

Davos World Communication Forum - Istanbul 2016

About Davos World Communication Forum Istanbul

Davos World Communication Forum Istanbul will be hosted by Istanbul University in the Beyazit Campus on Thursday the 3rd and Friday the 4th of November. The theme of the forum is established to be *“Crises vs Chances: Country, Company and Personal Reputations”*.

The forum is gathering during a period where the world is going through international crises in the region with the hottest agenda. Thus the abovementioned theme carries greater importance than ever.

Speakers Participating From Abroad

The opening speech will be delivered by Strategic Communications Manager **Allan Mayer (USA)**, communications advisor of many film studios in Hollywood, movie stars and popstars.

And the speakers include:

1. Yanina DUBEYKOVSKAYA (Switzerland)

The President of the Davos World Communication Forum. Specialist of the international communication and public diplomacy.

2. Sean GARDNER (USA)

Social media professional. Writer of “The Road to Social Media Success” (Bestseller).

3. Rasha GOEL (USA)

International correspondent and Emmy nominated producer.

4. Richard LINNING (UK)

Founder & Senior Partner, The Stable House Partnership UK, IPRA President 2011. Public and corporate affairs, crisis management, international media and Public Relations expert.

5. Jon-Hans COETZER (Switzerland)

Chief Academic Officer, Glion Institute of Higher Education (GIHE). Consultant of Reputation and Crises Communication Management.

6. Nurul SHAMSURI (Malaysia)

The Chief Executive Officer at Lubri Oil Corporation and communication strategy advisor for the Malaysian Government.

7. Gianni CATALFAMO (Italy)

A digital and social communications consultant.

8. Irina BAKHTINA (Rusia)

The Board Member and Communications Director of Unilever Group in North Africa, Middle East, Turkey, Israel, Russia, Ukraine and Belarus (Dubai resident).

9. Ekaterina LAVROVA (Rusia)

A public affairs specialist and consultant.

10. Vasily DUBEYKOVSKIY (Rusia)

A city branding specialist and consultant.

Speakers Participating From Turkey

1. Temel KOTIL

General Director of Turkish Airlines. Academician (Professor, PhD).

2. İbrahim EREN

Deputy General Director of Turkish Radio and Television Corporation.

3. Korhan KURDOGLU

Chairman of the Executive Board of ATA Holding.

4. Burak KARAPINAR

CEO of Invenura Holding.

5. Defne TOZAN

General Director of IBM Turk.

6. Ziya ERDEM

General Director of Ericsson Turkey.

7. Fatoş KARAHASAN

Marketing, advertising, digital communication expert and author. Academician (Asst. Prof.)

8. Mehmet GUN

Gün + Partners Law Firm Co-Founder and Executive Lawyer.

9. Arın SAYDAM

Vice President of Communication Consultancies Association of Turkey. Chairman of the Executive Board of Bersay Communication Consultancy.

10. Bengi VARGUL SEN

President of Association For Corporate Communicators. TAV Airports Management Corporate Communications Director.

Preliminary Program

3rd of November, Thursday

Opening Ceremony and Keynote Speaker 09.00 – 11.00

Yanina Dubeykovskaya / President of WCFD

Prof. Mahmut Ak (PhD) / Rector - Istanbul University.

Prof. Nabi Avcı (PhD) / Minister of Culture and Tourism

Recep Tayyip Erdogan, President of the Republic of Turkey (Deems Appropriate)

Keynote Speaker

Allan Mayer

Coffee Break: 11.00 – 11.30

Session 1: 11.30 – 13.00

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

Moderator:

Speakers: **Temel Kotil + Yanina Dubeykovskaya + Korhan Kurdoglu**

Lunch: 13.00 – 14.00

Session 2: 14.00 – 15.30

Can crisis be interpreted as a chance?

Moderator:

Speakers: **Richard Linning + Ibrahim Eren + Rasha Goel**

Coffee Break: 15.30 – 16.00

Session 3: 16.00 – 17.30

How to manage Corporate Reputation in a crisis environment

Moderator:

Speakers: **Nurul Shamsuri + Burak Karapinar + Irina Bakhtina**

17:30 - 17:45

Round-up of the day: conclusions

GALA DINNER : 19.30 – 23.30

4th of November, Friday

8:30 - 9:00

Registration of participants.

Session 1: 09.00 – 10.30

Managing Crisis and Reputation in a Digital World

Moderator:

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

Coffee Break: 10.30 – 11.00

Session 2: 11.00 – 12.30

Could crisis create new chances for an international brand?

Moderator:

Speakers: **Jon-Hans Coetzer + Defne Tozan + Ziya Erdem**

Lunch: 12.30 – 14.00

Session 3: 14.00 – 15.30

How To Create An International Country Brand At Times Of Crisis?

Moderator:

Speakers: **Vasily Dubeykovskiy + Arin Saydam + Bengi Vargül**

Coffee Break: 15.30 – 16.00

Session 4: 16.00 – 17.30

Convertible instruments for Personal and Corporate Reputation

Moderator:

Speakers: **Ekaterina Lavrova + Mehmet Gün**

17:30 - 18:00

Closing Ceremony

Details About The Forum

- The opening ceremony will start with Davos World Communication Forum Director Ms. Yanina Dubeykovskaya's speech at 9 am, November 3rd (Thursday).
- Afterwards, the ceremony will continue with the speeches of Istanbul University Rector Professor Mahmut Ak and Minister of Culture and Tourism Professor Nabi Avcı.
- The President of the Republic of Turkey Recep Tayyip Erdoğan will also speak in case of his attendance and participation.
- The Keynote Speech will be delivered by Allan Mayer and followed by a coffee break, the first session will begin at 11.30.
- Forum will take place in one single hall as consecutive sessions during the two days after the opening ceremony.
- The forum will gather in the historic Bayezid Campus of Istanbul University, in Prof. Cemil Bilsel Conference Hall in the Faculty of Sciences.
- Each session will include a moderator and three speakers, after each speaker's presentation lasting no more than 20 minutes, a discussion will be held with participation from the audience.
- Participation fee is 300 Euros. Announcements about registry and payment will be on the relevant web sites.
- Participation fee includes: Gala Dinner in the evening of 3rd of November (Thursday), refreshments in between sessions and a Certificate of Participation.
- The web sites for the forum are:

<http://davos.istanbul.edu.tr/>

<http://www.forumdavos.com/regional/16>