

**Program**  
**12<sup>th</sup> International Agenda Setting Conference,**  
**7-9 October, 2011, Hotel Palace, Lucerne**

**Regaining Trust: A Matter of Getting the Facts Right**

**Friday, October 7, 2011**

**18:30 Opening**

**Media Tenor Awards Ceremony**

Global TV Award, Global TV Peace Award, Agenda Setter of the Decade Award, NGO Reputation Award, University Award, German Federal States Award, DAX30 Reputation Award, Insurance Reputation Award, G20 Country Award, EU Award, Agenda Setting Theory Award, Special Award

**20:00 Dinner**

**Saturday, October 8, 2011**

**Chair:** Frank Go, Erasmus University, Rotterdam, The Netherlands

**09:00 Plenary:**

**Agenda Setting In the Public Sphere**

**Introduction: Getting the Facts Right Helps Overcoming the Trust Meltdown**

Roland Schatz, Founder and CEO Media Tenor International, Rapperswil, Switzerland

- **If We Would Know How: The Better Life Index**  
Dan Morrison, Head of Media, OECD, Paris, France
- **3 Religious Frames Dominating Perceptions**  
Graf Carl Albrecht Waldstein, Vienna, Austria
- **Why Is There No Nobel Prize for the Media?**  
Tuan Nguyen Anh, Founder VietnamNet, Hanoi & Harvard Shorenstein Centre, Boston, USA
- **How to Create a Common Understanding for the Implementation of the Rule of Law**  
Norbert Koster, Head of EUPol Mission in Afghanistan, Kabul, Afghanistan
- **The UN Academic Impact Initiative**  
Ramu Damodaran, Head Academic Impact, UN, New York, USA

**11:00 Panel 1:**

**The Role of the Media In the Arab Revolution**

- Hassan Fattah, Editor in Chief, The national, Abu Dhabi, UAE
- Nabil Khatib, Director of News and Current Affairs, Al Arabia TV, Dubai, UAE
- Fran Llorente, News Director, TVE, Madrid, Spain
- Stefan Theil, Berlin Bureau Chief, European Economics Correspondent, Newsweek, Berlin, Germany

**11:30 Coffee Break**

**11:45 - 13:15: Workshops in parallel:**

Investor Relations, Corporate Communications, NGO and Economics

**13:15 - 14:30 Lunch Break**

**14:30 Agenda Setting and the Corporate World**

**Chair:** Nate Sharp, Mays Business School, Tamu, Texas, USA

**Plenary Topics:**

- **How One-Reporting Helps to Maintain Trust**  
Dr. Ulf Santjer, Head Global Corporate Communications, PUMA AG, Herzogenaurach, Germany
- **Why Growth Remains to Be Key for Hope**  
Joe Fuller, CEO Monitor Group, Boston, USA
- **Pushing the Boundary: Reputation Becomes an Insurable Value**  
Keith Thomas, Chief Underwriting Officer Specialty Lines ZFS, Zurich, Switzerland
- **The Communication Cockpit Helps to Check if the Data are Right**  
Bernd Ostermann, CEO, IPM, Munich, Germany
- **How Media Relations Can Contribute to the Net Promoter Score**  
Allianz SE, Munich, Germany

**16:15 Panel 2:**

**How to Overcome the Global Trust Meltdown**

- Richard Gaul, President Deutscher PR Rat, Berlin, Germany
- Dr. Michel Ogrizek, Paris, France
- Dr. Beat Gygi, Editor NZZ, Zurich, Switzerland
- Matthias Vollbracht, Head Corporate Analysis, Media Tenor International, Bonn, Germany

**17:30 Coffee Break**

**17:45 – 19:00 Workshops in parallel as above**

**20:30 Dinner**

**Sunday, October 9, 2011**

**Chair:** Dr. Fritz Goergen, Cologne, Germany

**09:30 Panel 3:**

**Hope Created by the “Unknown” – The New Role of Asia**

- Prof. Frank Go, Erasmus university, Rotterdam, The Netherlands
- Ving Vu, CEO, Vietnam Report, Hanoi, Vietnam
- Tuan Nguyen Anh, Harvard Shorenstein Centre, Boston, USA

**10:45 Coffee Break**

**11:00 Closing Plenary**

- **Agenda Setting From a Science Point of View**  
Wadim Schreiner, Managing Director Media Tenor South Africa
- **Agenda Setting From a Journalism Point of View**

