

Program
13th International Agenda Setting Conference,
Hotel Palace, Lucerne, November 1 – 3, 2012

No More Surprises: A Matter of Qualified Research & Judgement

Thursday, November 1, 2012

17h30 Apéro

18h00 Media Tenor Awards Ceremony

Global TV Award, Agenda Setter Award, NGO Reputation Award, University Reputation Award, Economic Think Tank 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:

- **There Is No Black Swan:** Günther Droese, CEO, Deukona, Frankfurt
- **Democracy 2.0:** Anders B. Johnsson, Secretary General, International Parliamentary Union, Geneva
- **Stop Modern Slavery:** Caryl M. Stern, President and CEO, U.S. Fund for Unicef, New York

Friday, November 2, 2012

Chair: Prof. Dr. Lutz M. Hagen, TU Dresden, Dresden, Germany

09h00 Plenary: Agenda Setting in the Public Sphere

Introduction: Independency Needs More Than Declarations

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

• **Are Financial Crises Avoidable?**

Daniel Hofmann, Economic Counsellor, Int. Association of Insurance Supervisors, Basel, Switzerland

• **The Global Agenda Index – What Is Going To Be Relevant In 2013, 2018 And 2030**

Prof Frank Go, Erasmus University, Rotterdam, The Netherlands

• **Investigative Journalism And Principles Pay Off In The Long-term**

Jörg Eigendorf, Chief-reporter and Member of the Editorial Board, WELT Group, Frankfurt, Germany

• **Getting facts right starts with listening – Social Media ask for special skills**

Dr Herbert Heitmann, Head of Global Communications, Shell, The Hague, The Netherlands

• **Constructive News – Showing The Full Picture Leads To Higher Audience Satisfaction**

Ulrik Haagerup, Director General, DR TV, Copenhagen, Denmark

10h30 Coffee break

11h00 Panel 1: How Are The Media Contributing To Less Surprise?

• Hussein Kneiber, Bureau-Chief, Al Arabiya, Paris, France

• Nicolas Charbonneau, Directeur-Adjoint de l'Information, TF1, Paris, France

• Jackie Martens, Editor, BBC News at 10, London, Great Britain

• Ulrik Haagerup, Director General, DR TV, Copenhagen, Denmark

Moderator: Roland Schatz, Media Tenor, Rapperswil, Switzerland

12h00 – 13h15: Workshops in parallel – please see page 3:

13h15 – 14h30 Lunch Break

14h45 Plenary 2: Agenda Setting And The Corporate World

Chair: Dr. Tobias Thomas, Founder and Chairman, ECONWATCH, Berlin, Germany

Plenary Speeches: Agenda Setting And The Business World

- **The Corporate Sector Needs a Total Restart**

Alfred R. Berkeley, Former President, NASDAQ, New York, USA

- **Business Needs A Paradigm Shift To Serve Society (again): Challenges And Potential Solutions**

Katrin Muff, Dean, Business School Lausanne, Lausanne, Switzerland

- **Mapping Risk Is the Best Way To Reduce Surprises**

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

- **Pushing The Boundary: Moving CSR From ‘Nice To Have’ To ‘Must Have’**

Dr Francis Quinn, Director of CSR Technologies, Webfilings, Ames, IA

- **Taking Sustainable Investment To The Next Level**

Giuseppe Dessi, Founder and CEO, Method Investments & Advisory LTD, London, UK

16h15 Coffee Break

16h45 Panel 2: How to Overcome the Global Trust Meltdown

- Hubertus Kuelps, Head of Global Communications, SAP, Walldorf, Germany
- Dr Herbert Heitmann, Head of Global Communications, Shell, The Hague, The Netherlands
- Michael Schade, Head of Global Communications, Bayer, Leverkusen, Germany
- Sithokoziso Rikhotso, Head of Media Desk, Eskom, Johannesburg, South Africa

Moderator: Dr Fritz Goergen, Media Tenor International, Rapperswil, Switzerland

17.45 – 19h00 Workshops in parallel as above – Coffee served in the workshop rooms

20h00 Dinner

Keynotes:

- Dang Le Nguyen Vu, Founder and CEO, Trung Nguyen Corp, Ho Chi Minh City, Vietnam
- Michael Moller, Former Assistant Secretary-General of the United Nations and former Executive Director of the Kofi Annan Foundation, Athens, Greece

Saturday, November 3, 2012

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

09h30 Panel 4: Less Surprises Need Accountability From Everybody

- Nicholas van Praag, Founder and Director, Ground Truth, Vienna, Austria
- Dorothea Krimitsas, Deputy Head Public Affairs, ICRC, Geneva, Switzerland
- Susanne Flood, Head of Communications, Amnesty International, London, UK
- Ramu Damudaran, Director UN Academic Impact Initiative, UN, New York, USA

10h45 Coffee Break

11h15 Closing Plenary

- **Agenda Setting From A Science Point Of View**

Prof Frank Go, Erasmus University, Rotterdam, NL

- **Agenda Setting From A Journalistic Point Of View**

Stefan Theil, former Bureau Chief Europe, Newsweek, Berlin, Germany

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 theory material of the different cases to be discussed in the conference workshops **ten days** in advance:

Case 1: Friday, November 2, 12.15h, after the 1st panel debate

Case 2: Friday, November 2, 18.00h, after the 3rd panel debate

A: Corporate Communications:

Case 1: **Communication During The Crisis – How To Keep The Employees Informed ?**

Andreas Funke, Former Head Internal Communications, German Central Bank, Frankfurt, Germany

Case 2: **CEO-Communications – Serving 2 Asks For Extra Skills**

Hubertus Kuelps, Head of Global Communications, SAP, Walldorf, Germany

B: CSR and Financial Sentiment:

Case 1: **Creating a New Index For CSR Investments**

Francesco de Leo, Green Comm Challenge, Bergamo, Italy

Case 2: **Principles For Investors 2.0**

Francis Quinn, Board Member, Webfilings, Ames, USA

C: NGO:

Case 1: **German Chamber-Orchestra – The Way To The Top Needs Awareness**

Albert Schmitt, CEO, Deutsche Kammerphilharmonie Bremen, Bremen, Germany

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, Germany

Case 2: **Less Surprises Starts With Having A Closer Contact To Leading Industries And Their Hidden Champions**

Dr Thomas Brockmeier, Director IHK Halle, Halle, Germany