

17. PRO PR CONFERENCE

April 10th-13th, 2019, Hotel Katarina, Selce - Croatia



PROGRAM

WEDNESDAY, APRIL 10TH

- 14:00 Welcome to the PRO PR Conference - Hotel check-in
- 19:00 Local Cultural Program
- 20:00 Dinner

THURSDAY, APRIL 11TH

- 08:30-09:30 Registration
- 09:30-09:45 Opening Ceremony - Welcome Speech
 - Danijel Koletić**
President of the Organizing Board of the PRO PR Conference
 - Ph.D. Ana Tkalac Verčić**
President of the Croatian Public Relations Association
- 09:45-10:00 Lecture: Trends in Public Relations
 - Richard Linning (United Kingdom)**
Member of the Organizing Board of the PRO PR Conference
- 10:00-10:30 Lecture: Communications and Business
 - Snježana Bahtijari (Croatia)**
Director of Marketing, Communications and CSR at Ericsson Nikola Tesla
- 10:30-11:00 Lecture: Artificial Intelligence and Communications - Bring a Human Touch to Your AI Communications
 - Svetlana Stavreva (Bulgaria)**
President of the International Public Relations Association London
- 11:00-11:30 Networking in motion
- 11:30-12:00 Lecture: The Making of a Modern Monarchy
 - Patrick Harrison (United Kingdom)**
Former Press Secretary to HRH The Prince of Wales & Director of Reputation Management and Strategic Media Relations at Weber Shandwick
- 12:00 -12:30 Lecture: TBA
 - Oliver Faust (France)**
Vice President, Corporate Social Responsibility & Managing Director of the Renault Foundation at the Groupe Renault
- 12:30 -13:00 Lecture: Brains Know Best: Communications in the Era of Neuroscience
 - Nikolaos Dimitriadis (Greece - Serbia)**
CEO at Trizma Neuro
- 13:00-14:30 Lunch
- 14:30-16:15 Panel discussion: The Role of PR from Destination Branding Perspective
 - Moderator: **Ph.D. Katarina Miličević** *CEO and Co-founder at thinktourism*
 - Participants: **Marijana Biondić** *Director of the Crikvenica Tourist Board*
Maja Vukičević *PR Manager at the Montenegro Starts Hotel Group*
Tihana Putin *Analyst for Promotion of Tourist Offer at the Tourist Organisation of the City of Novi Sad*
Petra Stušek *Managing Director of the Ljubljana Tourist Board*
- 16:30-19:00 Networking in motion - Excursion
- 19:30-21:00 Dinner
- 21:00 PRO PR Music Moment - TBA

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FRIDAY, APRIL 12TH

- 09:00-09:45 **Lecture: Public Relations as Multi-Stakeholder Relationship Management in a Hyper-Globalized World**
Takashi Inoue (Japan)
President of the Japan Public Relations Institute & President & COO Inoue Public Relations, Inc.
- 09:45-10:15 **Lecture: Brewing a Better World in HEINEKEN Croatia**
Ljudmila Bratko Gašpić (Croatia)
Corporate Affairs Manager at HEINEKEN Croatia
- 10:15-10:45 **Lecture: Communications and Tourism**
Marcelo Risi (Spain)
Director of Communications of the World Tourism Organization (UNWTO)
- 10:45-11:15 **Networking in motion**
- 11:15-11:45 **Lecture: The Heritage of the World Cup 2018**
Andrey Barannikov (Russian Federation)
CEO at SPN Communications Russia
- 11:45-12:15 **Lecture: Banking for Good Through Financial Education**
Raymond Frenken (Belgium)
Head of Communications and CSR at European Bank Federation
- 12:15-12:45 **Lecture: Banks and Prosperity – Beyond the (In)Visible**
Dario Gabrić (Croatia)
Head of Corporate Communications Office at Erste & Steiermaerkische Bank Croatia
- 12:45-14:15 **Lunch**
- 14:15-14:45 **Lecture: TBA**
Zarena Kancheva (Bulgaria)
Marketing and PR Manager CEE at Viber
- 14:45-15:45 **Digital Hour**
Simplify Your Digital Transformation - Go Mobile
Ognjen Lukić *Managing Director at Softech Solutions*
Have Fun with Mobile Loyalty (as provider & as user)
Tomaž Gaube *Managing Director at Kraft&Werk*
Digital Progress
Domagoj Perković *Managing Director at Nepted*
- 16:00-18:30 **Networking in motion - Excursion**

20:00h



PRO PR Awards 2019
Dinner and Gala Ceremony
(Dress code: black tie optional)

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SATURDAY, APRIL 13TH

- 09:15-09:30 **Lecture: Towards Ever Deeper Integration**
Charles Skinner (United Kingdom)
CEO at Your Reputation Matters
- 09:30-10:00 **Lecture: One Story - Two Points of View**
Tihana Ela Kružić & Petra Vek (Croatia - Slovenia)
Department of Analytics at Press Clipping
- 10:00-10:30 **Lecture: Communication Challenges Regarding Technology, AI and New Ways of Content Consumption**
Maria Laura Garcia (Argentina)
President of FIBEP World Media Intelligence Association
- 10:30-10:45 **Networking in motion**
- 10:45-12:15 **Panel discussion: Scanning PR with MR**
Moderator: **Lamija Alečković** *Chief Communications Officer at Aspida*
Participants: **Iva Repač** *Head of Digital Production in Span*
Matej Lončarić *Head of Video and JoomBoos at 24sata*
Nikica Škunca *Head of Internet Department at Nova TV*
Ekrem Dupanović *Editor-in-Chief at Media Marketing*
Robert Čoban *CEO at Color Press Group*
- 12:15-12:30 **Closing ceremony**
- 12:45 **Lunch and Hotel check-out**

Note: The organizer reserves the right to change the program

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