

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 **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*

10:10 – 10:40 **PR TALK**

Svetlana Vuksanović

Managing Director at Philip Morris, Montenegro

10:40 – 11:00 **One Moment, "Networking in Motion",**

Peter Elkan

Group Head of Corporate Affairs and Communication, Hungary (TBC)

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 Brand Story
– Electric Power Industry of Montenegro AD Nikšić, Montenegro
Tomaš Damjanović
Sector manager, Corporate Communication, EPCG

12:50 – 14:00 Lunch Break

14:00 – 14:30 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*

14:30 – 14:50 Uncensored Crisis Communication
Katja Fašink
CEO of Key7 Communications and Cyber Security, Slovenia

14:50 – 15:15 NETWORKING IN MOTION – Coffee Break

15:15 – 15:35 TBA

15:40 – 17:00 PANEL:
**WHAT AGENCIES FIND CHALLENGING IN RELATIONSHIPS
WITH MEDIA AND CLIENTS, AND WHAT SHOULD CHANGE**

INTRO BEFORE PANEL

The rules of our world have changed — but the expectations haven't.
Michael Schröder,
CEO & Founder ORCA Affairs GmbH Germany

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

17:00 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**
- 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 Commercial Operations & Membership, NOVA titula, 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 Kağan Konçak

Founder of Roke Communications Consultancy, Türkiye

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

09:30 – 09:40 Welcome to PRO PR

Danijel Koletić

Chairman of the Organizing Committee, Croatia

09:40 – 10:00 Emotions as a strategy: stories that stay.

Fahreta Đedović

Digital Media Manager at Orbico, Bosnia & Herzegovina

10:00 – 10:20 What Lies Behind the Number 150?

Jelena Gavrilović Šarenac

Head of Corporate Communication Adria Region at Henkel, Serbia

10:20 – 10:40 Coffe Break

10:40 – 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

Dejan Jazvic

Editor-in-Chief, Federal News Agency 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 PLUS EXCURSION**

NOTES

- **Check-out** time is until 10:20 AM.
- **Luggage** can be left at the reception.
- **During registration**, please indicate whether you will be joining the excursion or not.
- The organizer reserves the right to modify and confirm the program.
- **The final program** will be published on **February 15** or **January 20**.
- **You can register via e-mail**. After registration, a proforma invoice will be issued.
- **The early bird offer is valid only for registrations submitted by February 10**, and payment must be made by that date.
- Once the payment is received, the official invoice will be issued.
- The official conference hotel is **Hotel Hilton Podgorica**.
- If you wish to stay at the **official hotel**, you will receive a **promo code with special conference rates**.

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