

PROGRAM

1ST DAY — THURSDAY, MARCH 26TH

08:30 – 09:00 **Registration**

09:00 – 09:10 **Official Opening of the Conference**

Danijel Koletić

Founder and Chairman of the Organizing Committee, Croatia

Prof. Justin Green

*Global Alliance for Public Relations
and Communications Management, Ireland*

09:20 – 09:50 **PR TALK**

Natalja Đordan

*Communications & Corporate Affairs Manager
at Trebjesa Nikšić, a member of Molson Coors
Beverage Company, Montenegro*

— talks with —

Prof. Justin Green

*Global Alliance for Public Relations
and Communications Management, Ireland*

09:50 – 10:10 **Communicating globally in a fractured world**

Samuel Heath

Director of Communications at Interpol, France

10:10 – 10:40 **One Moment, “Networking in Motion”**

Péter Elkán

Group Head of Corporate Affairs and Communication at 4iG Nyrt, Hungary

10:40 – 11:10 **COFFEE BREAK / NETWORKING IN MOTION**

10:10 – 11:40 **PR TALK**

Elonora Albijanić

*Public Relations Advisor to the President
of the Chamber of Economy of Montenegro*

— talks with —

Sanja Čalasan

*Executive Director at Trebjesa AD at
Molson Coors Company, Montenegro*

11:40 – 12:00 **The Turkish Communication Landscape:
How Media Evolution is Redefining PR**

Kağan Konçak

Founder of Roke Communications Consultancy, Türkiye

12:00 – 12:20 **Brand Story – Voli Trade**

Olivera Lakonić

Director of Marketing at Voli, Montenegro

12:20 – 12:40 **Behind the scenes: The unseen life of Presidential Communications**

Milica Marinović

Advisor to the President of Montenegro for Media Affairs, Montenegro

12:40 – 14:00 **Lunch Break**

14:00 – 14:20 **Brand Story**

– Electric Power Industry of Montenegro AD Nikšić, Montenegro

Tomaš Damjanović

Sector manager and Corporate Communication at EPCG, Montenegro

14:20 – 14:40 **Uncensored Crisis Communication**

Katja Fašink

CEO of Key7 Communications and Cyber Security, Slovenia

14:40 – 15:10 **PR TALK**

Nemanja Boljević — talks with — **Martin Leberle**

Communications and Public Affairs

Manager at Montenegrin Foreign

Investors' Council (MFIC), Montenegro

CEO at NLB Bank AD Podgorica,

Montenegro

15:10 – 15:30 **COFFEE BREAK / NETWORKING IN MOTION**

15:30 – 16:55 **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

Former Founder & CEO ORCA Affairs SEC, 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

16:55 **Conclusion of Day One**

Danijel Koletić

Chairman of the Organizing Committee, Croatia

Explore Podgorica on Your Own

2ND DAY — FRIDAY, MARCH 27TH

08:45 – 09:15 **Registration**

09:15 – 09:25 **Welcome to PRO PR**

Danijel Koletić

Founder and Chairman of the Organizing Committee, Croatia

09:25 – 09:45 **From Tools to Trust:**

Communications Leadership in an AI-Driven World

Advita Patel

*Founder of CommsRebel and former president of
The Chartered Institute of Public Relations (CIPR) 2025, United Kingdom*

09:45 – 10:05 **Branding destination**

Ana Salopek

Director of Product Development Division at Zagreb Tourist Board, Croatia

10:05 – 10:25 **AI's Impact on Public Communication - The Paradox of Precision:
AI as Both Scalpel and Sledgehammer in the Information Space**

Tarik Meziani

Head of Unit Media Operations at Council of the European Union, Brussel

10:25 – 10:55 **PR TALK**

Zvezdana Oluić

*CEO at IM Consulting,
Montenegro*

— talks with —

Svetlana Vuksanović

*Executive Director at Philip Morris,
Montenegro*

10:55 – 11:30 **COFFEE BREAK / NETWORKING IN MOTION**

11:30 – 11:50 **Jovana Bojović**

*Advisor to the Prime Minister
and Head of the Public Relations Service
of the Government of Montenegro, Montenegro*

11:50 – 12:10 **Becoming Frontier: Co-Piloting the Next Chapter of Comms**

Irena Merkaš

*Head of Communications at Microsoft Adriatic & Balkans, Ukraine
and the Commonwealth of Independent States, Croatia*

11:10 – 12:30 **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

12:30 – 13:00 **PR TALK**

Miodrag Strugar

*Chief Executive Officer
at S&A communications, Montenegro*

— talks with —

Nina Drakić

*President Chamber of
Economy of Montenegro*

- 13:00 – 13:15** **Announcement of Cooperation and Contract Signing**
Sukhjit Grewal
*Director of Professional Development & Membership
at The Chartered Institute of Public Relations (CIPR), United Kingdom*
- 13:15 – 14:15** **LUNCH / NETWORKING IN MOTION**
- 14:15 – 14:25** **Brand Story – Vezuv**
Lena Bošković
Director of Corporate Communications at Vezuv, Montenegro
- 14:25 – 14:45** **Crisis Management & Fake News: How to Protect Brand Reputation**
Lorenzo Brufani
Founder & CEO at Competence Communication, Italy
- 14:45 – 15:05** **Transparent Recruitment of Police Officers
– Restoring Professionalism to the Police.**
Admir Katica
Minister of Internal Affairs of the Sarajevo Canton, Bosnia & Herzegovina
- 15:05 – 15:25** **When all banks sound the same:
The fight for relevance in a tuned-out category**
Jelena Vujović
*Head Of Strategic Marketing and Communications
at NLB Bank AD Podgorica, Montenegro, Montenegro*
- 15:25 – 15:45** **Matej Lončarić**
*Chief Digital Officer
at Central European Media Enterprises (CME) Adria, Croatia*
- 15:45 – 16:05** **Slovenian Campaign Against Disinformation**
Petra Bezjak Cirman
Director of the Government Communication Office Slovenia, Slovenia
- 16:05** **Conclusion of Day Two**
Danijel Koletić
Chairman of the Organizing Committee, Croatia



PRO PR GLOBE PEOPLE ACHIEVEMENT AWARDS

20:30 – 00:00 **The PRO PR Globe People
Achievement Awards Ceremony
and Gala Dinner**

08:45 – 09:10 Registration

09:10 – 09:20 Welcome to PRO PR

Danijel Koletić

Founder and Chairman of the Organizing Committee, Croatia

09:20 – 09:40 Identity of Public Relations

Charles Skinner

*Consultant specialising in behavioural change campaigning
at Charles Skinner & Allies, United Kingdom*

09:40 – 10:00 Belgrade Philharmonic: From Baby Concerts to Tinder

Jelena Milašinović

Head of Communications at the Belgrade Philharmonic Orchestra, Serbia

10:00 – 10:20 The Pursuit of Reputation

Amith Prabhu

Founder of The Promise Foundation, India

10:20 – 10:40 Emotions as a strategy: stories that stay

Fahreta Đedović

Digital Media Manager at Orbico, Bosnia & Herzegovina

10:40 – 11:00 Brand Story – Coca Cola HBC

Serbia

11:00 – 11:20 COFFEE BREAK / NETWORKING IN MOTION

**11:20 – 12:55 PANEL:
MEDIA CONTENT AND PUBLIC RELATIONS
– IS THERE PAID AND UNPAID INFORMATION?**

Dragan Sjekloća

Strategic Media Advisor, ex-News Editor, Al Jazeera Balkans, Montenegro

Marijana Kadić Bojanić

Chief Executive Officer at Vijesti, Montenegro

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, RTL Hrvatska, Croatia

Marko Andrejić

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

Marijana Kadić Bojanić

Chief Executive Officer at Vijesti, Montenegro

Nikola Marković

Director at Radio Televizija Nikšić, Montenegro

Boris Raonić

Director General of Radio and Television of Montenegro (RTCG), Montenegro

- 12:55 **Closing of the Conference**
- 13:15 - 14:15 **LUNCH / NETWORKING IN MOTION**
- 14:45 **PROGRAM PLUS EXCURSION**
 Visit to the Historic City of Cetinje
 hosted by Podgorica Tourist Board/ Cetinje

NOTES

- **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 EU legal regulations.**
Please note that payments are non-refundable
- **Check-out** time at the official conference hotel, Hilton Podgorica, is until **10:30 AM**. Luggage can be stored at the reception.
- Guests who wish to stay at the **official hotel** can use this link to access **special offer prices** 
- Additionally, a recommended hotel is [Kings Park Hotel](#)
During registration, please indicate whether you will join the **PROGRAM PLUS EXCURSION** to the historic city of Cetinje
- **Excursion details:**
Departure in front of the Hilton Hotel is at **14:45 PM** please arrive on time
Return is scheduled for **18:30 PM**, with arrival in Podgorica at approximately **19:45 PM**.

National endorsement:



International endorsement:



Sponsors of the Conference



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