

# Davos World Communication Forum - Istanbul 2016

## About the Forum

In addition to **Davos World Economy Forum** that is being held for many years in the city of Davos in Switzerland, **Davos World Communication Forum** started being held since 2010 due to the rise of importance of communication all around the world.

Considered as a communication summit, gathers communication professionals from different countries in this Forum to share their experiences by discussing national, international or changes that occur globally from the sight of professional working life on communication's subheadings such as social media, traditional media, crisis management, reputation management, corporate management, digital management, brand management, product communication and issue management. The forum that hosts experienced professionals, approaches the development of communication, newly emerged needs, demands, changing social structure and new persuasion process and mostly shares daily practices is now watched closely all over the world due to its importance in politic and business world.

## Davos World Communication Forum - Istanbul

The forum that gathers every march in Switzerland, Davos is now being held in different countries for five years. In this aspect, a range of meetings about holding the forum in Turkey concluded with success and it is decided that the Forum is going to be hosted by Istanbul University with the name of **Davos World Communication Forum / Istanbul** on November 3rd Thursday and November 4th Friday 2016 in the Beyazit Campus. The theme of the Forum that is going to be held in Istanbul is decided to be: ***"Crisises Vs Chances: Country, Company and Personal Reputations"***

## Davos World Communication Forum - Istanbul Speakers

In addition to gathering experienced and valueable communication professionals from many different countries to Istanbul to share their knowledge and experience, the meeting has a huge meaning and importance due to the fact that it is Davos Organization's, which is considered to be the one of the world's the most important organizations, first meeting that is going to be held in Turkey. In addition to communication professionals participating from many different countries all over the world, many speakers from Turkey is attending to the Forum in order to share their corporate and personal experiences.

The keynote speech of the Forum belongs to **Allan Mayer (Los Angeles / USA)** who is the Strategic Communication Consultant of many movie studios, movie stars and popstars from Holywood. And the rest of the speakers attending from different countries are below:

### **1. Yanina Dubeykovskaya (Switzerland)**

Davos World Communication Forum Founder and President. International communication management and public diplomacy expert.

### **2. Sean Gardner (USA)**

Huffington Post "Twitter Powerhouses Series" founder and writer. He is considered to be a social media famous and expert. His book "The Road To Social Media Success" made it to the best sellers list of the year.

### **3. Lina Duque (Canada)**

Social Media Strategist and University Lecturer who has presented around the world, including at Harvard University. She has a Master's degree of Business Administration. Her work has appeared in the Harvard Business Review, Forbes and the Huffington Post.

### **4. Richard Linning (England)**

Former president of International Public Relations Association / IPRA. Expert on international communication, public diplomacy, crises management and still is the founding partner and manager of The Stable House.

### **5. Jon-Hans Coetzer (Switzerland)**

Rector of GLION Higher Education Institute. Expert on crises, risk, reputation and international communication management.

### **6. Nurul Ashiqin Shamsuri (Malaysia)**

She is the Program Director Information and Communication Secretariat Wanita Umno Malaysia and Head of Program at USCI University.

### **7. Gianni Catalfamo (Italy)**

Continues his professional life in London/ England. Expert and consultant of international digital and social communication.

### **8. Irina Bakhtina (Russia)**

Continues her professional life in Moscow. Member of the Board of Management of Unilever Group in North Africa, Middle East, Turkey, Israel, Russia, Ukraine and Belarus.

### **9. Ekaterina Lavrova (Russia)**

Expert on Communication and Public diplomacy.

### **10. Vasily Dubeykovskiy (Russia)**

Expert on Communication and City branding.

### **11. Michael Bociurkiw (Canada)**

Journalist, writer and development professional. Spokesman for the OSCE Special Monitoring Mission to Ukraine. TEDx speaker and a former spokesperson for UNICEF.

## **Speakers Who Are Going To Participate From Turkey Is In Below**

### **1. Temel Kotil**

General Director and Deputy Chairman of the Board of Turkish Aerospace Industries, Inc.

### **2. İbrahim Eren**

Deputy General Director of Turkish Radio and Television Corporation

### **3. Korhan Kurdođlu**

Chairman of the Executive Board of ATA Holding

### **4. Burak Karapınar**

CEO of Invenura Holding

### **5. Ömer Burhanođlu**

Turkish Exporters' Assembly Board Member and Automotive Industry Exporters Association Vice President

### **6. Ziya Erdem**

General Director of Ericsson Turkey

### **7. Fatoş Karahasan**

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

### **8. Mehmet Gün**

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

## **Opening Ceremony and the Programme**

The Opening Ceremony to be held on November 3, 9 AM, is going to start with the opening speech of the President of Davos World Communication Forum, Yanina Dubeykovskaya.

Then after, the programme is going to continue with the speeches of Rector of İstanbul University Prof. Dr. Mahmut Ak and Prime Minister of the Republic of Turkey Binali Yıldırım in case of his attendance.

The Keynote Speech is going to be made by Mr. Allan Mayer and after the coffee break, first session is going to start at 11.30.

After the completion of the first session, 1-hour lunch break will be given and consecutively the next sessions between 13.30 - 15.00 and 15.30 17.00 will be held. At the same day at 19.00, a meeting will be held for the Gala Dinner in a venue (the venue will be announced later). First

session of the second day is going to be held between 09.00 and 10.30, the second session is between 11.00 and 12.30 and the lunch break is going to be at 12.30 and 13.30. Post meridian sessions in the second day are going to be held between 13.30 and 15.00 and 15.30 and 17.00.

## **Details about the Forum**

Forum's language is only English. The forum is going to be held in one saloon with consecutive sessions during two days beginning with the opening ceremony. The forum, will be organized in İstanbul University Beyazıt Campus, Faculty of Science Prof. Dr. Cemil Bilsel Conference Hall (across the Vezneciler metro station).

There will be one moderator and three speakers in every session, after the end of the 20-minute speeches of each speakers, audience participating part will start. Forum is open to participation nationally and internationally and its participation price is 300 Euro. Registration and payment process can be done forum's web site. Participation price includes the Gala Dinner on November 3 Thursday night and the appetizers in the session breaks and participation certificate. Forum's web sites are:

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

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

## **Davos World Communication Forum Istanbul 2016 Official Partners**

- **Istanbul University**
- **Republic of Turkey Ministry of Culture and Tourism**
- **Turkish Airlines**
- **TRT World**
- **ATA Holding**
- **ATA Holding Arbeta Tourism Com.**
- **Invenura Holding**
- **Sabah Gazetesi**

**Preliminary Program**

**November 3, Thursday**

***Opening Ceremony and Keynote Speaker 09.00 – 11.00***

*Prof. Dr. Ali Murat Vural & Yanina Dubeykovskaya / President of WCFD*

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

*Binali Yıldırım, Prime Minister of the Republic of Turkey (Deems Appropriate)*

**Keynote Speaker**

**Allan Mayer**

**Reputation Management, Social Media, and the End of Privacy.**

*Coffee Break: 11.00 – 11.30*

**Session 1: 11.30 – 13.00**

**What Happens with Corporate and Country Reputation at Times Of Crisis?**

Moderator: **Lina Duque**

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

*Lunch: 13.00 – 14.00*

**Session 2: 14.00 – 15.30**

**Can a Crisis Be Interpreted as a Chance?**

Moderator: **Michael Bociurkiw**

Speakers: **Richard Linning + Ibrahim Eren + Lina Duque**

*Coffee Break: 15.30 – 16.00*

**Session 3: 16.00 – 17.30**

**How to Manage Corporate Reputation in a Crisis Environment.**

Moderator: **Gianni Catalfamo**

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

**GALA DINNER : 19.30 – 23.30**

**(Feriye Restaurant / Ortaköy)**

**November 4, Friday**

Session 1: 09.00 – 10.30

**Managing Crises and Reputation in a Digital World.**

Moderator: **Richard Linning**

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

*Coffee Break: 10.30 – 11.00*

Session 2: 11.00 – 12.30

**Could a Crisis Create New Chances for an International Brand?**

Moderator: **Vasily Dubeykovskiy**

Speakers: **Jon-Hans Coetzer + Ömer Burhanoglu + Ziya Erdem**

*Lunch: 12.30 – 14.00*

Session 3: 14.00 – 15.30

**How to Create an International Country Brand at Times of Crises?**

Moderator: **Sean Gardner**

Speakers: **Vasily Dubeykovskiy + Arin Saydam**

*Coffee Break: 15.30 – 16.00*

Session 4: 16.00 – 17.30

**Convertible Instruments for Personal and Corporate Reputation.**

Moderator: **Ali Murat Vural**

Speakers: **Ekaterina Lavrova + Mehmet Gun + Michael Bociurkiw**

**Closing Ceremony**

*Best Regards...*

**Prof. Dr. Ali Murat Vural**

*Member of Istanbul University &*

*Regional Director of Davos World Communication Forum Istanbul*