



# Press Release

## **The United Nations trust in MC regarding CSR issues**

**MEDIA CONSULTA again organises meeting of high-ranking international managers and directors of worldwide leading business schools in New York**

*Berlin/New York, June 17th, 2010.* For the second time in a row, the United Nations (UN) have entrusted MEDIA CONSULTA (MC) with part of the conception and implementation of the “Global Forum for Responsible Management Education”. On June 23rd, deans and directors of highly reputed business schools and prestigious universities will meet well-known international managers of worldwide operating companies in New York. On site they will debate how responsible behavior can be conveyed to young managers during their studies.

In addition, previous progress and the future of responsible management behavior will be on the agenda. The CEOs will exchange expectations and interests about how to establish well-rounded training. Following this issue, MC’s CEO Harald Zulauf will hold a panel discussion with international executives of Edelman, Tata Steel and the Ashridge Business School.

MEDIA CONSULTA is responsible for the graphic design and production of event materials as well as for the conception and creation of an opening film and a best-of video. Besides these tasks, the UN has commissioned the global MC network to implement public relations work worldwide. In 2008, the “Global Forum for Responsible Management Education” was partly arranged and organised by MC.

The “UN Global Compact Leaders Summit 2010“ forum will take place from June 24th to June 25th, 2010. Over 1,000 business, investment, civil society, academic and UN leaders are expected to attend the conference. Chaired by UN Secretary-General Ban Ki-moon, the Leaders Summit will provide a platform for organisations to convene, collaborate and commit to building a new era of sustainability.



Please find further information about UN events on the Internet:  
[www.leaderssummit2010.org](http://www.leaderssummit2010.org) or <http://unprme.org/global-forum/>.

Since April 2008 MEDIA CONSULTA has been a member of the UN Global Compact. Companies that have become part of this UN initiative align their corporate governance with principles in the areas of human rights, labour, the environment and anti-corruption. Part of MC's CSR tools include programmes for environmental and health protection, anti-discrimination, support of the Third World, and also fully supports its' staff through the international MC Academy, the MC sports and family support, and the global MC exchange programme.

*Captions:*

*Picture 1: Meeting of representatives of leading international companies at the UN headquarters in New York on the occasion of the first UN Global Forum in 2008.*

*Picture 2: During the Global Forum, CEOs and deans of leading business schools will discuss possibilities for responsible management education for young managers.*

**MEDIA CONSULTA:**

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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