

PROGRAM

PROPR Conference

Sarajevo, Bosnia and Herzegovina – Hotel Hollywood
March, 26th - 29th 2014

WEDNESDAY, March 26, 2014

15:00	Hotel check-in
17:00-18:30	Relaxing Moments in the Hotel
19:00-21:30	Dinner - Discover Bosnian Cuisine

THURSDAY, March 27, 2014

08:30-09:15	Conference check-in
09:15-09:30	Opening ceremony-welcome speech by Mr. Danijel Koletić , President of the Organizing Board „Meet the Apriori World!“
09:30-10:05	Selma Ridanović Kenović (Head of Marketing and Corporate Communication at UniCredit Bank): Creating Added Value for the Group Sponsorships (Case Study: UEFA Champions League)
10:05-10:40	Igor Štefanac (PR Manager Slovenia and Croatia at Ikea South East Europe): IKEA – Flirting With South East Europe for 30 Years
10:40-11:10	Networking in motion
11:10-11:45	Dejan Kukrić (BHRT –Head of Entertainment, Factual, Entertainment and Music): 20 years of Eurosong in Bosnia and Herzegovina –How We Cried and Laughed
11:45-12:20	George Ellis (Gellis-Director) Evidence-Based Communications Plans
12:20-12:55	Cormac Smith (The UK Local Government Communications - National Chairman): From Reputation To Trust - The Evolution of UK Local Government Communications Practice
13:00-15:00	Lunch
15:00-15:35	Luigi Maurizio Villa (Retail Operations Director at Promanagement srl): Palmanova Outlet Village - Marketing Strategies and Tourism
15:35-17:00	Panel discussion (Moderator: Elvis Mujanović, Advisor at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH) Communication in Public Administration
19:00-21:30	Dinner

FRIDAY, March 28, 2014

10:00-10:35	Alessandro Buttice (Spokesperson and Head of Unit “Spokesman, Communication, Public Relations” at the European Anti-Fraud Office (OLAF)- European Commission): The European Campaigns Against Fakes
10:35-11:10	Goran Milić (Al Jazeera Network - Program & News Director): Alchemy of the Balkans
11:10-11:25	Networking in motion
11:25-12:00	Alex Aiken (Executive Director for Government Communication at UK Government): Leading Government Communications: Strategy, Operations, Evaluation and Professional Development
12:00-12:35	Miša Lukić (Board and Co-Owner at Publicis Group Serbia): BrandSapiens
12:35-14:35	Lunch
15:15-16:45	Panel discussion (Moderator: Richard Linning, Visiting Professor at the University of North Carolina, USA): Lobbying
19:30	PRO.PR Awards Gala Dinner

SATURDAY, March 29, 2014

09:15-09:50	Biagio Oppi (FERPI- Delegate to International Relations & Global Alliance board member): Pr During & After a Natural Disaster: The Case of 2012 Italian Earthquake
09:50-10:25	Zehra Gungor (President of the International Public Relations Association (IPRA) 2014): The New Way of Communication
10:25-11:00	Networking in motion
11:00-11:35	Sandro Baričević (Public Affairs and Communications Operations Director Northwest Europe and Nordics at The Coca-Cola Company): The Companies as Drivers of Social Changes
11:35-13:00	Panel discussion (Moderator: Ekrem Dupanović, Editor-in-Chief at Media Marketing Magazine): 30 Years from Winter Olympic Games in Sarajevo
13:00	Award of Certificates and closing speech: thanks and acknowledgments
13:00-15:00	Lunch
15:00-17:00	Hotel check-out

* The organizer reserves the right to change the program.

12th International PR Conference of Adriatic Region

PRO.PR Conference Networking in motion



www.apriori.hr

Proud partner of
PRO.PR Conference



Supported by



APRIORI
KOMUNIKACIJE