

PROGRAMME

Networking in motion

WEDNESDAY, NOVEMBER 2ST

- 15:00 Welcome to the PRO PR Conference - Hotel check-in
19:00 **WELCOME TO SARAJEVO PROGRAM**
19:30-21:00 Dinner

THURSDAY, NOVEMBER 3RD

- 08:30-09:15 Registration – Welcome to PRO PR Conference
09:15-09:30 Opening Ceremony
Danijel Koletić
President of Organizing Committee, Croatia
- 09:30-09:50 Innovation. A platform for multifunctional communication
Ethem Numić
Marketing director at As Holding, Bosnia and Herzegovina
- 09:50-10:10 How to develop socially responsible employers
Alenka Jakomin
Senior consultant, corporate communication at Pristop Ljubljana, Slovenia
- 10:10-10:30 Challenges of communication in the public sector, my own PR
Ermina Duraj
Head of the Office of the President for Primorje-Gorski Kotar County, Croatia
Author of the book „Relations with the media in local and regional self-government in Croatia“
- 10:30-10:50 Strategic narrative as the leading star of business
Maja Šotra
Founder and CEO of GAVRILO, Serbia
- 10:50-11:15 Networking in motion
- 11:15-12:45 Panel: Television in the digital age
Moderator: Robert Čoban
President of ColorPress Group, Serbia

PARTICIPANTS:

Elvir Švrakić

*Director and owner
at Hayat TV (BiH)*

Vedran Peršić

*Country Manager at
Bloomberg Adria (BiH)*

Edhem Fočo

*Executive Director
at Aljazeera (BiH)*

Feđa Hadžifejzović

Director of Face TV (BiH)

- 12:45-14:00 Lunch
- 14:00-14:20 The impact finds a spark in the stone
Ljiljana Burzan Nikolić
Founder and Executive Director at BI Communication, Montenegro
- 14:20-14:40 Transformation of public administration communication
Dejan Miletić
Director at National Academy for Public Administration Republic of Serbia

19th PRO PR CONFERENCE

networking in motion

Hotel Holiday
Sarajevo - Bosnia and Herzegovina
November 2nd-5th, 2022

14:40-15:00 **Information. Communication. Transformation.**

Daša Bratuša

Social media manager Press Clipping Maribor

Vladimir Savić

CEO Press Clipping Banja Luka

15:00-16:30 **Panel: Digital challenges in communication**

Moderator: Semir Musić

Co-Founder at Lilium Digital, Bosnia and Herzegovina

PARTICIPANTS:

Vladimir Stanković

Author of podcast Business stories (BiH)

Jasmin Marić

Business Development Manager
at OLX Group (BiH)

Fahreta Đedović

Digital Media Manager at
Orbico Bosnia and Herzegovina (BiH)

Maher Abu Ayman Al-Osta

Head of Digital Sales at
ASA OSIGURANJE d.d. Sarajevo (BiH)

Adnan Bešović

CEO edu720 (BiH)

19:00-21:00 **Dinner at Hotel Holiday**

***Note:**

All lectures this day will be on local languages, without translation in English.

FRIDAY, NOVEMBER 4RD

09:00-09:30 **Global trends of the PR Industry**

Renna Markson

PRCA Deputy Director General, United Kingdom

09:30-10:00 **What we in Corporate Communications can learn from the world of football**

Michael Sgiarovello

Head of Corporate Communications at Henkel CEE, Austria

10:00-10:30 **Marketing for humanity**

Ömer Şengüler

President at Global Magic Brands, Turkey

10:30-11:00 **Networking in motion**

11:00-11:30 **Engaging with citizens and building trust with government in a digital world**

David Wilde

director of Dwidle Consulting, United Kingdom

11:30-12:00 **PRCA BOSNIA AND HERZEGOVINA CHAPTER LAUNCH**

Renna Markson

PRCA Deputy Director General, United Kingdom

12:00-13:15 **Lunch**

13:15-14:30 **Panel: Internal communications in the times of change**

Moderator: Nađa Lutvikadić Fočo

Head of Promotion Communications at BH Telecom, Bosnia and Herzegovina

PARTICIPANTS:

Latifa Imamović

Head of Marketing at Klika,
(BiH)

Azra Sarić

Director of communications at
Mistral Technologies,
(BiH)

Valerija Ereš

Digital Marketing and
PR Specialist
at ZenDev
(BiH)

Harun Omić

Marketing Manager at
Ministry of Programming
(BiH)

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14:30-16:00 **Panel: Transformation and Communications**

Moderator: Aida Salkić

Founder & CEO at BEYOND Consulting, Bosnia and Herzegovina

PARTICIPANTS:

Elmira Lalić

Head Of Marketing,
Communications and
Service quality at
Sparkasse Bank dd (BiH)

Amela Odošević

Director of broadcasting Communications
Regulatory Agency of
Bosnia-Herzegovina RAK (BiH)

Admir Katica

Minister of Internal Affairs
at Government of
Kanton Sarajevo (BiH)

Nataša Pucar

Corporate Communications
Director at STUDEN & CO
Holding GmbH (BiH)



PRO PR Globe Awards

20:00 PRO PR GLOBE awards ceremony

21:00 Gala dinner

Supported by: **press clipping**

SATURDAY, NOVEMBER 5TH

09:30-10:45 **Panel: What do clients expect from agencies?**

Moderator: Minela Vilić

MiVi Communications, Bosnia and Herzegovina

PARTICIPANTS:

Ajla Hadžić

Marketing Manager,
DM drogerie markt (BiH)

Haris Arnautović

Head of Marketing Department
for Konzum/ Mercator (BiH)

Urška Tomašević

Marketing department SI/HR/RS/BiH,
Deichmann (BiH)

Berina Belkić

Head of the PR and Marketing Department,
NLB Bank

10:45-11:00 **Networking in motion**

11:00-12:15 **Panel: What do agencies expect from clients?**

Moderator: Siniša Vukelić

Editor in chief at portal Capital.ba

PARTICIPANTS:

Una Bejtović

Managing Director,
Bejtovic Communications,
(BiH)

Adisa Velić

General Manager at
ART on MEDIA d.o.o.,
(BiH)

Dragan Rujević

Managing director,
NewMoment agency,
(BiH)

Lidia Pavlin

Director and owner
at Nicha advertising agency,
(SLO)

Senad Zaimović

CEO at Fabrika d.o.o.,
(BiH)

12:35 **CLOSING CEREMONY**

13:00-14:00 **Lunch**

Note: The organizer reserves the right to change and supplement the program.
Please note that all lectures on November 3d will be on local languages, without translation in English.

Endorsed by:

**SUSTAINABLE
DEVELOPMENT GOALS**

Organized by:

MiVi
communications consulting

**APRIORI
World**

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