

# PROGRAM



## PROPR Conference 2017

Terme Tuhelj, Croatia **6<sup>th</sup>-9<sup>th</sup> April 2017**

Organizer:  **APRIORI World**

Supported by:   Zagorje

Under the patronage of the President of Republic Croatia, **Mrs. Kolinda Grabar Kitarović.**



### THURSDAY, April 6 2017

16:00	Hotel check-in
19:30	Folk performance
20:00	Dinner

### FRIDAY, April 7 2017

08:00	Registration
09:00 - 09:15	Opening ceremony: Welcome speech by <b>Mr. Danijel Koletić</b> , President of Organization Board of PRO PR Conference; Welcome speech by <b>Mr. Željko Kolar</b> , County Prefect of the Krapina-Zagorje County
09:15 - 09:45	<b>Hrvoje Glasnović</b> , Head of Digital Communications at Agrokor: <b>Digital Communications- New Possibilities</b>
09:45 - 10:15	<b>Peter N. Thier</b> , Head of Corporate Communications at Austrian Airlines and Member of the Communications Board of Lufthansa Group: <b>PR in Times of Change</b>
10:15 - 10:45	<b>Networking in motion</b>
10:45 - 11:15	<b>Katarina Klemenc, MSc</b> , Head Corporate Communications, Novartis, Slovenia: <b>Communications in Pharmaceutical Industry- Challenges and Opportunities</b>
11:15 - 11:45	<b>Zsófia Bánhegyi</b> , Group Communications Director at Magyar Telekom Plc: <b>TBA</b>
11:45 - 12:00	<b>Networking in motion</b>
12:00 - 12:30	<b>John Shield</b> , Director of Communications at BBC: <b>TBA</b>
12:30 - 13:00	<b>Christian Spahr</b> , Director of the Media Program South East Europe of Konrad-Adenauer-Stiftung (KAS): <b>South East Europe and EU- Mutual public diplomacy challenges</b>

13:00 - 14:30	<b>Lunch</b>
14:30 - 15:00	<b>Goran Pivarski</b> , Croatia and B&H Communications and Philanthropies Lead: <b>Empowering Education System with Digital Skills</b>
15:00 - 15:15	<b>Networking in motion</b>
15:15 - 16:45	Panel discussion: <b>Branding and PR</b> (Moderator: <b>Goran Pavlović</b> , Editor in Chief at JaTrgovac)
17:00	Visit and excursion to Kraneamus <b>Krapina Neanderthal Museum</b>
20:30	<b>Dinner Disco Moments</b>

12:00 - 13:30	<b>Lunch</b>
13:30 - 15:00	Panel discussion: <b>Media View on Public Relations</b> (Moderator: <b>TBC</b> )
15:00 - 15:30	<b>Alexander Dourchev</b> , CEO at All Channels Communication Group: <b>Life after the Start-up: Manage, Grow and Survive in the Communication</b>
15:30 - 16:00	The name of speaker and the title of lecture will be announced in January 2017
16:00	Visit and Excursion to "Old Village Kumrovec"
19:15	Return to hotel
21:00	<b>PRO PR Awards gala ceremony and gala dinner</b>

### SATURDAY, April 8 2017

09:00 - 09:30	<b>Jelena Šarenac</b> , Head of Corporate Communications at Henkel Serbia and Henkel Adria region: <b>Henkel's Sustainability Strategy until 2030</b>
09:30 - 10:00	<b>Axel Reiserer</b> , Head of Media at the European Bank for Reconstruction and Development: <b>Communication in a Post-Truth World</b>
10:00 - 10:30	<b>Networking in motion</b>
10:30 - 11:00	<b>Bryson Thornton</b> , Regional Director, Communications, Eastern Europe, Middle East & Africa at Philip Morris International: <b>TBA</b>
11:00 - 12:00	<b>Digital Hour</b> (Moderator <b>Davor Debrečin</b> , Svinaweb)

### SUNDAY, April 9 2017

09:30 - 10:00	<b>Francis Ingham</b> , PRCA Director General & ICCO Chief Executive: <b>The State and Direction of Travel of the Global Public Relations Industry'</b>
10:00 - 11:30	Panel discussion: <b>Communication in Public Administration</b> (Moderator: <b>Melita Pavlek</b> , General Secretary at Croatian County Association)
11:30 - 12:00	<b>Closing ceremony</b>
12:00	<b>Hotel check-out</b>

## 15<sup>th</sup> International PR Conference of Adriatic Region

### 15 Networking in motion years



\* The organizer reserves the right to change the program.



APRIORI World

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