications and Spokesperson of the Government of the Kingdom of Morocco

11:00 - 11:30 Coffee break.

11:30 - 12:15 Panel discussion: **Diplomacy 2.0.**

Moderator: [Rania Mohamed Abdelrazek](#), Head of Diplomatic, Touristic and Real Estate Group at the Arab Administrative Development Organization - ARADO (Egypt)

"Country branding. Public feedback into government work in the era of transparency.

International cooperation and trust in terms of branding."

[Kristina Larischová](#), Associate Deputy Minister and Director of the Department of Public Diplomacy, Ministry of Foreign Affairs of the Czech Republic

[H.E. Mohamed Siad Douale](#), Ambassador in Switzerland of the Republic of Djibouti

[Morten Wetland](#), Partner and Director International Relations at First House, former UN ambassador of Norway and former State Secretary at the Prime Minister's Office in Norway

12:15 - 13:00 Panel: **How to engage the globe: Investments/Country Branding/Tourism.**

Panel leader: [Gabor Hegyi](#), Managing Director of Capital Communications (Hungary)

[Juan Belloso](#), Director at Future Places (Place Competitiveness-&-Development), Advisor to the Barcelona Brand project, the Barcelona Strategic Metropolitan Plan, the Catalonia Brand Committee, and Founding Member of the 'Barcelona Global' Association (Spain)

[Marc Puig i Guàrdia](#), Barcelona City Council's Chief Marketing & Information Officer (Spain)

13:00 - 14:00 Lunch break.

14:00 - 15:30 Panel discussion: **Communications & leadership. How can communication help your company be #1?**

Moderator: [Nurul Ashiqin Shamsuri](#), Head of International Relation of Communication Division at Wanita UMNO Malaysia - the Women Branch of the government party, and Director of Lubri Oil Corporation (M) SB (Malaysia)

"**The Social CEO, business leadership in an engagement world.**"

[Colin Byrne](#), CEO of Weber Schandwick for UK & EMEA (UK)

"**Why communicators with little/no access to company leadership are set to fail.**"

[Solly Moeng](#), Managing Director of DonValley (South Africa)

[Advait Dikshit](#), Director of AND Consulting, mentor, professional coach, Anahat-Certified MBTI practitioner (India)

15:30 - 16:15 Panel discussion: **Communications in Asia - specific features.**

"**Crisis communications - the Korean experience.**"

[Kim Kyong-Hae](#), CEO and President of Communications Korea (South Korea)

[Zhao Dali](#), Executive VP & Secretary General of China International PR Association (China)

16:15 - 16:45 Coffee break.

16:45 - 18:15 Industry Game: **Dura Lex. State regulations for the comms industry: Internet, Media, Business.**

Moderator: [Lena Brandt](#), WCFDavos Content Manager (Russia)

18:15 - 18:30 Round-up of the first forum day: **Key issues from Day 1 of WCFDavos'2015.**

Forum Moderator: [Stuart Bruce](#), Digital Corporate Communications, Online PR blogger, Trainer and Consultant (UK)

19:30 - 22:00 C4F Davos Awards Gala Ceremony.

(Venue and dress code are to be specified at a later stage.)

11th March 2015

09:00 - 09:10 Registration. **Opening of the second day.**

Forum Moderator: [Guntram Kaiser](#), Managing Director, KaiserCommunication (Germany)

09:10 - 09:30 Keynote. **New money. Fair deals for better results: from social credit to global sharing economy.**

[Isaac Mao](#), co-Founder of the Social Brain Foundation, venture capitalist, software architect, social media researcher, known for his active developing of the Sharism philosophy.

09:30 - 10:15 Debate: **Cross-cultural VS Global. Which shall be the communication of the future?**

Moderator: [Flavio Oliveira](#), Community Manager at UBM Live Amsterdam (Netherlands)

Cross-cultural comms advocate:

[Rana Nejem](#), Founding Director of YARNU, The Art of Social Intelligence (Jordan)

Rana Nejem's viewpoint: "Communications should definitely be cross-cultural, so that every culture/region retains its specific features when trying to decode their own message in the interaction with other cultures, and vice versa, when trying to translate other cultures' messages into the common local code."

Global comms advocate:

[Dr. Volker Stoltz](#), President of the Global Communication Institute, economist, entrepreneur, public figure, a renowned authority in Global Communications Strategies and lecturer in International Public Relations at the University of Erfurt, the key institution responsible for the Global Communication project (Germany)

"Global PR is of course by definition cross-cultural. If you expect getting common understanding in the future, there is no such thing as 'global village culture' in which you speak the *Lingua Franca* English, eat Hamburgers and watch Hollywood films. In other words: I do not recognize any contrast between global and cross-cultural, but rather view global communications where everyone observes the the unified code of business and social ethics as the future efficient type of communication."

10:15 - 11:00 Panel discussion: **Employee Communications.**

Panel leader: [Leandro Herrero](#) (UK), CEO of The Chalfont Project Ltd. and Managing Partner of Viral Change Global LLP, with an introductory talk: "**Employee Engagement: the myths and the realities. New spaces for Communication professionals.**"

[Vera Boyarkova](#), HR Director Leroy Merlin (Russia)

[Michael Hermann](#), CEO for Switzerland, Great Place to Work (Switzerland)

11:00 - 11:30 Coffee break.

11:30 - 12:15 Panel discussion: **Universities/Science/Industry Partnership.**

[Fan Hong](#), Professor at the School of Journalism, Communication & Executive Director at the National Image Research Center, Tsinghua University (China)

[Marshall Sponder](#), faculty lecturer at Baruch College of the Zicklin School of Business, Program Director of the Online Course on Social Media and the Arts at Rutgers University, SM Metrics/Web Analytics/SEO expert, owner of webmetricsguru.com (USA)

Suggested topics:

1. Universities' Stakeholders: Rivalled Attention.
2. Education Business: Game Rules in Global Communication World.
3. Researcher as a Star: Academic Reputation, Media Influence, Publicity.
4. Communicators of Science: agencies or in-house. New Profession requirements.
5. Infrastructure of Public Communications of University/Research Centre/Industry.

12:15 - 13:00 Panel discussion: **Modern and competitive education in Communications.**

[Maxim Behar](#), Chairman of Hill+Knowlton Strategies in Prague (Czech Republic), CEO of M3 Communications (Bulgaria)

[Sergey Zverev](#), Head of Integrated Communications School at Higher School of Economics, National Research University, co-Chairman of the Russian Public Council on Education Development, member of the Academy of Social Sciences, President of CROS, founder of NTV company and newspaper "Segodnja", member of IPR and PRGN (Russia)

Suggested topics:

1. What is changing in teaching communications in different countries/continents?
2. How is generation Z different in studying?
3. What should we let them try, what should we play during the studies?

13:00 - 14:00 Lunch break.

14:00 - 14:45 Panel discussion: **CSR campaigns. Making a better world or providing a business solution?** (*Could be postponed for next year*)

14:00 - 14:45 Panel discussion: **What influences trust in a brand? Communications VS Customer Experience.**

Panel leader: [Saurabh Kumar Uboweja](#), Founder, CEO & Director Brand Strategy at Brands of Desire (India)

[Tanuja Kehar](#), Vice President, Corporate Communications at Unitech (India)

[Subhagata Mukherjee](#), Head of Marketing and Communications, Nokia (India)

14:45 - 16:30 Blind Insight Session. Corporate Heads of Communications to select a partner-agency!

Three corporate Heads of Communications will take turns in meeting face-to-face with each one of three agency Heads of Strategy, challenging them with real company problems in a brainstorming fire-chat, trying to generate quick insights. Then each communications executive will share publicly the approaches and insights in the fire-chats they have handled and select the preferred agency-partner for their corporate business.

Moderator: [Maxim Behar](#), Chairman of Hill+Knowlton Strategies in Prague (Czech Republic), CEO of M3 Communications (Bulgaria)

Corporate Heads of Communications:

[Rich Kylberg](#), VP Communications and Global Marketing, Arrow Electronics (USA)

Agency Heads of Strategy:

[Oben Coban](#), Brand Director at Manifesto (Turkey)

16:30 - 17:00 Coffee break.

17:00 - 17:45 Panel discussion: **Storytelling and story-sharing... Or, story-selling (and how ethical, if ethical at all)?**

Panel leader: [Eva Snijders](#), professional storyteller, co-Founder of Visual Chemistry (Spain)

[Kirk Cheyfitz](#), CEO and Chief Editorial Officer at Story Worldwide (USA)

[Katja Schleicher](#), Founder and CEO of Impact (Netherlands)

[Shawn Callahan](#), Founder and Director of Anecdote Pty Ltd (Australia)

17:45 - 18:15 Special keynote: **The real life-story of a top industry leader.**

[Rich Kylberg](#), VP Communications and Global Marketing, Arrow Electronics (USA)

18:15 - 18:30 Round-up of the Forum: **WCFDavos'2015 conclusions.**

Forum Moderator: [Stuart Bruce](#), Digital Corporate Communications, Online PR blogger,
Trainer and Consultant (UK)

18:30 - 19:00 Closing cocktail.