

Agenda

13.00 Welcome speech

[Éva Somorjai, Magyar Telekom's Chief Human Resources Officer]

13.15 Announcement of the winners of DOLPHIN-award and presentations of the award winning projects

Award handover by Éva Somorjai and the members of the jury:

Dr. György Pataki– Budapest Corvinus University

Ernő Simon– Figyelő

Péter Bodó– Association of Conscious Consumers

On behalf of the Magyar Telekom expert team Katalin Szomolányi

14.00 Break

14.30 Magyar Telekom's 2009 achievements in the context of sustainability

[Katalin Szomolányi, Magyar Telekom, Head of Corporate Sustainability Department]

14.50 Knowledge and acceptance of sustainable development based on the surveys

[Nárai Erzsébet, Ipsos, research director]

15.10 Communication difficulties of the sustainability results

[Orsolya Györke, Magyar Telekom, Head of PR- and brandstrategy]

15.30 Roundtable Discussion – focus on communication