

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 Podgorica**

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 – TBC**

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 **Behind the scenes: The unseen life of Presidential Communications**

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
Managing Director & Founder, Orca Affairs / SEC Newgate
-
- 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 **TBA**

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 – 10:40 **PR TALK**
Svetlana Vuksanović
Managing Director at Philip Morris, Montenegro

10:40 – 11:00 **NETWORKING IN MOTION – Coffee Break**

11:00 – 11:20 **Jovana Bojović**
*Advisor to the Prime Minister
and Head of the Public Relations Service of the Government of Montenegro*

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 **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

09:30 – 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 **TBA**

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?

Kağan Konçak

Founder of Roke Communications Consultancy, Türkiye

Marijana Bojanić

Chief Executive Officer at Vijesti, Montenegro (TBC)

Simona Kruhar Gaberšček

Editor-in-Chief at Marketing Magazin, Slovenia

Ilija Musa

Deputy General Manager at Federal News Agency FENA, Bosnia and Herzegovina

Katarina Dimitrijević Hrnjkaš

News Editor at RTL Hrvatska, Croatia

Marko Andrejić

Editor-in-Chief at Biznis.rs, Serbia (TBC)

12:55 **Closing of the Conference**

13:00 **LUNCH**

15:00 **PROGRAM PLUS EXCURSION**

TBC - To Be Confirmed
TBA - To Be Announced

NOTES

- The *early bird* offer is valid for registrations submitted by **February 10, 2026**.
- **Registrations** are accepted
online at: www.pro-pr.com or via **e-mail** at: info@aprioriworld.com
After registering, you will receive a proforma invoice/offer.
Once the payment is received, the official invoice will be issued
in accordance with the new legal regulation.
- **Check-out** time at the official conference hotel, Hilton Podgorica, is until **10:30 AM**, and luggage can be left at the reception. **Guests wishing to stay at the official hotel** will receive **a promo code with special conference rates once they have completed the conference application and payment process.**
- Please note that the payment is **non-refundable** after the **February 10, 2026**.
- **During registration**, please indicate whether you will **join the excursion**.
- The organizer reserves the right to modify the program, and the **final schedule will be published on January 20**.

Organised By

Endorsed By:

