

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
Prof. Justin Green
President & CEO
Global Alliance for Public Relations and Communication Management, Ireland
- 09:20 – 09:50 **PR TALK**
Natalja Đordan — *talks with* — **Prof. Justin Green**
Communications & Corporate Affairs Manager at Trebjesa Nikšić, a member of Molson Coors Beverage Company, Montenegro *President & CEO*
Global Alliance for Public Relations and Communication 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**
Eleonora Albijanić — *talks with* — **Sanja Čalasan**
Public Relations Advisor to the President of the Chamber of Economy of Montenegro *Executive Director at Trebjesa AD at Molson Coors Company, Montenegro*
- 11:40 – 12:00 Comms To Action: How purpose-driven communication helps activate key stakeholders around initiatives that generate measurable impact
Sandra Radovanović
Integrated Communications Manager Serbia and Montenegro at Coca-Cola HBC
- 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

Moderator: 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

Goran Karadžić

General Director of Radio Television of Vojvodina

16:55 Conclusion of Day One

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, Brussels
- 10:25 – 10:55 **PR TALK**
Zvezdana Oluić — talks with — **Svetlana Vuksanović**
CEO at IM Consulting, Montenegro *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 — talks with — **Nina Drakić**
Chief Executive Officer *President Chamber of
Economy of Montenegro*
at S&A communications, 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 – 14:35 Brand Story – Vezuv

Lena Bošković

*Corporate Communications Manager at Vezuv, Montenegro
and*

Goran Četković

Head of Creative Center at Vezuv, Montenegro

14:35 – 14:55 Crisis Management & Fake News: How to Protect Brand Reputation

Lorenzo Brufani

Founder & CEO at Competence Communication, Italy

14:55 – 15:15 Transparent Recruitment of Police Officers

Restoring Professionalism to the Police.

Admir Katica

Minister of Internal Affairs of the Sarajevo Canton, Bosnia & Herzegovina

15:15 – 15:35 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*

15:35 – 15:55 **Matej Lončarić**

Chief Digital Officer

at Central European Media Enterprises (CME) Adria, Croatia

15:55 – 16:15 Slovenian Campaign Against Disinformation

Petra Bezjak Cirman

Director of the Government Communication Office Slovenia, Slovenia

16:15 Conclusion of Day Two

Danijel Koletić

Chairman of the Organizing Committee



PRO PR GLOBE PEOPLE ACHIEVEMENT AWARDS

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

networking in motion
www.pro-pr.com

3RD DAY — SATURDAY, MARCH 28TH

- 08:45 – 09:10 Registration
- 09:10 – 09:20 Welcome to PRO PR
Danijel Koletić
Founder and Chairman of the Organizing Committee
- 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 The Turkish Communication Landscape:
How Media Evolution is Redefining PR
Kağan Konçak
Founder of Roke Communications Consultancy, Türkiye
- 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?

Moderator: Marija Manja Jovović
Chief Executive Officer at Fondation "Čini dobro", Montenegro

Marijana Kadić Bojanić
Chief Executive Officer at Vijesti, Montenegro

Simona Kruhar Gabersček
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

Nikola Marković
Director at Radio Televizija Nikšić, Montenegro

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

Goran Karadžić
General Director of Radio-Television of Vojvodina (RTV), Vojvodina

12:55 Closing of the Conference

13:15 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:



Predsjednik Crne Gore
Kancelarija za odnose
s javnošću



International endorsement:



Sponsors of the Conference:



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