

Program

WEDNESDAY, 26 OCTOBER, 2005

18.00-20.00 **Check-in, Hotel Eden**
18.00 **Reception, Hotel International**
18.30 **Dinner, Hotel International**
20.30 **Media Awards Ceremony, Hotel Eden**

Media Tenor Award 2005 for Media Diversity
Global Business Media, Global Online Media, German Dailies,
German Weeklies, European Elections 2004, Agenda Setter of the Year

Honorary speakers
Prof. John Schulz, Boston University
Anthony Gooch, Head of Media Relation, EU

THURSDAY MORNING, 27 OCTOBER, 2005

Chair: Prof. Wayne Wanta, University of Missouri, USA

9.00 Plenary I *How to define the Awareness Threshold?*
Roland Schatz, President, Media Tenor Int., Lugano

Media's Role during Election Years: Agenda Setters and Cutters
Prof. Wolfgang Donsbach, Former President, ICA

Improving Images: How to put EU on the Media Agenda
Anthony Gooch, Head of Media Relations, EU, Washington DC

Continuing to Set the Agenda but Through a Different Format?
Raju Narisetti, Editor, Wall Street Journal Europe, London

New Agenda Carriers: The Power of Blogs, Newsgroups
Prof. Francesco de Leo, Board Member, WIND Telekom, Rome

A Call for Improvement in Reporting on Democracy
Prof. Thomas Henschel, European School for Governance, Berlin

10:30 *Panel Discussion: "Campaigning: Agenda Cutting, is more Important than Agenda Setting?"*
Prof. Thomas Henschel, Alessandro Ovi, (Campaign manager, R.Prodi)
Tasso Enzweiler, Director, Initiative Neue Soziale Marktwirtschaft, Cologne

11.15 **Coffee Break**
11.30 - 13.00 **Workshops***
13.00 - 14.30 **Lunch Break**

THURSDAY AFTERNOON, 27 OCTOBER, 2005

14.45 Plenary II *Enterprise Risk Management: The Critical Role of Information*
Prof. Robert Eccles, President Advisory Capital, Boston

Identifying trends: Term-Spotting as Tool to Identify Issues before they become Agenda Setters
Prof. Martin Eppler, University of Lugano

Practical Prognostication: Research Based Forecasting, Understanding Drivers of Change
Humphrey Taylor, Chairman of The Harris Poll

Bulding Public Trust - Reputation Needs Credibility
Thomas Ellerbeck, Head Corporate Communications Deutsche Lufthansa AG

One Message Strategy as a Global Challenge
Dr. Herbert Heitmann, Head Corporate Communications SAP, Walldorf

Podium Discussion:
CEO Images After the Storm
Thomas Mickleit Head CC Ford Europe,
Michael Grabiki, Head CC BASF
Prof. Francesco de Leo, Board Member, WIND Telekom, Rome
Lebogang Hashatse, Head CC Eskom, Pretoria

17.15 **Coffee Break**
17.30 -19.00 **Workshops**

Important Remarks:

Hotel International is located only 10 minutes by walk from hotel Eden. Shuttle service between hotels will be available.

Refreshments will be served during the Award Ceremony.

Piano concert by Veronika Böhmová, Prague

Hotel Eden,
conference room Ceresio

Participants retreat to the workshop rooms where coffee, tea and water will be served.

Lunch is served at
Hotel International Au Lac.

Hotel Eden,
conference room Ceresio

Participants remain
within the same workshop.
Coffee served in workshop rooms.

THURSDAY EVENING, 27 OCTOBER, 2005

20.30 Communications Awards Ceremony

Media Tenor Awards 2005 for Diversity
Corporate Communicator
Financial Analyst Communicator
NGO Communicator
Science Institute Communicator
Country Communicator
Government Communicator
Media Tenor Special Award

Dinner will be served during the Award Ceremony.

Piano concert by Veronika Böhmová, Prague

FRIDAY MORNING, 28 OCTOBER, 2005

Chair: Prof. Sharon Iorio, Wichita State University, USA

09.00 Plenary III Reporting on War as Agenda Setter
Prof. Philip Seib, Marquette University

Hotel Eden, conference room Ceresio

09:30 Plenary IV Setting the Agenda to Bridge the Arab-US Divide
Duncan MacInnes, Director Foreign Press, U.S State Department

Reducing Clichés: How Country Image Impact Perception
Muin Koury, Director, Research and Opinion Polling,
The Royal Hashemite Court Jordan, Amman

10:15 Coffee Break
10.30 Closing Plenary Session

Served in Ceresio room

Moving Agenda Setting to New Frontiers:
Prof. Max McCombs, University of Texas

Lessons Learnt from the Journalists Perspective: Players or Victims?
Prof. Stephan Ruß-Mohl, European Journalism Observatory, Lugano

Shuttle Service to Airport

Workshop	Case study presented by	Workshop leader	Page
Election Campaigning	Prof. David Weaver Dr. Thomas Petersen	Markus Rettich	33-36
CEO Communication and Corporate Reputation Management	Dr. Herbert Heitmann Thomas Mickleit	Matthias Vollbracht	62-63
Investor Relations	Prof. Robert G. Eccles Prof. Christoph Kaserer	Roland Schatz	64-65
Economics	Julia Sophie Wörsdorfer Stefan Subroweit	Dr. Thomas Brockmeier	71-73
NGOs / Initiatives	Markus N. Beeko Mark Adams	Dr. Christian Kolmer	55-58
Town & Country Images	Martin Gurri Lebogang Hashatse	Wadim Schreiner	45-47
TV Media and Publishers' Image	Raju Narisetti Karl Heinz Ruch	Corinna Fischer	79-81
Agenda Setting Theory	Prof. Craig Carroll Prof. Donald Shaw	Simone Anders	8-14