

PROGRAM

1ST DAY — THURSDAY, MARCH 26TH

08:30 – 09:30 **Registration**

09:30 – 09:40 **Official Opening of the Conference**

Danijel Koletić

Chairman of the Organizing Committee, Croatia

Farzana Baduel

*President Elect (2025) Chartered Institute of Public
and President CEO Curzon PR, United Kingdom*

09:40 – 09:50 **Welcome to Montenegro**

09:50 – 10:10 **Identity of Public Relations**

Charles Skinner

Member of the Organizing Committee

10:10 – 10:30 **From Comms to the C Suite:
How AI Elevates PR into a Management Discipline**

Farzana Baduel

*President Elect (2025) Chartered Institute of Public
and President CEO Curzon PR, United Kingdom*

10:30 – 11:00 **PR TALK**

Svetlana Vuksanović

Managing Director at Philip Morris, Montenegro

11:00 – 11:30 **NETWORKING IN MOTION – Coffee Break**

11:30 – 11:50 **Milica Marinović**

Advisor to the President of Montenegro for Media Affairs, Montenegro

11:50 – 12:10 **Communicating globally in a fractured world**

Samuel Heath

Director of Communications at Interpol, France

12:10 – 12:30 **Brand Story – Voli Trade**

Olivera Lakonić

Director of Marketing, Montenegro

- 12:30 – 12:50 Uncensored Crisis Communication**
Katja Fašink
CEO of Key7 Communications and Cyber Security, Slovenia
- 12:50 – 14:00 Lunch Break**
- 14:00 – 14:20 One Moment, “Networking in Motion”,**
Peter Elkant
Group Head of Corporate Affairs and Communication, Hungary (TBC)
- 14:20 – 14:50 PR TALK**
Elonora Albijanić
Public Relations Advisor to the President of the Chamber of Commerce of Montenegro
——— talks with ———
Sanja Čalasan
Executive Director at Trebjesa AD, a Molson Coors Company
- 14:50 – 15:10 What Lies Behind the Number 150?**
Jelena Gavrilović Šarenac
Head of Corporate Communication Adria Region at Henkel, Serbia
- 15:10 – 15:30 NETWORKING IN MOTION – Coffee Break**
- 15:30 – 15:50 TBA**
- 15:55 – 17:30 PANEL:**
WHAT AGENCIES FIND CHALLENGING IN RELATIONSHIPS WITH MEDIA AND CLIENTS, AND WHAT SHOULD CHANGE
Milena Kalezić
Executive Director at PRiME PR Centar, Montenegro
Ivan Klarić
Senior Communication Consultant, Communication Laboratory, Croatia
Ljiljana Burzan Nikolić
CEO, BI Communication, Montenegro
Aida Salkić
Founder & CEO at BEYOND Consulting, Bosnia and Herzegovina
Nada Purešević
Marketing Manager, CEE Region, Account Director at Grayling, Serbia
Ivana Bobičić
Managing Director, Represent Communications, Montenegro
- 17:30 Conclusion of Day One**
Explore Podgorica on Your Own – VIP Networking in Motion

2ND DAY — FRIDAY, MARCH 27TH

- 08:30 – 09:10 **Registration**
- 09:10 – 09:20 **Opening of the 23rd PRO PR International Conference – Welcome to PRO PR**
Danijel Koletić
Chairman of the Organizing Committee, Croatia
- 09:20 – 09:30 **Welcome to Podgorica, Tourism Board Podgorica**
- 09:30 – 09:50 **Silvia Arto**
Vice-President of the Global Alliance and Chair of the Global Alliance European Regional Council and Global Director of Communications and Technology and Operational Efficiency at BNP Paribas, France
- 09:50 – 10:10 **Tarik Meziani**
Head of Unit Media Operations at Council of the European Union, Brussel
- 10:10 – 10:30 **Jurica Belle**
Director of Marketing and Sales at Podravka Agri, Croatia
- 10:30 – 11:00 **NETWORKING IN MOTION – Coffee Break**
- 11:00 – 11:20 **Government of Montenegro, Public Relations Service, TBC**
- 11:20 – 11:40 **Irena Merkaš**
Head of Communications at Microsoft Adriatic & Balkans, Ukraine and the Commonwealth of Independent States, Croatia
- 11:40 – 12:00 **The CEO challenge: getting your message across in an ever changing, divided and turbulent world**
Ghassan Karian
Chairman of Ipsos Karian and Box, United Kingdom
- 12:00 – 12:30 **PR TALK**
Miodrag Strugar
Chief Executive Officer at Strugar & Albijanić, Montenegro
——— talks with ———
Nina Drakić
President Chamber of Economy of Montenegro
- 12:30 – 12:45 **Announcement of Cooperation and Contract Signing**
Sukhjot Grewal
Director of Professional Development & Membership at CIPR, United Kingdom
- 12:45 – 14:00 **Lunch Break**
- 14:00 – 14:20 **Brand Story – Vezuv**
Lena Bošković
Director of Corporate Communications, Montenegro
- 14:20 – 14:40 **Tina Cipot**
President of the Public Relations Society of Slovenia, Communications Expert and Head of Corporate Operations at o28 Communication Group, Slovenia

- 14:40 – 15:00 **Transparent Recruitment of Police Officers
– Restoring Professionalism to the Police.**
Admir Katica
Minister of Internal Affairs of the Sarajevo Canton, Bosnia & Herzegovina
- 15:00 – 15:30 **TBA**
- 15:30 – 15:40 **TBA**
- 15:40 **Conclusion of Day Two**



PRO PR GLOBE PEOPLE ACHIEVEMENT AWARDS

20:00 – 00:00 The PRO PR Globe People Achievement Awards Ceremony and Gala Dinner

3RD DAY — SATURDAY, MARCH 28TH

- 09:10 – 09:20 **Welcome to PRO PR**
Danijel Koletić
Chairman of the Organizing Committee, Croatia
- 09:20 – 09:40 **Fahreta Đedović**
Digital Media Manager at Orbico, Bosnia & Herzegovina
- 09:40 – 10:00 **Kağan Konçak**
Founder of Roke Communications Consultancy, Türkiye
- 10:00 – 10:20 **Brand Story**
– Electric Power Industry of Montenegro AD Nikšić, Montenegro
Lena Bošković
Director of Corporate Communications, Montenegro
- 10:20 – 10:50 **Break**
- 10:50 – 11:20 **PR TALK - TBA**
- 11:25 – 12:55 **PANEL:**
MEDIA CONTENT AND PUBLIC RELATIONS
– IS THERE PAID AND UNPAID INFORMATION?
Simona Kruhar Gaberšček
Editor-in-Chief, Marketing Magazin, Slovenia
Elvir Hadžiahmetović
Director, FENA, Bosnia and Herzegovina
Katarina Dimitrijević Hrnjkaš
News Editor, RTL Hrvatska, Croatia
Marko Andrejić
Editor-in-Chief, Biznis.rs, Serbia
- 12:55 **Closing of the Conference**
- 13:00 **LUNCH**
- 15:00 **PROGRAM + EXCURSION**

Endorsed by:

