

DRAFT OF THE PROGRAM

THURSDAY, APRIL 3RD

13:00 Check-in Hotel Katarina / <https://www.jadran-crikvenica.hr>

12:00-13:30 **LUNCH**

13:30-14:00 Registration - Congress hall

14:00-14:10 Opening Ceremony

Danijel Koletić

Founder and President of the Organizing Committee, Croatia

Ivona Matošić Gašparović

Deputy Mayor acting as Mayor of City of Crikvenica, Croatia

Irina Tomić

Chairman of the Board at Jadran d.d., Croatia

14:10-14:30 Welcome to Riviera Crikvenica

Marijana Biondić

Director of Crikvenica Tourist Board, Croatia

14:30-14:50 Leadership in Communication

Charles Skinner

Member of the Organising Committee, United Kingdom

14:50-15:20 WorldPR Report Latest Findings

Andras Sztaniszlav

Strategic communication consultant, CEO at International Communications

Consultancy Organisation (ICCO), President at HuPRA, Hungary

15:20-15:50 Media Intelligence - Leveraging AI for Predictive Analytics

John Croll

Co-Founder and CEO of Truescope, Australia

15:50-16:20 **NETWORKING IN MOTION**

16:20-16:50 Crisis Communication in Air Traffic Control

Rade Zucić

Professional Associate for Public Relations and Web at BHANSA, Bosnia and

Herzegovina

16:50-17:20 How We Created History

Dražen Novak

Director of Marketing at Večernji list, Croatia

17:20-17:50 The True Kid You Are

Catherine Mahoney

Director of Communications and Engagement at City Bridge Foundation, United Kingdom

17:50-18:20 **NETWORKING IN MOTION**

18:20-19:20 Leadership in Communication

Nataša Tršlić Štambak

Managing Director – CEE Region at Grayling, Croatia

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Gergely Abraham

Corporate Relations Director Eastern Europe at Diageo, Hungary

19:30-21:00 **DINNER**

FRIDAY, APRIL 4TH

09:00-09:30 Registration - Congress hall

09:30-10:00 CIPR: The Global Professional Body for PR Practitioners & Becoming Chartered

Sukhjit Grewal

Director of Commercial Operations and Membership at Chartered Institute of Public Relations (CIPR), United Kingdom

10:00-10:30 Executive Advocacy, Activism and Influence in the Digital Overload: Trends and Strategies

Gilbert Manirakiza

President and CEO at The Newmark Group, Kenya

10:30-11:00 Communicating in an Age of Misinformation

Ghassan Karian

CEO at Ipsos Karian and Box, United Kingdom

11:00-11:30 **NETWORKING IN MOTION**

11:30-12:00 **Lecturer To Be Announced**

The International Criminal Police Organization – INTERPOL

12:00-12:30 Communication Excellence for Record-Breaking Success

Ivana Vukić

Communications and Corporate Affairs Manager at PepsiCo Western Balkans, Serbia

12:30-14:00 **LUNCH**

14:00-15:15 **ROUNDTABLE:** Communication Challenges in the Hotel Industry

Panelists: TBA

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15:15-15:35 **NETWORKING IN MOTION**

15:35-16:35 Leadership in Communication

Dario Gabrić

Head of Corporate Communications Office at Erste Bank, Croatia

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Christoph Schoefboeck

CEO at Erste Bank Croatia, Germany

with

Charles Skinner

Member of the Organising Committee, United Kingdom



PRO PR Globe People Achievement Awards

20:00-00:00 PRO PR Globe People Achievement Awards Ceremony
& Gala Dinner program

SATURDAY, APRIL 5TH

08:30-09:00 Registration - Congress hall

09:00-09:30 To Be Announced

Melanja Korošec

Director of Strategic Marketing and Innovation at Marles, Slovenia

09:30-10:00 **Lecturer To Be Announced**

UN World Tourism Organisation (UNWTO)

10:00-11:00 Leadership in Communication

Tina Raičević

Communication Manager at One Crna Gora, Montenegro

PRO PR TALK

Branko Mitrović

Executive Director of One Crna Gora, Montenegro

with

Ljiljana Burzan-Nikolić

Executive Director of BI Communication, Montenegro

11:00-11:15 **NETWORKING IN MOTION**

11:15-12:45 **ROUNDTABLE:** Where Public Relations Experts Make the Most Mistakes;
Ethics, Literacy, Methodology or Something Else Entirely

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MODERATOR:

Nađa Lutvikadić-Fočo

Head of Promotion Communications at Bh Telecom, Bosnia and Herzegovina

PANELISTS:

Silvija Londero Šimleša

Director and Editor-in-Chief at Media servis, Croatia

Marko Andrejić

Chief and Responsible Editor at Biznis.rs, Serbia

Simona Kruhar Gaberšček

Editor-in-Chief at Marketing Magazin, Slovenia

Dražen Klarić (TBA)

Director and Editor-in-Chief at Večernji list, Croatia

Vedrana Maglajlija

Journalist at Al Jazeera Balkans, Bosnia and Herzegovina

12:45-12:55 Conclusion

Ekrem Dupanović

Editor-in-Chief at Media Marketing, Bosnia and Herzegovina

12:55-13:00 Closing words

Danijel Koletić

Founder and President of the Organising Committee, Croatia

13:00 **LUNCH**

PRO PR PROGRAM+

16:00 **FIELD TRIP ORGANISED BY THE CITY OF CRIKVENICA AND THE CRIKVENICA TOURIST BOARD**

SUNDAY, APRIL 6TH

07:00-10:00 **BREAKFAST**

11:00 Check-out

**THE FINAL PROGRAM WITH THE FINAL
TIMETABLE WILL BE PUBLISHED ON THE 15TH
OF FEBRUARY, 2025.**

Endorsed by:

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The organizer reserves the right to amend the program

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