

Manage Your Reputation

8th International Agenda Setting Conference

October 31th - November 2nd
Harnack-Haus, Berlin

MEDIA TENOR 



Richard Gaul



Nicholas van Praag



Dr. Christian Lawrence



Prof. Dr. Weaver



Anthony Gooch

www.agendasetting.com

Program



germanwings



Wednesday, October 31st

Media Tenor Awards

18:30 OPENING

18:45 Media Tenor Award Ceremony

Global TV Award
Global Business Media Award
German Dailies Award
German Weeklies Award
International Corporate Communicator
Agenda Setter of the Year
Special Award for Agenda Setting

20:00 Plenary session

“Reshaping the Image of the Middle East”

- Mazen Hayek
Group Director of Marketing, PR and
Commercial, MBC, Dubai, UAE
- Alistair Macdonald-Radcliff
Senior Advisor for Communication,
World Economic Forum, Geneva,
Switzerland

Dinner

Media Tenor Award Ceremony
Dresdner Bank AG
Pariser Platz 6
10117 Berlin (Mitte)

Shuttle Service from Harnack House at 17:30

Program Program



Thursday, November 1st

Media Tenor Conference & Awards

9:00 - 10:20 Plenary Sessions

Welcome address

Jonathan Schmidt
CEO, Media Tenor International
Zurich, Switzerland

Latest Trends on Agenda Setting

Roland Schatz
President, Media Tenor International,
Zurich, Switzerland

**Diversity Under Pressure:
30 Years Measuring Press Freedom on a
Global Level**

Dr. Karin Karlekar
Senior Researcher, Freedom House,
New York, USA

Composing Public Diplomacy

Katja Hoffmeister
Partner, The Gallup Organization,
Berlin, Germany

Understanding the Agenda of NGOs

Ramu Damodaran
Chief of the Civil Society Service of the
United Nations of Public Information,
New York, USA

10:20 - 10:45 Coffee Break

10:45 - 11:30 Panel Discussion

Will Democracy Survive the Media?

- Dr. Wolfgang Wodarg
Member of Council of Europe,
Berlin, Germany
- Bernard Kalb
Former Spokesman State Department,
CBS Journalist, New York, USA
- Anthony Gooch
Director Communications
EU Commission, London, UK

11:30 - 13:00 Workshops, Part I

13:00 - 14:00 Lunch

14:30 - 16:00 Plenary Sessions

**How to Identify the Impact of
Media Coverage on Corporate Value**
Richard Gaul
Former Head of CC&Politics, BMW,
Munich, Germany

**Moving Reputation Management
to the Next Level**
Michel Ogrizek
Managing Director, Mgroup, Paris,
France

**Managing Transparency in an
International Environment**
Kurt Ramin
Emeritus Chairman, XBRL Internatio-
nal at the IASB, London, UK

16:00 - 17:00 Panel Discussion

**Agenda Setting and Corporations:
“Defending Reputation”:
How to Deal with Reputational Risk
in the Corporate World**

- Michel Ogrizek
Managing Director, Mgroup,
Paris, France
- Lebogang Hashatse
CEO, Bretton Group, Pretoria,
South Africa
- Dr. Christian Lawrence
Head of Media, Relations,
Munich Re, Munich, Germany
- Armin Guhl
Head of External Group Communi-
cation, Commerzbank,
Frankfurt am Main, Germany

17:00 - 17:20 Coffee Break

17:20 - 19:00 Workshops, Part II

20:00 Media Tenor Award Ceremony

NGO Communicator
Academic Institutes Communicator
City Communicator
Federal Ministry Communicator
Federal State Communicator
Science Institutes Communicator
Special Award - Pharma Communicator
Business Associations Communicator

Dinner

Agenda Setting Conference
Max-Planck-Gesellschaft
Tagungsstätte Harnack-Haus
InnesträÙe 16-20
14195 Berlin (Dahlem)

→ Friday, November 2nd

Media Tenor Awards

9:00 - 10:00 Panel Discussion

Putting Those in Need on the Agenda

- Nicholas van Praag
Director External Relations, UNHCR,
Geneva, Switzerland
- Matthias Lüfkens
Senior Media Manager, WEF, Geneva,
Switzerland
- Thomas Schwarz
Director Media Relations,
CARE Germany, Bonn, Germany

10:00 - 11:00 Panel Discussion

**Improving the Understanding
of the Economy**

- Prof. Jan-Egbert Sturm
Director, KOF Swiss Economic
Institute, Zurich, Switzerland
- Dr. Karen Horn
Director, IW, Cologne, Germany
- Prof. Udo Ludwig
Head of Macroeconomics Department,
Institut für Wirtschaftsforschung,
Halle, Germany

11:00 - 11:30 Coffee Break

11:30 CLOSING SESSION

**Moving Agenda Setting to New Fron-
tiers**

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

**Journalists and Agenda Setting: Who
Sets the Media Agenda?**

Prof. David Weaver
School of Journalism at Indiana
University, Bloomington, USA



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