

PROGRAM

THURSDAY, MARCH 14TH

13:00 Hotel Mona Plaza Check-in

12:00-13:00 Lunch

13:00-13:30 Registration - Conference center Mona Plaza Hotel / www.monaplaza.com

13:30-13:45 Opening Ceremony

Danijel Koletić

Founder & President of the Organizing Committee, Croatia

Žarko Simović

Member of the Organizing Committee, Serbia

Ivan Vitorović

Chief Executive Officer at Mona Hospitality Managment, Serbia

13:45-13:55 „New directions, new challenges”

Charles Skinner

Member of the Organizing Committee, United Kingdom

13:55-14:15 Navigating Global Communications: The Evolving Landscape of PR

Renna Markson

*Managing Director at the Public Relations and Communications Association (PRCA),
United Kingdom*

AGENCY STORY

14:15-14:35 When you're in the communication business, you're either superior or you're dead!

Borislav Miljanović

CEO at Represent System, Serbia

14:35-14:55 How environmental, social, and corporate governance determines the rules of communication?

Aida Salkić

Founder & CEO at Beyond Consulting, Bosnia and Herzegovina

15:00-15:30 **NETWORKING IN MOTION**

15:30-16:00 Public relations in Iran

Mina Nazari

General Director of the PR Department at Tabriz Power Distribution Co., Iran

16:00-16:30 The State of Media Relations 2024

Natan Edelsburg

Chief Partnerships Officer at Muck Rack, USA

- 16:30-17:00 Communication guidelines for sustainable development**
Alicia Matilda Lubrani
Chief Marketing Officer & Country Corporate Communication Director at AXPO, Italy
- 17:00-17:20 NETWORKING IN MOTION**
- 17:20-19:00 PANEL: BRANDS AND PUBLIC RELATIONS, DIRECTIONS**
MODERATOR: SIMONA KRUHAR GABERŠČEK
Editor-in-Chief at Marketing Magazin, Slovenia
PARTICIPANTS:
Nađa Lutvikadić Fočo
Head of Promotion Communications at BH Telecom, Bosnia and Herzegovina
Ranko Jelača
Marketing Director LESE zone at Lactalis Group, Slovenia
Jasmina Šrndić
Head of Corporate Communications at Lidl, Serbia
Boris Zatezalo
Meta Lead Croatia at Httpool, Croatia
Jelena Šarenac
Head of Corporate Communications Adria Region at Henkel, Serbia
- 19:00-21:00 DINNER**
- FRIDAY, MARCH 15TH**
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- 08:45-09:15 Registration - Conference center Mona Plaza Hotel**
- 09:15-09:45 Whistleblowers and Retaliation**
Mary Beth West
Senior strategist for U.S.-based Fletcher Marketing PR, USA
- 09:45-10:15 Africa is not a country,
What can Africa teach the world about
the future of strategic communications?**
Dustin Chick
Managing Director at Razor PR, South Africa
- 10:15-10:45 The Soul of Brands**
Rafael Llopis
Head of the Marketing Department at Revestech, Spain
- 10:45-11:15 NETWORKING IN MOTION**
- 11:15-11:45 Data Storytelling**
Jonny Bentwood
Global Head of Data & Analytics at Golin, United Kingdom
- AGENCY STORY**
- 11:45-12:05 Communications and Corporate Reputation in the Year of Elections**
Nataša Trslić Štambak
Managing Director – CEE Region at Grayling, Croatia
- 12:05-12:25 (New) PR Quality**
Tamara Bekčić
General Manager & Co-founder of Chapter 4 PR, Serbia

- 12:25-12:55 Media credibility**
Christoph Plate
Director of Media Program South East Europe at Konrad-Adenauer-Stiftung e.V., Germany
- 13:00-14:45 LUNCH**
- 14:45-15:15 Communications responsibility**
Bence Gáspár
Head of Communications at OTP Bank, Hungary
- 15:15-15:45 Community, the driven force of an open-source project**
Efstathios Iosifidis
Open Source UoM founder, Macedonia
- 15:45-16:00 NETWORKING IN MOTION**
- 16:00-16:30 Undervalued service provider or highly valued business partner
Change is uncomfortable, but not changing is terrifying**
Jernej Smisl
Director of Corporate Consultancy at Pristop Group, Slovenia
- 16:30-17:00 Proactive PR**
Aleksander Truppel Ilić
External Expert in the field of PR and Protocol at Slovenian Infrastructure Agency, Slovenia



PRO PR Globe Awards

19:30-23:30 PRO PR Globe Awards Ceremony / Gala Dinner program

23:30-00:30 After dinner and awards party
Bar, Mona Plaza Hotel, ground floor

SATURDAY, MARCH 16TH

- 08:45-09:00 Registration**
- 09:00-09:10 Nataša Pavlović Bujas**
President at the International Public Relations Association (IPRA), Serbia
- 09:10-09:40 New age, new opportunity**
Aleksandar Eric
CEO & Founder of "Harmony Group", Switzerland
- 09:40-10:10 Something old, something new, something borrowed, something blue**
Eleonora Albijanić
Specialist for External Communications at Elektroprivreda Crne Gore AD Nikšić, Montenegro
- 10:10-10:30 NETWORKING IN MOTION**
- 10:30-11:00 Rethinking strategies for crisis: the case of aviation**
Aslıhan Güven
Corporate Communications Director of Sabiha Gökçen Int'l Airport, Turkey
- 11:00-11:30 What are current risks and protection measures for data security?**
Samo Gaberšček
Information Security Officer at Celonis, Germany

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**11:30-13:00 PANEL: THE FUTURE OF MEDIA AND PR:
A RECIPE FOR A HAPPY RELATIONSHIP**

MODERATOR: **Silvija Londero Šimleša**

Director at Media Servis, Croatia

PARTICIPANTS:

Nenad Danilović

Founder & Editor-in-Chief of Advertiser Serbia, Serbia

Edhem Fočo

Managing Director of Al Jazeera Network (Balkans), Bosnia and Herzegovina

Maja Raković

Owner & Editor-in-Chief of NAXI radio, Serbia

Marko Andrejić

Editor-in-Chief at Biznis.rs, Serbia

Srdan Kosović

Director of Digital & Development at Vijesti, Montenegro

Matej Lončarić

Chief Digital Officer at CME Adria, Croatia

Biljana Stepanović

Founder & General Manager at Business Info Group d.o.o., Serbia

13:00-13:10 Conclusion

Robert Čoban

President at Color Press Group, Serbia

13:10-13:15 Closing words

Danijel Koletić

Founder & President of the Organizing Committee, Croatia

13:15-14:30 LUNCH

PRO PR PROGRAM+

14:45-19:00 DISCOVERING BELGRADE

19:00-22:00 TRADITIONAL DINNER

Hot and cold beverages are not included

Traditional dinner officially lasts from 19:00 to 21:00. Transportation to the hotel is not organized. You can take a 20-minute walk or order a taxi, which is not included in the registration fee. Please check out by 12 o'clock. You can leave your luggage in the storage room next to the reception.

SUNDAY, MARCH 17TH

07:00-09:00 BREAKFAST

12:00 CHECK-OUT

Endorsed by:



Supported by:



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The organizer reserves the right to supplement and change the hourly rate

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