

Theme: Forget Best Practices, Think Next Practices  
 ICCO Global Summit 2006  
 The Grand New Delhi, India  
 October 5 and 6, 2006

**PROGRAMME**

**DAY 1**

<b>Thursday, October 5, 2006</b>			
07:00	09:00	Delegate Registration	The Grand New Delhi
08:00	09:00	<Daybreak Session> <b>Inner Peace</b>	<ul style="list-style-type: none"> <li>▪ Sadhguru Jaggi Vasudev</li> </ul>
09:00	09:15	Lighting of the Lamp	
09:15	10:15	<Inaugural> <b>The New World Economic Order</b>	<ul style="list-style-type: none"> <li>▪ Hon'ble Shri Kamal Nath, Minister of Commerce &amp; Industry, Govt of India</li> </ul>
			<i>Chairperson - TBD</i>
10:15	10:45	President's Address	John Saunders, President, ICCO
<b>Coffee Break</b>			
11:15	12:30	<Keynote> <b>Best Practices to Next Practices</b>	<ul style="list-style-type: none"> <li>▪ Yann Risz, COO &amp; Founding Partner, The Next Practice</li> </ul>
			Chairperson - Louis Capozzi, Chairman, Publicis PR & Corporate Communication
<b>Lunch</b>			
14:00	15:00	<Next Market> <b>The Changing Face of India</b>	<ul style="list-style-type: none"> <li>▪ R Gopalakrishnan, Executive Director, Tata Sons Limited</li> <li>▪ Mark Runacres, Dy High Commissioner, British High Commission - India</li> <li>▪ Tarun Das, Chief Mentor, CII</li> </ul>
			Chairperson- T N Ninan, Editor-in-Chief Business Standard
15:00	16:00	<Next Markets> <b>India &amp; China: Capitalising on the Next Opportunities</b>	<ul style="list-style-type: none"> <li>▪ <i>TBN</i></li> <li>▪ Theodoric Chan, Executive Vice President, NTT Communication, Hong Kong</li> <li>▪ <i>Serge Dumont, Omnicom Asia*</i></li> </ul>
			Chairperson - Alan VanderMolen - President, Edelman - Asia Pacific.
<b>Coffee Break</b>			
16:30	17:30	<CEO Panel Discussion> <b>The Changing Face of Communication</b>	<ul style="list-style-type: none"> <li>▪ Louis Capozzi, Chairman, Publicis Public Relations</li> <li>▪ Harris Diamond, CEO, Weber Shandwick</li> <li>▪ <i>Paul Taaffe, CEO, Hill &amp; Knowlton*</i></li> </ul>
			<i>Chairperson - Julia Hood, Editor-in-Chief, PR Week, USA*</i>
19:00	22:00	"Hall of Fame" Award <b>Rhythms of India</b> Cocktails & Dinner	Taj Palace, New Delhi

**DAY 2**

Updated June 15, 2006

Friday, October 6, 2006			
07:00	08:00	<Daybreak Session> <b>Odyssey to the Everest</b>	<ul style="list-style-type: none"> <li>Jamling Norgay</li> </ul> Chairperson - Christian Koenig, CEO, Farner PR, Switzerland
08:00	09:00	<Keynote> <b>Our Role in the New World</b>	<ul style="list-style-type: none"> <li>Harold Burson, Chairman, Burson-Marsteller</li> </ul> Chairperson - Nandita Lakshmanan, President, PRCAI
09:00	10:00	<CEO Panel Discussion> <b>Tomorrow's Public Relations Firm: Capabilities &amp; Service</b>	<ul style="list-style-type: none"> <li>Helen Ostrowski, CEO, Porter Novelli</li> <li>Mark Penn, CEO, Burson-Marsteller</li> <li>Aedhmar Hynes, CEO, Text 100</li> </ul> Chairperson- Paul Holmes, Holmes Report
<b>Coffee Break</b>			
10:30	11:30	<CEO Panel Discussion> <b>The Independent Firm: Surviving &amp; Thriving</b>	<ul style="list-style-type: none"> <li>Jean-Leopold Schuybroek, CEO, Interel, Brussels</li> <li>David Ketchum, CEO, Upstream, Hong Kong*</li> <li>Kay Imm, Chairperson, KPR &amp; Associates INC., Korea*</li> <li>Sunil John, Managing Director, Asda'a, Dubai</li> </ul> Chairperson - Kathy Cripps, President, Council of PR Firms, USA
11:30	12:30	<Next Practice> <b>Measurement: Our Holy Grail</b>	<ul style="list-style-type: none"> <li>User*</li> <li>Peter Verrengia, Co-chairman, Corporate Credibility Advisory Practice, Fleishman-Hillard</li> </ul> Chairperson - David Gallagher, PRCA, UK
<b>Lunch</b>			
14:00	15:00	<Focus> <b>Talent: Our Greatest Asset</b>	<ul style="list-style-type: none"> <li>User*</li> <li>Jeff Fuller, Principal Advisor, Mercer HR Consulting</li> </ul> Chairperson - Bill Rylance, President, Asia Pacific, B-M
15:00	16:00	<Next Practice> <b>Connect, Collaborate and Share</b>	<ul style="list-style-type: none"> <li>User*</li> <li>Doug Hauger, Business Operations &amp; Marketing Head, Microsoft India</li> </ul> Chairperson - Dan Sandhu, Chairman, Vertex
<b>Coffee Break</b>			
16:00	17:00	<Next Practice> <b>The internet has changed our world: User is in-charge</b>	<ul style="list-style-type: none"> <li>Christopher Graves, President, APAC, Ogilvy PR</li> <li>Esther Dyson, editor, Release 1.0, for CNET Networks</li> <li>Ajit Balakrishnan, CEO, Rediff.com</li> </ul> Chairperson - Andea Coville, CEO, Brodeur
17:00	17:30	<Key Learning's> <b>What do I do when I get back</b>	<ul style="list-style-type: none"> <li>Advait Kurlekar, K P Consulting, India</li> </ul>
17:30	17:45	Vote of Thanks	<ul style="list-style-type: none"> <li>Simon Quarendon, Secy General, ICCO</li> </ul>
19:00	22:00	<b>Bollywood Night</b> Cocktails & Dinner	The Grand New Delhi

\* awaiting confirmation

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