PRO PR CONFERENCE

24th International PRO PR Conference
7- 9.4.2027.
DoubleTree by Hilton Ljubljana, Slovenia

DRAFT PROGRAM OF THE CONFERENCE
FINAL PROGRAM WILL BE ANNOUNCED BY 15 December 2026.
First day
Wednesday, 7 April 2027

09:00 – 09:40 Registration of Participants
09:40 – 09:50 Welcome to Ljubljana by **Ljubljana Tourism**
09:50 – 10:10 Opening Ceremony
Danijel Koletić, Founder and Chairman of the Organising Committee of the PRO PR Conference
Nina Narat Meden, President of the Public Relations Society of Slovenia and Head of Rector's Cabinet at University of Ljubljana
Prof. Justin Green, President and CEO of the Global Alliance for Public Relations and Communication Management, Ireland
Dr. Nataša Pirc Musar, President of the Republic of Slovenia
10:10 – 10:40 PRO PR TALK **Prof. Justin Green**, President and CEO of the Global Alliance for Public Relations and Communication Management, Ireland talks with **dr. Nataša Pirc Musar**, President of the Republic of Slovenia
10:40 - 11:10 Networking in Motion / Coffee Break
11:10 – 11:30 Sebastjan Jeretič, Director of the Government Communication Office v. d /UKOM, Slovenia
11:30 - 11:50 Abdulrahman Inayat, Co-Founder and Director, W7Worldwide, Kingdom of Saudi Arabia
11:50 - 12:10 Mark Jan Kirn, Luminary Programme Manager, Rolls-Royce Motor Cars, United Kingdom
12:10 - 12:30 Katja Fašink, Chief Executive Officer, Key7, Slovenia
12:30 - 13:40 Networking in Motion / Lunch
13:40 – 14:00 Brand Story by: **Anja Marejtič**, Head of Corporate Communications, BTC, Slovenia

ORGANISED BY APRIORI World

ENDORSED BY global alliance PRCA ipra CIPR Approved CPD PROVIDER WICMI PRO PR SUSTAINABLE DEVELOPMENT GOALS

14:00 – 14:20 Brand story by:, **Jasenka Barbarić,** Brand Manager, Sales and Marketing, ABC Cheese, Croatia
14:20 – 14:40 TBA / To Be Announced
14:40 – 16:10 Panel: Gastro PR

Moderator/ Introduction:
Tina Guček, Editor of the Print Edition of Marketing Magazin, Slovenia
Panellists will be announced

Networking in Motion – Ljubljana Experience

16:35 Transfer from DoubleTree by Hilton Ljubljana to Ljubljana City Centre
17:15 – 18:15 Guided Walking Tour of Ljubljana, hosted by the Ljubljana Tourism
18:15 – 18:40 Transfer from Ljubljana City Centre to BTC City
18:40 – 19:00 BTC City Gastro Corner Presentation
19:00 – 20:00 Free Time at BTC City
20:15 – 20:45 Transfer from BTC City to the Official Conference Hotel DoubleTree by Hilton Ljubljana

Second day
Thursday, 08.04.2027

08:30 – 09:00 Registration of Participants
Opening Ceremony of Day 2 of the 24th PRO PR Conference
09:00 – 09:10 **Danijel Koletić**, Founder and Chairman of the Organising Committee of the PRO PR Conference
09:10 – 09:30 Dan Gerella, Elected President of the Chartered Institute of Public Relations 2027, United Kingdom
09:30 – 09:50 Brand story by: **Jelena Gavrilović Šarenac**, Director of Corporate Communications, Henkel Serbia and Henkel Adria, Serbia
09:50 – 10:10 Jeanette Fors-Andrée, Crisis Management Consultant, Media Trainer and Media Advisor, Jeanette Fors-Andrée AB, Sweden
10:10 – 10:40 Networking in Motion / Coffee Break
10:40 – 11:00 Robert Wester, Director of Communications and City Branding, Municipality of The Hague, Netherlands

Communicating and Positioning The Hague: Lessons in City Branding and Public Engagement
11:00 – 11:20 TBA
11:20 – 11:40 Janez Kne, Head of Media Analytics, Press Clipping, Slovenia
"The Illusion of Awareness: Navigating Information Blind Spots in PR"
11:40 – 12:00 TBA
12:00 – 13:15 Networking in Motion / Lunch
13:15 – 13:35 Kia Haring, Board Member, ProCom – The Finnish Association of Communication Professionals, Finland
13:35 – 13:55 TBA
13:55 – 15:00 Panel: Small Media, Big Character: Content, Partnerships and the Survival Model
Moderator/ Introduction: Anela Kuburaš
Panellists will be announced

18:30 PRO PR GLOBE AWARDS CEREMONY
PRO PR GLOBE PEOPLE ACHIEVEMENT AWARDS CEREMONY
Organised by: Apriori World

"World Best of the Best"
PRO PR GLOBE PEOPLE COMMUNICATION ACHIEVEMENT AWARDS
Organised by: World Innovation and Change Management Institute & Apriori World

Third day
Friday, 9 April 2027

08:45 – 09:10 Registration of Participants
09:10 – 09:20 Opening ceremony **Danijel Koletić**, Founder and Chairman of the Organising Committee of the PRO PR Conference
09:20 – 09:40 Souha Khairallah, MPRCA, Talent and Professional Development Director, PRCA, United Kingdom
09:40 – 10:00 Nataša Pavolvić Bujas, Past IPRA President- Business Strategist&Communication Expert, Serbia

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10:00 – 10:20 Tina Cipot, Chief Operating Officer & Partner, o28 Communication Group, Slovenia
10:20 -10:40 Anthony Pickles, Director of Communications, The British Museum, United Kingdom
10:40 – 11:10 Networking in Motion / Coffee Break
11:10 – 11:30 Amra Mulić, Digital Communications Federal Chancellery Republic of Austria TBC / To be Confirmed
11:30 – 11:50 Kristina Škanata, PR & Communication Manager at Lustica Bay, Montenegro
11:50 – 12:20 PRO PR TALK **Silvija Londero Šimleša,** Director and Editor-in-Chief at Media Servis **talks with Milan Kuster**, Founder of i-Vent, Slovenia
12:20 – 13:45 Networking in Motion / Lunch
13:50 – 14:10 TBA
14:10 – 14:30 I feel Slovenia / TBA
14:30 -14:50 Angele Giuliano, Founder & Managing Director, AcrossLimits; EIC Ambassador and Jury Member, European Innovation Council, Malta
14:50 – 15:10 TBA

15:10 – 15:30 Charles Skinner, Strategic Communications Consultant, Charles Skinner & Allies, United Kingdom
15:30 - 15:50 Closing Ceremony of the 24th PRO PR Conference