

# YOU ARE **Invited** TO CHANGE THE WORLD

WORLD  
PUBLIC RELATIONS  
FORUM  
JUNE 14-15, 2010



WELCOME TO THE WORLD PUBLIC RELATIONS FORUM  
IN STOCKHOLM, 14-15 JUNE 2010.

## PROGRAM

### MONDAY, JUNE 14TH

#### PART 1: THE WORLD AS A NETWORK

In a world interconnected in multiple directions and dimensions, organizations operate in a complex, networked society, offering communicators an unprecedented leadership opportunity.

#### PART 2: THE ORGANIZATION IN THE NETWORKED WORLD

In order to survive in a networked world, the values of the communicative organization must be lived in constant dialogue within – as well as with customers, partners and other stakeholders.

**EVENING:** Gala reception at Stockholm City Hall (venue of the Nobel Prize Banquet).

### TUESDAY, JUNE 15TH

#### PART 3: THE COMMUNICATOR

The responsibility of the modern communicator in the successful networked organization will be crucial and multi-faceted – as system builder, mediator, coach and influencer.

#### PART 4: "THE STOCKHOLM ACCORDS": THE WAY FORWARD:

"The Stockholm Accords" will be scaleable – applicable at virtually every level of the communicator's responsibility, from marketing to public diplomacy. The Forum will conclude with an in-depth discussion of a final draft of the "Accords".

## SPEAKERS

**CARL BILD**T, Foreign minister of Sweden, former Prime Minister of Sweden and mediator in the Yugoslav Wars. Has like few others adapted to the complex network of stakeholders around him and has a firm grip of his communication.

**MERVYN E. KING**, Senior counsel and former judge on the Supreme Court of South Africa, Chairman of the King Committee on corporate governance in South Africa. Member of the private sector advisory group on corporate governance to the World Bank, Chairman of the Eminent Persons Group to review the governance and oversight of the United Nations.

**BJÖRN EDLUND**, Vice President Communications at Shell, a company with over 100 000 employees world-wide. Prior to this he was Head of Corporate Communications at Asea Brown Boveri (ABB).

**PEJE EMILSSON**, founder of Kreab and Executive Chairman of Kreab Gavin Anderson Worldwide.

**ANNE GREGORY** is one of Great Britain's most appreciated professors and head of Europe's largest academic institution for PR.

**SVEN HAMREFORS**, Professor on innovation and communication at Mälardalen University.

**RONÉL RENSBURG** Vice-President of Public Relations Institute of Southern Africa.

**BRIAN SOLIS** is Principal of FutureWorks, a PR and New Media agency in the US, and writer of the blog PR 2.0.

**ROBIN TEIGLAND**, Associate Professor at the Stockholm School of Economics (SSE).

**BEATA WICKBOM**, "Queen of Internet and Social Media", will as moderator guide us through these two days.

## FACTS

**WHEN:** 14–15 June 2010.

**WHERE:** Clarion Hotel Sign Stockholm, Sweden.

**PRICE:** 500 euro before or on 10 February, thereafter 700 euro. All prices include VAT. Fee includes conference, lunches, coffee-breaks, welcome reception on Sunday night and Celebration on Monday night.

**REGISTER NOW AT:** [www.wprf2010.se](http://www.wprf2010.se)

## BONUS

The royal city of Stockholm is at its most beautiful in June. The summer solstice is one of the most celebrated holidays in Sweden and in 2010 the festivities will be added with royal bliss, as Crown Princess Victoria marries her fiancé Daniel Westling on June the 19th. In honor of this rare event, Stockholm holds a Love Festival 6-19 June, when the city will be bursting with activities. Hopefully, a bit of royalty will touch the WPRF in one way or the other. Don't miss out on our celebration in the Stockholm City Hall (home of the Nobel Prize Banquet) on June the 14th. Take the opportunity to enjoy Sweden and at its very best.

PARTNERS:

**CISION**

**KREAB & GAVIN ANDERSON  
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ORGANIZERS:

