

11<sup>th</sup> International Agenda Setting Conference

Lake Zurich, Rapperswil, Switzerland, 27 - 29 October, 2010



# Rebuilding Reputation After the Trust Meltdown





## Wednesday Afternoon, 27<sup>th</sup> Oct 2010

- 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 28<sup>th</sup> 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 Gritschneider, 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 - Business Science Award
- Dinner, Concert



## Friday, 29<sup>th</sup> 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 / Case Study



## Corporate Communication:

Entering Markets in an Unfriendly Climate: Klaus Gritschneider, 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, Riyadh, 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, Düsseldorf, Germany

## 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