



## Forum for Communication & Marketing Professionals



The International University in Geneva and Geneva Women in International Trade invite you to a conference on the theme:

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### ***“Managing Communication Programs at a Global Level: Challenges and Issues”***

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**Thursday 16 February 2006, 6 p.m.**

Mövenpick Hotel, ICC, Rte de Bois 20, 1215 Geneva

**Speakers:** **James Michael Lafferty**, Vice President-Western Europe,  
Family Care, Procter and Gamble Europe

**Thomas Schultz-Jagow**, Director of Communications,  
WWF International

*Increasingly private and public sector organizations are operating in a global market. Communication and marketing professionals are facing new challenges in managing programs across regions: the fragmentation of the media, the broadening of publics, centralization vs. decentralization, standardization vs. adaptation, managing far-flung teams, budgets and networks, differing competitive and legal structures, cultural and social diversity and rapidly changing media technology.*

**Agenda:**

<b>6.00 p.m.</b>	Welcome
<b>6.30 p.m.</b>	Presentations followed by discussions
<b>7.30 p.m.</b>	Cocktail and networking

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#### **Response Slip:**

Please return this slip by fax (022 710 7111), post (International University in Geneva, ICC, Rte de Bois 20, 1215 Geneva) or include this information in an email ([info@iun.ch](mailto:info@iun.ch)).

Yes, I would like to participate.

No, I cannot participate but please keep me informed of future forums.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email address: \_\_\_\_\_

This event is free of charge. Undercover parking available.

*The Forum for Communication and Marketing Professionals is an initiative of the International University in Geneva ([www.iun.ch](http://www.iun.ch)) and Geneva Women in International Trade ([www.gwit.ch](http://www.gwit.ch)).*