

PROGRAM

THURSDAY, APRIL 3RD

12:00 Check-in Hotel Katarina
www.jadran-crikvenica.hr

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

13:00-13:30 Registration - Congress hall

13:30-13:40 **Opening Ceremony**
Danijel Koletić
Founder and President of the Organizing Committee, Croatia
Ivona Matošić Gašparović
Deputy Mayor (currently acting as Mayor)

13:40-14:00 **Prefect of Primorje-Gorski Kotar County**
Zlatko Komadina

14:00-14:20 **Welcome to Riviera Crikvenica**
Marijana Biondić
Director of Crikvenica Tourist Board, Croatia

14:20-14:40 **Leadership in Communication**
Charles Skinner
Member of the Organising Committee, United Kingdom

14:40-14:45 **Tips for Engagement story**
Mary Beth West
Senior Strategist, United States of America

14:45-15:15 **AI & I without A; Quest for Accuracy and Credibility**
Tihana Ela Kružić
Head of Media Analysis Department at Press Clipping, Croatia

15:15-15:45 **NETWORKING IN MOTION**

15:45-16:45 **PRO PR TALK-LEADERSHIP IN COMMUNICATION**
Gordana Kovačević
President at Ericsson Nikola Tesla, Croatia
—— talks with ——
Ranko Petrušić
Founder and director of newsportal Banjaluka.com

- 16:45-17:15 How We Created History**
Dražen Novak
Director of Marketing at Večernji list, Croatia
- 17:15-17:45 PRO PR TALK**
Gergely Abraham
Corporate Relations Director Eastern Europe at Diageo, Hungary
——— talks with ———
Nataša Trsljić Štambak
Managing Director – CEE Region at Grayling, Croatia
- 17:45-18:15 NETWORKING IN MOTION**
- 18:15-18:35 Executive Advocacy, Activism and Influence in the Digital Overload: Trends and Strategies**
Gilbert Manirakiza
President and CEO at The Newmark Group, Kenya
- 18:35-18:55 Crisis Communication in Air Traffic Control**
Rade Zucić
Expert Associate for Public Relations and Web at BHANSA, Bosnia and Herzegovina
- 19:00-21:00 DINNER**

FRIDAY, APRIL 4TH

- 09:00-9:30 Registration - Congress hall**
- 09:30-10:00 The magical world of diamonds**
Marijan Dundek
Diamond consultant
- 10:00-10:30 AI is advancing as a PR tool faster than younger practitioners can sort historical truth from fiction. A dangerous confluence**
Jim McQuenny
Analyst at Sacred Heart University
- 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 - Good morning with ABC cheese**
- 11:30-12:00 The True kid You Are**
Catherine Mahoney
Director of Communications and Engagement at City Bridge Foundation, United Kingdom

- 12:00-12:30 Communication Excellence for Record-Breaking Success**
Ivana Vukić
Communications and Corporate Affairs Manager at PepsiCo Western Balkans, Serbia
- 12:30-12:35 Engagement**
Mary Beth West
Senior Strategist, United States of America
- 12:35-14:00 LUNCH**
- 14:00-15:00 Leadership in Communication**
Dario Gabrić
Head of Corporate Communications Office at Erste Bank, Croatia
- PRO PR TALK**
Christoph Shoefboeck
CEO at Erste Bank, Croatia
——— talks with ———
Charles Skinner
Member of the Organising Committee, United Kingdom
- 15:00-15:15 NETWORKING IN MOTION**
- 15:15-16:00 PRO PR TALK**
Jože Mermal
Chairman of the Board of Directors BTC d.d.
——— talks with ———
Silvija Londero Šimleša
Director and Editor-in-Chief at Media Servis, Croatia



PRO PR GLOBE PEOPLE ACHIEVEMENT AWARDS

19:30-20:45 PRO PR Globe People Achievement Awards Ceremony
20:45-00:00 Gala Dinner & music program

SATURDAY, APRIL 5TH

- 08:50-09:20 Registration - Congress hall**
- 09:20-09:50 WorldPR Report Latest Findings**
Andras Sztaniszlav
*CEO at International Communications Consultancy Organisation (ICCO),
President at HuPRA, Hungary*
- 09:50-10:50 Leadership in Communication**
Tina Raičević
Communication Manager at One Crna Gora, Montenegro
- PRO PR TALK**
Branko Mitrović
Executive Director of One Crna Gora, Montenegro
——— and ———
Ljiljana Burzan-Nikolić
Executive Director of BI Communication, Montenegro

10:50-11:20 **NETWORKING IN MOTION**

11:20-12:45 **ROUNDTABLE: WHERE PUBLIC RELATIONS EXPERTS
MAKE THE MOST MISTAKES; ETHICS, LITERACY,
METHODOLOGY OR SOMETHING ELSE ENTIRELY**

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

KATARINA DIMITRIJEVIĆ HRNJKAŠ

Journalist and Editor at RTL, Croatia

DARIO MARKAS

Deputy editor -in-Chief at Vecernji list

SIMONA KRUHAR GABERŠČEK

Editor-in-Chief at Marketing Magazin, Slovenia

VEDRANA MAGLAJLIJA

Editor at Al Jazeera Balkans, Bosnia and Herzegovina

—— The roundtable will be in the local language without translation into another language ——

12:45-12:50 **Engagement**

Mary Beth West

Senior Strategist, United States of America

12:50-13:00 **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**

21:00 **MUSIC PARTY HOSTED BY HOTEL KATARINA**

SUNDAY, APRIL 6TH

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

10:00 **Check-out**

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The organizer reserves the right to amend the program

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