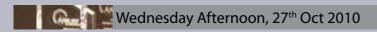
11<sup>th</sup> International Agenda Setting Conference Lake Zurich, Rapperswil, Switzerland, 27 - 29 October, 2010

# Rebuilding Reputation After the Trust Meltdown



6.00pm Apéro

6.30pm Opening Media Awards Ceremony

Global TV Award - Media Tenor Peace Award - Country Reputation Award

Agenda Setter 2010 Award - Special Media Tenor Award

8:00pm Dinner & Concert

9:00pm Keynotes

"The Road to Jericho"

• Drew Balch & Simon Hewitt Jones, Fifth Quadrant, London, UK

"Religious Leader's Share in Building Trust"

• H.E. Dr. Ali Gomaa, Grand Mufti of Egypt, Iman, Cairo, Egypt

"The Media's Share in Building Trust"

• Ulrik Haagerup, Editor in Chief, Danish Broadcasting Corp., Copenhagen,

Denmark



### Thursday 28th Oct 2010

9:00am Chair: Prof. Frank Go

Erasmus University, Rotterdam, Netherlands

Plenary Topics: Introduction

"Why Media Can Make the Change After the Trust Meltdown"

· Roland Schatz, Media Tenor Int., Zurich, Switzerland

"How Can There Be Trust as Long as Basics are Ignored?"

· Mabel van Oranje, CEO The Elders, London, UK

"Peace is More Than the Absence of Conflict"

• Steve Killelea, Founder Global Peace Index, Sydney, Australia

"What Journalists Have to Do to Regain Trust"

· Alisa Miller, CEO Public Radio International, Minneapolis, USA

"Overcoming Stereotypes Requests are Fundamental Change in Perception"

• HE.Amre Moussa, Ambassador of the Arab League, Geneva, Switzerland

10:45am Panel I "Embedded Journalism -

Is There a Chance to Cover War & Conflict"

- · Aziz Fahmy, Journalist, Saudi TV, Washington, USA
- Bernard Kalb, Vietnam War Correspondant CBS, Washington DC, USA
- Nakle El Hage, Editor in Chief, Al Arabia, Dubai, UAE
- Nicholas van Praag, Communication Manager Worldbank, Washington, USA

11:45am Coffee Break

12:15pm 6 Workshops:

Rebuilding Trust in Politics, Corporate World, NGO's, Economics,

Media, Public Diplomacy

1:30pm Lunch Break

2:30pm "Agenda Setting and the Corporate World"

Chair: Prof. Ulrich Fritsche, University of Hamburg, Germany

**Plenary Topics:** 

"How to Detect Risks in Regards to CEO Reputation"

 Matthias Vollbracht, Head Corporate Research, Media Tenor International, Zurich, Switzerland

"Bridging the Gap Between Financial Markets and Public Expectations"

· Liv Watson, XBRL International, London, UK

"Why Sport Sponsoring Can Help to Regain Trust"

• Francesco de Leo, CEO Green Comm Challenge, Los Angeles, USA

"Improving the Public Debate on Health"

 Klaus Gritschneder, Member of the Board, Europa Apotheek, Venlo, Netherlands

"Efficiency in Regards to Keeping a Message Above the Awareness Threshold"

Eli Khoury, CEO Quantum Communications, Beirut, Lebanon

Panel II "How to Overcome the Global Trust Meltdown"

- Dr. Michel Ogrizek, Risk Expert, Paris, France
- Monika Schaller, Head Communications, Goldman Sachs, Germany, Switzerland, Austria & East Europe, Frankfurt, Germany
- Dr. Christoph Frei, Director General, World Energy Council, London, UK
- David Waller, Global Head Communications, MAN Group, London, UK

Keynote "How to Stay Relevant as Business Media"

• Roland Tichy, Editor in Chief, Wirtschaftswoche, Dusseldorf, Germany

5:15pm Coffee Break

5:30pm Workshops:

7:00pm Break

8:00pm Communications Award Ceremony

DAX 30 Award - Business Media Award - Buisness Science Award

Dinner, Concert



### Friday, 29th Oct 2010

Chair: Prof. Frank Go, Erasmus University, Rotterdam, Netherlands

9:00am

Panel IV "Social Media – Fighting for Awareness and Relevance"

• Robert Blood, Founder and CEO SIGWatch, London, UK

• Dr. Fritz Goergen, Consultant, Cologne, Germany

• Martin Gurri, Consultant, Washington, USA

10.00am'

Panel V "The Sport Integrity Report 2010 – How Sport Can Help Regaining Trust"

• Francesco De Leo Ph.D., Chairman, Green Comm Challenge, California, USA

• Jan Runau, Head Global Communications, Adidas,

Herzogenaurach, Germany

• Prof. Frank Go, Erasmus University, Rotterdam

• Mark Fuller, Founder & Chairman Monitor, Boston, USA

10:45am Coffee Break

11:00am

Panel VI Closing Session - feedback from the science perspective

"How to measure and improve Media Psychology Research"

• Wadim Schreiner, CEO Media Tenor South Africa, Pretoria

"How to make Place Branding more than another tool for Public Diplomacy"

Prof. Frank Go, Erasmus University, Rotterdam, Netherlands

## Workshop/



### ase Study

Corporate Communication:

Entering Markets in an Unfriendly Climate: Klaus Gritschneder, Member of the Board, Europa Apotheek, Venlo, Netherlands

How to improve the CEO Reputation: David Waller, Global Head Communications, MAN Group, London, UK

### Investor Relations:

Getting the Full Picture – Value Driver Communications 2010: Monika Schaller, Head Communications Goldman Sachs, Frankfurt, Germany

One Report – How to Integrate CSR: Liv Watson, Member of the Board of Directors XBRL International, London, UK

### **Public Diplomacy:**

The Change of Reputation for Saudi Arabia: Saleh A Al-Meghaileeth, Assistant Deputy Minister for Saudi TV, Riyad, Saudi Arabia

Taking Advantage of Key Sports Events: Prof. Frank Go, Erasmus University, Rotterdam, Netherlands

### IGO Communication:

Changing the Perception of War and Conflict: Nicholas van Praag, Worldbank, Washington DC, USA Adding Issues to the Media Agenda: OECD Case Studies: Anthony Gooch, Director of Public Affairs and Communications, OECD, Paris, France

### Publisher's Image:

The Agenda Setter Online - Definitions and Measurements: Peter Klotzki, Head Communications VDZ, Berlin, Germany

Investigative Journalism as Base to Gain Awareness: Roland Tichy, Editor in Chief, Wirtschaftswoche, <u>Düsseldorf, Germany</u>

### Economics:

How to Improve the Prognosis of the US Consumer Confidence Index: Matthias Uhl, KOF, Zurich Understanding the Impact of Media on Inflation Perception: Prof. Dr. Ulrich Fritsche, University Hamburg, Hamburg, Germany