

# PROGRAM

## WEDNESDAY, APRIL 10<sup>TH</sup>

- 14:00 **Welcome to the PRO PR Conference - Hotel check-in**
- 19:00 **City & Tourist Board of Crikvenica**  
**Local Culture Program and degustation of local products**
- 20:00 **Dinner**

## THURSDAY, APRIL 11<sup>TH</sup>

- 08:30-09:30 **Registration**
- 09:30-09:40 **Welcome Speech**  
**Zlatko Komadina**  
*County Mayor of Primorje-Gorski Kotar County*  
**Damir Rukavina**  
*Mayor of the City of Crikvenica*  
**Danijel Koletić**  
*President of the Organizing Board of the PRO PR Conference*  
**Formal opening**  
**Representative of Ministry of tourism (Republic of Croatia)**
- 09:40-09:50 **Welcome to Crikvenica**  
**Marijana Biondić**  
*Director of the Crikvenica Tourist Board*
- 09:50-10:00 **HUOJ (Croatian Public Relations Association)**  
**Ph.D. Ana Tkalac Verčić**  
*President of the Croatian Public Relations Association*
- 10:00-10:15 **Lecture: The Future - Trends in Public Relations**  
**Richard Linning (United Kingdom)**  
*Member of the Organizing Board of the PRO PR Conference*
- 10:15-10:45 **Lecture: Communications and Business**  
**Snježana Bahtijari (Croatia)**  
*Director of Marketing, Communications and CSR at Ericsson Nikola Tesla*
- 10:45-11:15 **Lecture: Artificial Intelligence and Communications - Bring a Human Touch to Your AI Communications**  
**Svetlana Stavreva (Bulgaria)**  
*President of the International Public Relations Association London*
- 11:15 -11:45 **Networking in motion**
- 11:45 -12:15 **Lecture: The Making of a Modern Monarchy**  
**Patrick Harrison (United Kingdom)**  
*Former Press Secretary to HRH The Prince of Wales &  
Director of Reputation Management and Strategic Media Relations at Weber Shandwick*

## CONFERENCE

Hotel Katarina, Selce - Croatia

April 10<sup>th</sup>-13<sup>th</sup>, 2019

### THURSDAY, APRIL 11<sup>TH</sup>

- 12:15-12:45 **Lecture: Which Role for Communication in a Good CSR Strategy?**  
**Oliver Faust (France)**  
*Vice President, Corporate Social Responsibility & Managing Director of the Renault Foundation at the Groupe Renault*
- 12:45-13:15 **Lecture: Brains Know Best: Communications in the Era of Neuroscience**  
**Nikolaos Dimitriadis (Greece - Serbia)**  
*CEO at Trizma Neuro*
- 13:15-14:30 **Lunch**
- 14:30-16:15 **Panel discussion: The Role of PR from Destination Branding Perspective**  
Moderator: **Ph.D. Katarina Miličević** *CEO & Co-founder of thinktourism.org*  
Participants: **Marijana Biondić** *Director of the Crikvenica Tourist Board*  
**Maja Vukičević** *PR Manager at the Montenegro Starts Hotel Group*  
**Tihana Putin** *Analyst for Promotion of Tourist Offer at the Tourist Organisation of the City of Novi Sad*  
**Petra Stušek** *Managing Director of the Ljubljana Tourist Board*  
**Robert Čoban** *CEO at Color Press Group*
- 16:30-19:00 **Networking in motion – Excursion: „Vinodol - Magnificent Vine Valley“**  
**Organized by Crikvenica Tourist Board**
- 19:30-21:00 **Dinner**
- 21:00-23:30 **PRO PR Music Moment – DJ Boris**

### FRIDAY, APRIL 12<sup>TH</sup>

- 09:15-10:00 **Lecture: Public Relations as Multi-Stakeholder Relationship Management in a Hyper-Globalized World**  
**Ph.D. Takashi Inoue (Japan)**  
*Chairman & CEO of Inoue Public Relations, Inc. and President and Representative Director of the Japan Public Relations Institute, Visiting Professor of Kyoto University*
- 10:00-10:30 **Lecture: Brewing a Better World in HEINEKEN Croatia**  
**Ljudmila Bratko Gašpić (Croatia)**  
*Corporate Affairs Manager at HEINEKEN Hrvatska*
- 10:30-11:00 **Lecture: Communication Challenges Regarding Technology, IA and New Ways of Consumption**  
**Maria Laura Garcia (Argentina)**  
*President of FIBEP World Media Intelligence Association*
- 11:00-11:30 **Networking in motion**
- 11:30-12:00 **Lecture: Communications in Tourism**  
**Chris Pomeroy (Spain)**  
*Director of Global Strategies & Client Services at MMGY Global*
- 12:00-12:30 **Lecture: Banking for Good Through Financial Education**  
**Raymond Frenken (Belgium)**  
*Head of Communications and CSR at European Bank Federation*

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### FRIDAY, APRIL 12<sup>TH</sup>

- 12:30-13:00 **Lecture: Banks and Prosperity – Beyond the (In)Visible**  
**Dario Gabrić (Croatia)**  
*Head of Corporate Communications Office at Erste&Steiermärkische Bank Croatia*
- 13:00-14:15 **Lunch**
- 14:15-14:45 **Lecture: Get Connected or Get Lost – How Brands Build Communities in the Conversational World?**  
**Zarena Kancheva (Bulgaria)**  
*Marketing and PR Manager CEE at Viber*
- Digital Hour**
- 14:45-15:05 **Simplify Your Digital Transformation - Go Mobile**  
**Ognjen Lukić (Serbia)**  
*Managing Director at Softech Solutions*
- 15:05-15:25 **Have Fun with Mobile Loyalty (as provider & as user)**  
**Tomaž Gaube (Slovenia)**  
*Managing Director at Kraft&Werk*
- 15:25-15:45 **Digital Progress**  
**Domagoj Perković (Croatia)**  
*Manager and CEO at Nepted*
- 16:00-18:30 **Networking in motion – Excursion: „Riviera that breathes – explore the Crikvenica Riviera by boat“**  
**Organized by Crikvenica Tourist Board**

20:00h



## PRO PR Awards 2019 Dinner and Gala Ceremony

*(Dress code: black tie optional)*

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### SATURDAY, APRIL 13<sup>TH</sup>

- 09:30-09:45 **Lecture: Towards Ever Deeper Integration**  
**Charles Skinner (United Kingdom)**  
*CEO at Your Reputation Matters*
- 09:45-10:15 **Lecture: One Story - Two Points of View**  
**Tihana Ela Kružić (Croatia)**  
*Department of Analysis Department at Press Clipping*
- 10:15-10:45 **Lecture: A Call For Awareness**  
**Fatima Al-Ali (Qatar)**  
*Lawyer & Child Rights Activist*
- 10:45-11:00 **Networking in motion**
- 11:00-11:10 **Exclusive presentation: New Media Launch**
- 11:10-12:40 **Panel discussion: Scanning PR with MR** (*this panel discussion will be in a local language*)  
Moderator: **Lamija Alečković** *Chief Communications Officer at Aspida*  
Participants: **Iva Repač** *Head of Digital Production in Span*  
**Matej Lončarić** *Director of Video Operations and Innovation projects in 24sata*  
**Nikica Škunca** *Head of Internet Department at Nova TV*  
**Ekrem Dupanović** *Editor-in-Chief at Media Marketing Magazine*
- 12:40-12:55 **Closing ceremony**
- 13:00 **Lunch at the Hotel**

*Note: The organizer reserves the right to change the program*

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