

Globalisation and Web 2.0 are transforming the world of communications beyond recognition. We have never seen change of this magnitude in this sector before.

Multinationals from emerging economies like China and Brazil are globalising aggressively and reshaping world-wide industries. They are developing new communication practices that will soon dominate our way of working.

At the same time, technology and the interactive web are creating new on-line cultures and new audiences for communicators. Blogging and citizen journalism are transforming the way in which people consume information.

The banking crisis and the current economic downturn have made publics around the world more sophisticated. People want more than quarterly results. They want to know how corporations treat their communities, the workforce and the environment. Corporate Social Responsibility (CSR) is gaining in importance and becoming a cornerstone of successful communication strategies.

The focus of the communication profession is shifting from content creation to relationship management and the study of cultures.

Silvia Cambié's lecture will be based on her work and the research conducted by her for her book, "International Communications Strategy -Developments in Cross-Cultural Communication, PR and Social Media", which will be published by Kogan Page in July 2009.

Learning Objectives:

- Overview of the skills communicators need to acquire in order to get up to speed in the new era of global interconnectedness.
- Particular emphasis on CSR, including current and future trends, innovative ways of engaging stakeholders, communication for social businesses.
- Web 2.0: going beyond technology. Leveraging the power of user-generated material and understanding the cross-cultural aspects of social media.
- Best practices and hands-on case studies from a number of countries including Sudan, India, Brazil, Chile, Saudi Arabia and China.

## **BIO**

**Silvia Cambié** is a business communicator and a journalist with a unique cross-cultural background. She was raised in Italy, educated in Austria, speaks five languages and spent her entire career working in an international context.

Her experience includes reporting from Eastern Europe and the former Soviet Union for major British and German print media (*The European*, *Euromoney*, *Handelsblatt*, *Süddeutsche Zeitung*) as well as managing communications and public affairs for Brussels-based international trade associations.

Silvia is based in London, where she runs Chanda Communications and advises clients on strategic communication, stakeholder relations and social media. She is a regular speaker at international conferences.

Silvia blogs about the cross-cultural communication challenges facing the business world at X-Culture (<http://www.chandacom-xculture.com/>) and is read by an audience of 8,000 each month.

Silvia serves on the boards of two organisations with global outreach: the International Association of Business Communicators (director – International Executive Board) and The International Alliance for Women (vice president).