

PROGRAM

THURSDAY, MAY 4TH

- 12:30 Welcome to the PRO PR Conference - Hotel check-in
- 13:00-14:30 Lunch at "Jezero" Restaurant
- 15:00-15:30 Registration – Welcome to PRO PR Conference
- 15:30-15:40 Opening Ceremony
Danijel Koletić
President of the Organizing Committee, Croatia
Mario Aunedi Medek
President of the Croatian Public Relations Association
- 15:40-16:10 National branding, public diplomacy and international public relations
- twins or close relatives?
prof. Božo Skoko, Ph.D.
Faculty of political science, University of Zagreb, Croatia
- 16:10-16:40 Our Planet, Our Business
Nataša Kalauz
CEO at World Wide Fund for Nature Adria, Croatia
- 16:40-17:00 Networking in motion
- 17:00-18:30 **PANEL: Green communications in sustainable development communications**
MODERATOR: Jelena Šarenac
Head Corporate Communications at Henkel, Serbia
PARTICIPANTS:
Nina Elezović
Corporate Affairs and Sustainability Director at Coca Cola Adria, Serbia
Maja Kalan Pongrac
Corporate Communications Manager at Ljubljanske mlekarne, Slovenia
Natalija Đordan
Corporate Affairs and Internal Communications Manager at Pivara Trebjesa, Montenegro
Krešimir Domjančić
Head of Public Relations at Croatian Post, Croatia
- 18:30-19:00 Sustainability is not option, it is the only solution
Neven Marinović
Co-founder/Director at Smart Kolektiv, Serbia
- 19:00-21:00 Dinner at "Jezero" Restaurant
**Note: All lectures this day will be on local languages, without translation in English.*

FRIDAY, MAY 5TH

- 08:30-09:00 Registration
- 09:00-09:10 Introduction
Danijel Koletić
President of the Organizing Committee, Croatia
- 09:10-09:20 **Renna Markson**
*Deputy Director General
at The Public Relations and Communications Association (PRCA), United Kingdom*

- 09:20-09:40 **The Universal & Timeless Essentials of Best Practice in PR**
Charles Skinner
Member of the organizing committee, United Kingdom
- 09:40-10:10 **For a cause and with hope**
- communicating about the United Nations in challenging times.
Martin Nesirky
Director at United Nations Information Service, Austria
- 10:10-10:40 **New era, new media guidelines**
John Shield
Director of Communications at BBC, United Kingdom
- 10:40-11:10 **When a Government Brand turns its creativity on**
Khaled AlShehhi
Executive Director Marketing and Communication at Government Media Office, UAE
- 11:10-11:40 **Networking in motion**
- 11:40-12:10 **Communications: how to improve the best**
Carlos Chaguaceda
Director of Communications Museo Nacional Del Prado, Spain
- 12:10-12:40 **The good, the bad and the ugly. Communicating in a vulnerable world.**
Erik den Hoedt
Director of Operations at the Ministry of General Affairs, Netherlands
- 12:40-13:10 **Winning personal and corporate reputation**
Katja Fašink
Chief Communications Officer at ELES, d.o.o., Slovenia
- 13:10-14:30 **Lunch at "Jezero" Restaurant**
- 14:30-16:00 **PANEL: Telling the truth, is it enough to cut thru the fog of lies?**
MODERATOR: Richard Linning
President at World Innovation and Change Management Institute, United Kingdom
- PARTICIPANTS:**
**Note: All lectures this day will be in English languages, without translation.*
- Ovidiu Voicu**
Executive Director at Center for Public Innovation, Romania
- Simona Kruhar Gaberšček**
Editor-in-Chief at Marketing magazin, Slovenia
- Silvija Londero Šimleša**
Director at Media Servis, Croatia
- Tihana Ela Kružić**
Head of the Media Analysis Department at Press Clipping, Croatia
- Vladimir Nišević**
Editor in Chief at Poslovni dnevnik, Croatia



PRO PR Globe Awards

19:30 **PRO PR GLOBE Awards Ceremony at the Congress Hall**

20:30 **Dinner & music at "Jezero" restaurant**

SATURDAY, MAY 6TH

- 09:00-09:30 Registration
- 09:30-10:00 **Beauty of Sustainability 4P's**
Riti Tiimus
Sustainability Manager at L'Oreal Europe Zone, France
Irena Šarić Dombaj
Corporate Affairs & Engagement Director at L'Oreal Adria, Croatia
- 10:00-10:20 **From green branding to green image**
Katarina Miličević
Assistant Professor at European Master in Tourism Management, Croatia
- 10:20-10:40 **MISSION POSSIBLE: Knowledge wins!**
Misijana Brkić - Milinković
Head of Corporate Communications at HT ERONET, Bosnia and Herzegovina
- 10:40-11:10 **Networking in motion**
- 11:10-11:30 **PR Industry in Vietnam: What's next!**
Mai Anh Le
Regional Country Manager at Global PR Hub, Vietnam
- 11:30-11:50 **Public service communications: Lessons from the past and future challenges**
Ian Farrow
Managing director at Westco Trading LTD, United Kingdom
- 11:50-12:00 **Tourist board Plitvice Valleys**
- 12:00-12:10 **Tourist board of Plitvice Lakes municipality**
- 12:10-12:30 **Love in communication**
Lidia Pavlin
Director and owner at NICHA d.o.o., Slovenia
- 12:30-13:30 **Lunch at "Jezero" Restaurant**
- 13:30 **Departure to Plitvice Lakes (on time)**

PICNIC LUNCH

We will celebrate the 20th year of the PRO PR Conference together in the National Park with a picnic, socializing and music, through a guided tour. Expected arrival to Hotel Jezero is at 18:30.

Dress code: casual, walking shoes, walking guided tour, cca 4 hours.

- 19:00-20:30 **Dinner at "Jezero" Restaurant**
- 21:00-00:30 **DJ Party**

SUNDAY, MAY 7TH

- 07:00-09:00 **Breakfast**
- 10:00-10:30 **Check-out**

Note: The organizer reserves the right to change and supplement the program till 4th of May 2023.

Limited seats available. Book at www.pro-pr.com
Welcome!

**"Green public relations,
green responsibilities"**

Organized by
 **APRIORI**
World

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