



PROPR

Conference



FRIDAY, **APRIL 8 2016**
SATURDAY, **APRIL 9 2016**
SUNDAY, **APRIL 10 2016**

www.pro-pr.com

April 7-10, 2016
Hotel Splendid
Bečići, Montenegro

The lectures will be held in English language
Organizer reserves the change the program



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FRIDAY, APRIL 8 2016

TIME	SPEAKER	TITLE OF LECTURE
9.00	OPENING CEREMONY Welcome speech by Mr. Danijel Koletić, President of the Organizing Board of PRO.PR Conference	
9.15-9.45	NATALIJA MILIĆ Corporate Affairs and Internal Communications Manager at Trebjesa Brewery Montenegro	Good Practice as a Heritage for the Next Generation
9.45-10.15	ZEYNEP DERELI Managing Director at APCO Worldwide	The Art of Business Diplomacy: Good PR
10.15.-10.45		NETWORKING IN MOTION
10.45-11.15	CORMAC SMITH National Chairman at UK Local Government Communications)	The Art and Science of Great Campaigns
11.15-11.45	GEIR AASEN Marketing and Sales Director at Targeteveryone Norway	Driving Effective Communication & Marketing in the Digital Space.
11.45-12.15		NETWORKING IN MOTION
12.15-12.45	GEORG DIETER HERBST PhD and THOMAS MUSIOLIK University of Arts Berlin	Relationship Management in Digital Media
13.00-15.00		LUNCH
15.00-15.30	RADOJE CEROVIĆ Executive Manager at CS Consulting	Emotions from Neuroscience Perspective: How Can Use a Brain for a Change
15.30-16.00		NETWORKING IN MOTION
16.00-19.00	RICHARD LINNING Strategic Communication Consultant, Past President of IPRA	Workshop: Speaking the Truth to Power - Yes or No? The Case for Public Relations as an Honest Broker.
	ÖMER ŞENGÜLER Chairman at Global Magic Brands	Workshop: Brave Personal Branding; establishing and managing your personal brand in 5 steps.
	CORMAC SMITH National Chairman at UK Local Government Communications	Workshop: The Art and Science of Great Campaigns
	and IAN FARROW Managing Director at Westco	Workshop: The Art and Science of Great campaigns
	ANDREY BARANNIKOV Chief Executive Officer at SPN Communications Russia	Workshop: Event Management
20.00-21.30 21.30.-00.00		DINNER DISCO MOMENTS



Conference

SATURDAY, APRIL 9 2016

TIME	SPEAKER	TITLE OF LECTURE
9.00-9.30	ISABEL EVANS Facebook	How Facebook and Instagram can Amplify Your Communications?
9.30-10.00	JULIA GRYAZNOVA Vice-President at Russian PR Association	How Generation Z in Russia Perceives Information?
10.00.-10.30		NETWORKING IN MOTION
10.30-11.00	IRENA ŠARIĆ DOMBAJ Corporate Communication Manager for Adria region at L'Oreal Adria-Balkans	Global Versus Local Corporate Communication
11.00-11.30	CHRISTIAN SPAHR Director of the Media Program South East Europe of Konrad-Adenauer-Stiftung	Communication Challenges of Political Leaders in South East Europe
11.30-11.45		NETWORKING IN MOTION
11.45-12.15	SERGEY SOKOLOV Business Development Director at SPN Communications Ukraine	Ukraine: On a PR way to Europe
12.15-12.45	CHARLES SKINNER Managing Director at Your Reputation Matters Ltd.	What Will Worldwide Communication Look Like in 2020-25 and Are you Ready for It ?
12.45-13.00		NETWORKING IN MOTION
13.00-13.30	JELENA RAĐENOVIĆ Director at Tourism Organization of Budva	Communication Management in Tourism
13.30-14.00	EKREM DUPANOVIĆ Editor-in-Chief at Media Marketing	Scrabbles in PR
14.00-15.30		LUNCH
15.30-16.00	PAOLO BACCIGA CAO at Banco Fideuram Italy	Communication in Banking Sector
16.00-18.00		TOURIST SIGHTSEEING
18.00-20.00		FREE TIME
20.30		PRO.PR AWARDS GALA DINNER

SUNDAY, APRIL 10 2016

TIME	
7.00-8.00	BREAKFAST
8.30	CLOSING CEREMONY
9.00	CHECK-OUT
9.00	TRIP TO AIRPORT

SUPPORTED BY:



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