

# Program

## Wednesday 11th

15:30 – 17:30

### Pre-Conference Get-together at the Media Tenor Office

Located in Bad Godesberg - Am Kurpark 7, 53177 Bonn, Germany  
(Light Refreshments will be served)

17:30

Shuttles to Steigenberger Grand Hotel Petersberg (Conference venue)

19:00 – 22:00

### OPENING

#### Awards Ceremony

Keynote 1

#### Why Sustainability needs to be on the Agenda

Dr. Joachim Faber, CEO Allianz Global Investors, Munich, Germany

Keynote 2

#### What makes an Agenda Setter

Kai Diekmann, Editor-in-Chief, BILD, Hamburg, Germany

Keynote 3

#### Beethoven as a Brand

Ilona Schmiel, Managing Director, Beethovenfest, Bonn, Germany

#### Dinner, Piano Concert

## Thursday 12th

09:00

#### Why the Awareness Threshold Matters

Chair:

Roland Schatz, CEO Media Tenor, Bonn, Germany

Dr. Stephen Farnsworth,  
University of Mary  
Washington

#### How to Identify a Country at Reputation Risk

Joshua Fouts, Director USC Center on Public Diplomacy, USA

#### The Ups and Downs in the Perception of Biotechnology in Germany, UK and USA

Prof. Wolfgang Donsbach, TU Dresden, Dresden, Germany

#### The Role of Communications in Monetary Policy

Prof. Jan-Egbert Sturm, ETH Zürich, Zürich, Switzerland

10:30 Panel

#### Overcoming Stereotypes (Arab/World)

Alistair Macdonald-Radcliff, Senior Advisor, World Economic Forum

Fakher Daghestani, ASDA'A – Edelman Communication, Dubai, UAE

Mazen Hayek, Director of Marketing & Business, Al Arabiya, Dubai, UAE

Dr. Sam Cherribi, Emory University, Atlanta, USA

Dr. Gordon D. Newby, Emory University, Atlanta USA

Andrea Küppers, Head of Evaluation, Deutsche Welle, Bonn, Germany

#### Coffee Break

11:30 – 13:00

#### Workshops Session 1

13:00 – 14:30

#### Lunch Break

## Thursday 12th, Afternoon

14:30

Plenary

#### Agenda Setting and the Corporate World

#### How to Defend against an Unfriendly Takeover

Willie Jakobsz, Head Corporate Communications Gold Fields, Johannesburg, South Africa

#### Reputational Risk and its Indicators

Prof. Robert Eccles, CEO Perception Partners, Boston, USA

#### CSR has to be more than a Media Gimmick

Wolfgang Scheunemann, CEO Dokeo, Stuttgart, Germany

#### How to Identify the Tipping Point for Change

Prof. Francesco de Leo, Board Member, Wind Telecom, Rome, Italy

15:45

Panel 1

#### International Trends in Business Media

Thomas Fricke, FTD, Hamburg, Germany

Beat Gygi, NZZ, Zürich, Switzerland

Stefan Baron, Editor-in-Chief, WirtschaftsWoche, Düsseldorf, Germany

Petr Simunek, Editor-in-Chief, Hospodarske Noviny, Bratislava, Slovakia

**Panel 2****How to Overcome Reputation Risk in the Financial Industry**

David Waller, Head of Corporate Communications, Allianz, Munich, Germany

Richard Lips, Head of Corporate Communications, Commerzbank, Frankfurt, Germany

**17:15****Coffee Break****17:30 – 19:00****Workshop Session 2****20:00****Awards Ceremony  
Dinner****Friday 13th****09:00****Communicating the Social Market Economy - The Perspective of an European Policy Think Tank**

Chair: Prof. Michael Hüther, Director and Member of Presidium, Institute of German Economy, Cologne, Germany

Dr. Craig Carroll

**How to Overcome Stereotypes in the Middle East**USC Annenberg School  
for Communication

Alistair Macdonald-Radcliff, Senior Advisor, World Economic Forum, Surrey, England

**New Trends on Global Corporate Reputation Research**

Dr. Craig Carroll, Assistant Professor, USC Annenberg School for Communication, Los Angeles, USA

**The World Soccer Championship as an Image Builder**

Jan Runau, Head of Corporate Communications, Adidas, Herzogenaurach, Germany

Joachim Strunk, Head of Corporate Communications, Deutsche Postbank, Bonn, Germany

Sebastian Turner, CEO Scholz &amp; Friends, Berlin, Germany

Albrecht von der Hagen, Head of Media Relations, BDI, Berlin, Germany

**10:45****Coffee Break****11:00****CLOSING PLENARY****Agenda Setting from a Scientist's point of view**

Prof. Donald L. Shaw, University of North Carolina at Chapel Hill, USA

**Agenda Setting from a Journalist's point of view**

Mazen Hayek, Director of Marketing &amp; Business, Al Arabiya, Dubai, UAE

**Workshop****Case Study****Presenter**

Investor Relations

IPO Communications  
Business Report DAX 30Prof. Francesco de Leo, Board Member, Wind Telecom, Rome, Italy  
Prof. Robert Eccles, CEO Perception Partners, Boston, USA

Corporate Reputation

Value Reporting Dax 30 Study  
How to Communicate CSR activities  
Communications Performance MeasurementDr. Michael Gross, CEO Peakom, Frankfurt am Main, Germany  
Wolfgang Scheunemann, CEO Dokeo, Stuttgart, Germany  
Anneliese Gfrerer, HypoVereinsbank, Munich, Germany

NGOs/Initiatives

Beethovenfest  
World Economic ForumIlona Schmiel, Managing Director Beethovenfest, Bonn, Germany  
Matthias Lüfkens, World Economic Forum, Geneva, Switzerland

Economics

Inflation Expectation  
Communication of European Central BankProf. Ulrich Fritsche, University of Hamburg, Germany  
Prof. Jan-Egbert Sturm, ETH Zürich, Switzerland

Public Diplomacy

Public Opinion Research & Foreign Policy  
Agenda Setting and South AfricaJoshua Fouts, Director USC Center on Public Diplomacy, USA  
Michelle Holahan, Erasmus University, Rotterdam, Netherlands

Election Campaigning

Message Strategies & Televised Debates  
100 Days before Election DayDr. Marcus Maurer/Dr. Carsten Reinemann, University of Mainz, Germany  
Dr. Fritz Goergen, Chief Editor, Kommentare - online, Cologne, Germany

Publisher's Image

How (not) to use Media Tenor Quotation Rankings  
Agenda Setting Implications of BlogsKai Diekmann, Editor in Chief, BILD, Hamburg, Germany  
Marcus Messner/Marcia Watson DiStaso, University of Miami, USA

TV Media

International Media Standards  
Electronic Media and Electoral CoverageDr. Stephen Farnsworth, University of Mary Washington, Virginia, USA  
Michal Petrov, Editor in Chief, Czech TV, Prague, Czech Republic

Agenda Setting Theory

Applied Agenda Setting: the ICA-CH model

Prof. Donald L. Shaw,  
University of North Carolina - Chapel Hill, USA