

# PROGRAMME

*Rejuvenate public relations, rejuvenate yourself*

## WEDNESDAY, MARCH 18<sup>TH</sup>

- 14:00 Welcome to the PRO PR Conference - Hotel check-in  
14:00-19:30 **REJUVENATE YOURSELF**  
19:30 Local Cultural Programme – Dinner

## THURSDAY, MARCH 19<sup>TH</sup>

- 08:30-09:30 Registration – “Rejuvenate public relations”  
09:30-09:45 Opening Ceremony - Welcome Speech  
**Danijel Koletić**  
*President of the Organizing Committee*  
**Guest speech - TBA**  
*TBA*
- 09:45-10:00 Lecture: PRSS (Public Relations Society of Slovenia) – The Guardians of PR  
**Anita Kovačič Čelofiga (Slovenia)**  
*President of the Public Relations Society of Slovenia*
- 10:00-10:30 Lecture: World PR Report 2020: Global Opportunities and Challenges for PR Industry  
**Rob Morbin (The United Kingdom)**  
*International Communications Consultancy Organization (ICCO) General Manager*
- 10:30-11:00 **Networking in motion**
- 11:00-11:30 Lecture: Communicating about the United Nations – shaping the narrative and mobilizing for action  
**Martin Nesirky (The United Kingdom)**  
*Director of the United Nations Information Service (UNIS) Vienna*
- 11:30-12:00 Lecture: Crisis Communications and Emergency Response: Be Prepared and Stay Calm  
**Anne Gret Iturriaga Abarzua (Germany)**  
*Head of Communications, INEOS in Cologne/INEOS O&P Europe North*
- Agency Hour**
- 12:00-12:20 Lecture: Empirical PR: How, Why, Where and With Whom?  
**Mario Petrović (Croatia)**  
*President of the Board and Partner, Millenium Promocija*
- 12:20-12:40 Lecture: New Age, Old Principles  
**Miodrag Strugar (Montenegro)**  
*CEO of Strugar&Albijanić - Communication, Education and Consulting Institute*
- 12:40-13:00 Lecture: What to Expect When You Expect  
**Matjaž Klipšteter (Slovenia)**  
*Managing Director at Taktik d.o.o*
- 13:00-14:30 **Lunch**
- 14:30-15:00 Lecture: New Market Positioning  
**Julij Božić (Slovenia)**  
*CEO at Oracle Slovenia*



## THURSDAY, MARCH 19<sup>TH</sup>

- 15:00-17:30 **Workshop #1: Communication Strategy - How to Draft a Strategy in Changing Times**  
**Sztaniszlav Andras (Hungary)**  
*CEO PersonaR - Corporate Communication Consultancy*
- Workshop #2: "Watch This Space" ...Together We Will Boldly Go Where no PR Pro Has Gone Before To Explore the Outer Frontiers of Communicating Tourism in Tomorrow's World**  
**Chris Pomeroy (Spain)**  
*Global Strategies and Client Services Director, MMGY Global*
- Workshop #3: The Elephant in the Room**  
**Urška Jež (Slovenia)**  
*CEO & Founder of Transformation Lighthouse*  
*\*Workshop Lecturers will define break timings*
- 17:30 **REJUVENATE YOURSELF**
- 19:30-21:00 **Dinner**
- 21:00 **PRO PR Musical Moment – DJ time**

## FRIDAY, MARCH 20<sup>TH</sup>

- 09:30-09:45 **Lecture: Swipe Left / Swipe Right - The Binary Choices Destroying Dialogue and Promoting Division**  
**Richard Linning (The United Kingdom)**  
*Member of the PRO PR Conference Organizing Committee*
- 09:45-10:15 **Lecture: TBA**  
**Andrey Barannikov (Russian Federation)**  
*SPN Communications CEO*
- 10:15-10:45 **Lecture: TBA**  
**Carlos Chaguaceda (Spain)**  
*Director of Communications - Museo del Prado Madrid*
- 10:45-11:15 **Networking in motion**
- 11:15-11:45 **Lecture: Internal Communications for the Next Generation of Leaders - Sharing our Story**  
**Marija Beslać (Serbia)**  
*Communications and CSR Manager, Nordeus*
- 11:45-12:15 **Lecture: TBA**  
**Olivera Međugorac (Belgium)**  
*European Affairs Manager at Nestlé Zone Europe, Middle East, North Africa*
- 12:15-12:45 **Lecture: How Crisis-Hit Companies Can Drive The Media Narrative**  
**Gerry McCusker (Australia)**  
*Founder of trans-media crisis simulation technology, The Drill and author of the business book and accompanying blog 'Public Relations Disasters'*
- 12:45-14:00 **Lunch**
- 14:00-14:20 **BTC Project Impact**  
**Maja Oven (Slovenia)**  
*Director of Public Relations and Marketing BTC*
- 14:20-14:40 **Lecture: I Love Ljubno; Ljubno is a town in Slovenia**  
**Petra Grosman (Slovenia)**  
*Head of Marketing, Ljubno 2020*
- 14:40-15:00 **Lecture: The Innovation That Will Change Your Views**  
**Matjaž Turk (Slovenia)**  
*Founder & CPO at LifeOnScreen*

## FRIDAY, MARCH 20<sup>TH</sup>

- 15:00-15:15 **Networking in motion**
- 15:15-17:00 **Panel Discussion: Communications of Pharmaceutical Industry and Media**  
Moderator: **Katarina Klemenc (Slovenia)**  
*Novartis Country Communications Head Slovenia, Sandoz Communications Head for Sub-cluster South East in Region Europe*
- Participants: *The guests of the panel discussion will be announced by January 20th*
- 17:00 **REJUVENATE YOURSELF**

20:00h



## PRO PR Globe Awards 2020 Gala Dinner and Ceremony

## SATURDAY, MARCH 21<sup>ST</sup>

- 09:30-10:00 **Lecture: 12 Secrets of Brand Communication**  
**Scott Gould (The United Kingdom)**  
*Author, the Shape of Engagement; Founder, the Engagement Academy*
- Media Hour**
- 10:00-10:20 **Lecture: Trends in Media**  
**Robert Čoban (Serbia)**  
*CEO at Color Press Group*
- 10:20-10:40 **Lecture: Communication Challenge**  
**Filip Raunić (Croatia)**  
*Editor In Chief at Net.hr*
- 10:40-11:00 **Case Study: The Transformation of Public Relations in Television**  
**Maša Vodušek (Slovenia)**  
*Public relations at Pop TV*
- 11:00-11:15 **Networking in motion**
- 11:15-11:35 **Lecture: Generation Z - The Generation We Have Never Seen Before**  
**Tijana Arih (Slovenia)**  
*Research and Strategic Expert, Arih Agency*
- 11:35-11:55 **Lecture: TBA**  
**Ingmar Rentzhog (Sweden)**  
*CEO and founder of #WeDontHaveTime to wait to act on the climate crisis*
- 12:00 **Closing ceremony**
- 12:00 **Lunch and Hotel check-out**

*Note: The organizer reserves the right to change and supplement the program  
The official language of the lecture is English*

Endorsed by:



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