



European  
Leadership Centre

3<sup>rd</sup> European Leadership Centre International Conference  
**"Leadership and Media: The European Challenges"**  
June 2-3 2005, IEDC-Bled School of Management, Slovenia



**Purpose of the Conference**

Give a chance to leaders from Business as well as from the Media  
to dialogue about their interface and challenges.

Examine some basic issues related to the existing relationships between both players.  
Explore partnership opportunities.

**Conference Agenda**

Day 1: Thursday, June 2

**Conference Chairman:** Prof. Pierre Casse, Suez Chair of Leadership, Solvay Business School, Belgium

**18:00 Welcome by** Prof. Danica Purg, Director of European Leadership Centre, Slovenia

**Introductory speech by** Prof. Pierre Casse

**18:15–19:30 Televised Round Table** on "*Media and Business: Challenges and Opportunities*"

Opening round table moderated by Ambassador Joachim Bitterlich, Executive Vice President International Affairs, VEOLIA Environment and Dr. Peter Kraljič, member of McKinsey Advisory Council

Round table guests:

Prof. Danica Purg, Director of European Leadership Centre, Slovenia

Dr. Manca Košir, Adjunct professor of Journalism at Faculty of Social Sciences, Slovenia

Prof. Helmut Sihler, President of Supervisory Board, Porsche AG, Germany

Mr. Philippe Maniere, General Manager, Institut Montaigne, France

Mr. Zlatko Lagumdžija, former Prime Minister of Bosnia and Herzegovina

Mr. Fabrizio Biamonte, Editor in Chief, Responsabile Magazine RAINews24, Italy

**20:00 Dinner**

Day 2: Friday, June 3

**09:00–09:20 A morning starter**

**09:20 –10:00 Keynote Speeches** on "*What do Business Leaders Expect and Get from the Media?*"

Mr. Wolfgang Bretschko, Chairman, Styria AG, Austria

Mr. Marko Voljč, General Manager Central Europe Directorate, KBC Bank, Belgium

**10:00–11:00 Group Work** on Identified Issues

**11:00–11:30 Plenary Session**

**11:30–12:00 Break**

**12:00–12:40 Keynote Speeches** on "*Media and Business: The impossible partnership*" (The media perspective)

Prof. Dr. Ellen Mickiewicz, professor of Public Policy and Political Science at Duke University, and Director of the DeWitt Wallace Center on Media and Democracy, USA

Ms. Sangita Shah, Director, Commonwealth Business Council consulting and President of Chartered Institute of Journalists, UK

**12:40–13:40 Group Work**

**13:40–14:00 Plenary Session**

**14:00–14:10 Conclusions by** Prof. Pierre Casse

**14:10 Luncheon**