

PROGRAM

PERCEPTION CHANGE TAKES MORE THAN RE-BRANDING

15th International Agenda Setting Conference
Vienna, February 19 – 21, 2015

Thursday, Feb 19, 2015 | Hotel Intercontinental, Vienna

17h30	Welcome and registration
18h00	Media Tenor Awards Ceremony Global TV Award, Agenda Setter Award, DAX30 Reputation Award, MENA Country Image Award, Africa Country Image Award
20h15	Dinner & Concert
Keynotes:	<ul style="list-style-type: none"> • Laura Thompson, Deputy Director General, International Organization for Migration, Geneva, Switzerland • Alexander Hug, Deputy Chief of Mission Ukraine, OSCE, Austria • Rabbi Alon Goshen-Gottstein, Founder and Director Elijah Institute, Israel

Friday, Feb 20, 2015 | Hotel Intercontinental, Vienna

09h00	Welcome note: Perception change takes more than re-branding Dr. Tobias Thomas, Global Head Research, Media Tenor International AG, Switzerland
09h15	Plenary 1: Will democracy survive the media? <ul style="list-style-type: none"> • Roland Schatz, Founder and CEO of Media Tenor International, Rapperswil, Switzerland • Dr. Jovan Kurbalija, Director, Geneva Internet Platform, Switzerland • Nikolaus H. Blome, Deputy Editor in Chief, Der Spiegel, Germany

Friday, Feb 20, 2015 (continued)

10h30-11h00	Coffee Break
11h00	Plenary 2: How Art can contribute to democracy <ul style="list-style-type: none">• Ziad Batal, Executive Producer, All 4 Media, Los Angeles, USA• Edbar Zaman, CFO, Deutsche Kammerphilharmonie, Bremen• Simon Hewitt-Jones, Violinist, Road to Jericho, London
11h45 – 13h00	Workshops in parallel – please see back page
13h15 – 14h15	Lunch Break
14h30 – 15h30	Podium debate 1: Perception Change – Placebranding is content driven <ul style="list-style-type: none">• Stella Tembisa Ndabeni-Abrahams, Deputy Minister, Department of Communications, South Africa• Casey Chancellor, Development and Marketing Coordinator, Permian Basin Rehabilitation Center, USA• Charlotte Maponya, Chairwoman, Brand SA, Johannesburg, South Africa• Mustapha El Khalfi, Minister of Communication and Spokesperson, Morocco• Moderation: Theresa Lotter, Managing Director, Media Tenor South Africa, Pretoria
15h30	Coffee Break
16h00	Plenary 3: The UNGSI – An example for Perception Change in the Corporate World (CSR/Business) <p>Chair: Dr. Francis Quinn, Director, Workiva, USA</p> Plenary Impulse Speeches: <ul style="list-style-type: none">• Why has it taken so long to have all stakeholders agree to ESG standards? Dr. Francis Quinn, Director, Workiva, USA and Nicolette de Joncaire-Narten (discussion)• Leading by example - Volkswagen Michael Brendel, Head of Corporate and Business Communication, VW, Germany• Business call to action – implementing new standards Francesco De Leo, Ph.D., Executive Chairman Kaufmann & Partners, London and Executive Chairman, Green Comm 2017, Los Angeles, CA
17h45 – 19h00	Workshops in parallel – please see back page
20h00	Dinner & Special Session <p>Economic Think Tank Award, University Reputation Award, NGO Reputation Award</p>
Keynote	<ul style="list-style-type: none">• Michael Møller, Acting Director-General, United Nations Office at Geneva, Switzerland• S.Gn. Altabt Gregor von Henckel-Donnersmarck, Stift Heiligenkreuz, Austria

Saturday, Feb 21, 2015 | Hotel Intercontinental Vienna

Chair: Prof. Mark Esposito, Harvard University, Cambridge, USA

09h00	<p>Panel 4: Changing the narrative on Renewables</p> <ul style="list-style-type: none">• Nicholas Moller, Founder and CEO, Global Institute for New Energy Technologies, Athens, Greece• Count Karl Albrecht Waldstein, Desert Greener, Vienna, Austria• Moderation: Chris Martin, Media Tenor South Africa, Pretoria, South Africa
10h00	Coffee Break
10h30	<p>Podium debate 2: Can constructive news change the perception of the media?</p> <ul style="list-style-type: none">• Why constructive news attracts higher audience ratings Nathalie Labourdette, European Broadcasting Union, Geneva• Access to unique data is key to constructive news Jackie Martens, BBC• How the Huffington Post op-ed concept contributes to perception change (10 Min) Sebastian Matthes, Editor in Chief, Huffington Post Germany, Munich• Agenda setting is the best contribution to perception change (10 Min) Pham Diep Giang, Editor, The Gioi Tiep Thi, Saigon, Vietnam <p>Panel 5: Perception Change – Giving guidance to an upside down world</p> <ul style="list-style-type: none">• Michael Møller, Acting Director-General, United Nations Office at Geneva, Switzerland• Michela Bondardo, New York, USA• Susanna Flood, Director of Media, Amnesty International, UK• Ramu Damodaran, Chief UN Academic Impact, New York USA• Moderator: Carolina Rodriguez, Head, International Geneva Perception Change Project. United Nations Office at Geneva, Switzerland
12h15	<p>Closing remarks – perception change takes more than re-branding!</p> <p>Roland Schatz, Founder and CEO of Media Tenor International, Rapperswil, Switzerland</p>

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: Friday, Feb 20, 12h00, after the 1st panel debate

Case 2: Friday, Feb 20, 17h45 after the 2nd panel debate

A: CSR and Financial Sentiment:

Case 1: Building the new UN GSI

Dr. Francis Quinn, Board Member, Workiva, USA

Case 2: Principles for investors 2.0

Prof. Francesco de Leo, Founder, Green Comm Racing, Bergamo, Italy

B: NGO:

Case 1: How to keep audiences alerted and involved

Andrea Katzmarczyk, Head of Press, PR and Fundraising, Deutsche Kammerphilharmonie Bremen, Bremen, Germany

Case 2: Preparing the UN for the 70th Anniversary

Ramu Damodaran, Chief UN Academic Impact, New York USA

C: Economic Sentiment:

Case 1: How to use media data to forecast industrial production and GDP

Spotlight: Media, consumer, entrepreneurs, experts - who is following whom?

Dr. habil. Konstantin A. Kholodilin, Dr. Dirk Ulbricht, German Institute for Economic research (DIW), Berlin, Germany

Case 2: Unemployment expectations, excessive pessimism and news coverage

Dr. Marcel Garz, Hamburg Media School, Hamburg, Germany

Spotlight: Economic policy diffusion - does media reporting help to cross the borders?

Prof. Dr. Christine Benesch, University of St. Gallen, Switzerland, Dr. Simon Loretz, Institute for Advanced Studies (IHS), Vienna, Austria, Prof. Dr. David Stadelmann, University of Bayreuth, Germany

D: Agenda Setting and Politics:

Case 1: The impact of politics on perception and reputation management

Bulelwa Makeke, Chief Director Communications, National Prosecution Authority, South Africa

Case 2: How to change the perception of the UN

Carolina Rodriguez, Head of the International Geneva Perception Change Project, UN Office at Geneva, Switzerland