


**PROGRAM**



MIND  
**THE PERCEPTION GAP**

14th International Agenda Setting Conference,  
Berlin, October 23 – 25, 2013

**Wednesday, October 23, 2013**

17h30	Apéro
18h00	<b>Media Tenor Awards Ceremony</b>  Global TV Award, Agenda Setter Award, NGO Reputation Award, University Reputation Award, DAX30 Reputation Award, Annual Report Award, EU Country Award, German Government Award, Agenda Setting Theory Award, Media Tenor Special Award.
20h15	Dinner & Concert
Keynotes:	<ul style="list-style-type: none"> <li>• <b>Setting the Agenda beyond MDG 2015:</b>   *Kofi Annan, former Secretary General, UN, Geneva, CH</li> <li>• <b>Stakeholder Value 3.0:</b>            Dr. Paul Achleitner, Chairman Deutsche Bank AG, Frankfurt, GER</li> </ul>

**Thursday, October 24, 2013**

Chair: Prof. Dr. Holli Semetko, Emory University, Atlanta, US

09h00	<b>Plenary 1: Agenda setting in the public sphere</b>  <b>Introduction: Five proposals on overcoming the perception gap</b> Roland Schatz, Founder and CEO of Media Tenor International, Rapperswil, CH
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## Thursday, October 24, 2013 (continued)

09h00	<ul style="list-style-type: none"> <li>• <b>How to spot relevant issues – The Global Agenda Index</b> Frank Go, Erasmus University, Rotterdam, NL</li> <li>• <b>Long-term competitiveness deserves systematic thinking</b> Mark Esposito, Professor of Economic Strategy at GGS + Harvard University, Cambridge, US</li> <li>• <b>Scenario building needs a complex approach</b> Michael Prince Liechtenstein, Founder and CEO, Geostrategic Analysis, Vaduz, LI</li> <li>• <b>Once it comes to religion, we face more than a perception gap</b> Dr. Ibrahim Negm, Director, Dar-al-Ifta Institute, Cairo, EG</li> </ul>
10h30	Coffee Break
11h00	<p><b>Panel 1: Climate change: more than just media hype?</b></p> <ul style="list-style-type: none"> <li>• Deborah Seeward, Global Head Media Relations UN, New York, US</li> <li>• Dr. Joachim Faber, Chairman, Deutsche Börse AG, Frankfurt, DE</li> <li>• Michael Moller, former Director Kofi Annan Foundation, Athens, GR</li> <li>• Dr. Francis Quinn, Director of CSR Technologies, Webfilings, Ames, US</li> </ul>
12h00 – 13h00	<b>Workshops in parallel – please see back page</b>
13h15 – 14h30	Lunch Break
14h45	<p><b>Plenary 2: Agenda setting and the corporate world</b> Chair: Prof. Guido Friebel, University Frankfurt, DE</p> <p><b>Plenary Speeches: Perception gaps and the business world</b></p> <ul style="list-style-type: none"> <li>• <b>Regaining trust starts with better data quality: the future of social media analysis</b> Prof. Ethan Zuckermann, Director, MIT Media Lab, Cambridge, US</li> <li>• <b>Refixing the pension system could bring trust back</b> Alfred R. Berkeley, Former President, NASDAQ, Chairman Princeton Capital, Baltimore, US</li> <li>• <b>Getting the numbers right: Moving CSR from ‘nice to have’ to ‘must have’</b> Dr. Francis Quinn, Director of CSR Technologies, Webfilings, Ames, US</li> <li>• <b>Taking sustainable investment to the next level</b> Dang Le Nguyen Vu, Founder and CEO, Trung Nguyen Corp, Saigon, VI</li> </ul>
16h15	Coffee Break
16h45	<p><b>Panel 2: How to improve perceptions of the banking sector?</b></p> <ul style="list-style-type: none"> <li>• Claudia Bresgen, Head Communications, HypoVereinsbank, Munich, DE</li> <li>• Christian Dreyer, CEO, CFA Switzerland, Basel, CH</li> <li>• Monika Schaller, Managing Director, Goldman Sachs Europe, Frankfurt, DE</li> <li>• Michaela Walsh, Founder, Women in Banking, New York, US</li> </ul> <p>Moderator: Stefan Theil, former Bureau Chief Newsweek Europe, Berlin, DE</p>
17h45 – 19h00	<b>Workshops in parallel as above – coffee served in the workshop rooms</b>

20h00	Dinner & Special Session: Parliament, Kuppel-Restaurant, Berlin, DE
	Media Tenor Economic Sentiment Award Economic Think Tank Award
Keynotes	<ul style="list-style-type: none"> <li>Managing Sentiment 1: Christian Thiemann, Assistant of Mario Draghi, ECB, Frankfurt, DE</li> <li>Managing Sentiment 2: Prof. Marcel Fratzscher, President DIW, Berlin, DE</li> </ul>

## Friday, October 25, 2013

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

09h00	<p><b>Panel 3: Can academia set the agenda?</b></p> <ul style="list-style-type: none"> <li>Ramu Damudaran, Director UN Academic Impact, UN, New York, US</li> <li>Andrew Hamilton, Vice-Chancellor, Oxford University, UK</li> <li>Prof. Joachim Schwalbach, Humboldt University, Berlin, DE</li> <li>Michael Meyer, Dean, Journalism Faculty, Nairobi, KE</li> <li>Gert Wagner, President SOEP, Cologne, DE</li> </ul>
09h45	<p><b>Panel 4: Overcoming perception gaps deserves high quality TV News</b></p> <ul style="list-style-type: none"> <li>Ulrik Haagerup, Director-General, DR TV, Copenhagen, DK</li> <li>Nakle el Hage, Editor-in-Chief, Al Arabia, Dubai, UAE</li> <li>Marvin Kalb, Founding Director Shorenstein Center Harvard, US</li> <li>Jacky Martens, Producer, News at 10, BBC, London, UK</li> <li>Tuan Anh Nguyen, Founder Vietnam Net and Affiliate Harvard Shorenstein Center, Cambridge, US</li> <li>Dr. Michel Ogricek, CEO, M-Group, Paris, FR</li> </ul> <p>Moderator: Roland Schatz, Media Tenor, Rapperswil, CH</p>
10h45	Coffee Break
11h15	<p><b>Panel 5: Perceptions and sports – reputation management upside down</b></p> <ul style="list-style-type: none"> <li>Anis Ansgar, Shareholder FC Chelsea and Founder RDS Capital, London, UK</li> <li>Prof. Dr. Francesco de Leo, CEO Green Comm Challenge, Milan, IT</li> <li>Dr. Ulf Santjer, Global Head Communications, Puma AG, Herzogenaurach, DE</li> </ul>
12h00	<p><b>Closing</b></p> <ul style="list-style-type: none"> <li><b>Agenda setting from a science point of view</b> Prof. W. Russel Newmann, Chicago University, Chicago, US</li> <li><b>Agenda setting from a journalistic point of view</b> Stefan Theil, former Bureau Chief Europe, Newsweek, Berlin, DE</li> </ul>

## Workshops

Each workshop is limited to a maximum of 20 people. All participants should be enrolled for their workshop at least two weeks before the conference. Registered attendees will receive the theoretical material of the different cases to be discussed at the conference workshops ten days in advance:

Case 1: Thursday, October 24, 12h00, after the 1st panel debate

Case 2: Thursday, October 24, 17h45 after the 3rd panel debate

### A: Corporate Communications:

Case 1: Communication during a crisis - how to uphold reputation after cyber attacks

Jeremy A. Samide, Founder and CEO, ETG-Group, Washington DC, US

Case 2: CEO communications - how to explain bonuses after the Lehman disaster

Harriet Mouchly-Weiss, Founder and CEO, Strategy XXI, New York, US

### B: CSR and Financial Sentiment:

Case 1: Creating a new index for CSR investments

Francis Quinn, Board Member, Webfilings, Ames, US

Case 2: Principles for investors 2.0

Giuseppe Dessi, Chairman and Founder, Method Invest, London, UK

### C: NGO:

Case 1: German Chamber Orchestra – concrete projects make the difference

Albert Schmitt, CEO, Deutsche Kammerphilharmonie Bremen, Bremen, DE

Case 2: Even a 900-year-old brand needs a strategy to reach the media 2.0

Matt Pickles, Media Relations, Oxford University, Oxford, UK

### D: Economic Sentiment:

Case 1: How to understand and measure media impact on the perception of the economy

Dr. Tobias Thomas, Director Econwatch, Berlin, DE

Case 2: Hidden champions need a better understanding

Nikos A. Vernicos, President International Chamber of Commerce, Athens, GR

### E: Region Sentiment: Overcoming Stereotypes

Case 1: EU - more than just a crisis?

Prof. Mark Esposito, Terence Tse, George Demetriou, Cambridge, Geneva, Brussels

Case 2: Africa needs a perception change

Michael Meyer, Dean, Journalism Faculty, Nairobi, KE

### F: Election Campaigning

Case 1: South Africa – how to run when all seems lost

Stefano Radaelli, Media Tenor South Africa, Pretoria, ZA

Case 2: Germany: The vanishing voter 2013

Dr. Fritz Goergen, Consultant, CH