

PROGRAM



PROPR Conference 2017

Terme Tuhelj, Croatia **6th-9th April 2017**

Organizer:  **APRIORI World**

Supported by:  

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
09:15- 09:30 Opening ceremony: Welcome speech by **Mr. Danijel Koletić, President of Organization Board of PROPR Conference**; Welcome speech by **Mr. Željko Kolar, County Prefect of the Krapina-Zagorje County**
09:30 - 10:00 **Hrvoje Glasnović, Head of Digital Communications at Agrokor: Digital Communications- New Possibilities**
10:00 - 10:30 **Peter N. Thier, Head of Corporate Communications at Austrian Airlines and Member of the Communications Board of Lufthansa Group: PR in Times of Change**
10:30 - 11:00 **Networking in motion**
11:00 - 12:20 **DIGITAL VIEW: Davor Debrećin, (Svinaweb), Zoran Torbica, (internetekonomija.com), Martin Korošec, (Oranža), Marin Erceg, (Aspida),**
12:30 - 14:00 **Lunch**
14:00 - 14:30 **Francis Ingham, PRCA Director General & ICCO Chief Executive: The State and Direction of Travel of the Global Public Relations Industry**
14:30 - 15:00 **Goran Pivarski, Croatia and B&H Communications and Philanthropies Lead at Microsoft: Empowering Education System with Digital Skills**
15:00 - 15:30 **Jelena Šarenac, Head of Corporate Communications at Henkel Serbia and Henkel Adria region: Henkel's Sustainability Strategy until 2030**

15:30 - 16:00 **Networking in motion**

16:00-17:15 Panel discussion: Branding and PR (Moderator: **Goran Pavlović, Editor in Chief at JaTrgovac**, Participants: **Jernej Smitl, Pivovarna Laško Union, Olivera Nikodijević, Carnex, Nataša Pucar, Bimal**)
17:30 Visit and excursion to **Kraneamus Krapina Neanderthal Museum**
19:45 Return to hotel
20:30 Dinner
21:30 **Disco Moments by DJ FRX**

SATURDAY, April 8 2017

09:00-09:30 **John Shield, Director of Communications at BBC: Making Communications a Force for Change**
09:30 - 10:00 **Katarina Klemenc, MSc Head Corporate Communications, Novartis, Slovenia: Communications in Pharmaceutical Industry - Challenges and Opportunities**
10:30-11:15 **Bryson Thornton, Regional Director, Communications, Eastern Europe, Middle East & Africa at Philip Morris International: The Role of Communications in Transforming the Tobacco Industry**
11:15-11:45 **Lucie Pecháčková, Spokesperson at O2 Czech Republic: Separation of the Company: 2 Minus 1 Can Still Be 2**
11:45 - 12:15 **Networking in motion**
12:15-12:45 **Christian Spahr, Director of the Media Program South East Europe of Konrad-Adenauer-Stiftung (KAS): South East Europe and EU - Mutual public diplomacy challenges**
12:45 - 13:15 **Axel Reiserer, Head of Media at the European Bank for Reconstruction and Development: Communication in a Post-Truth World**

13:15 - 14:30 **Lunch**
14:30 - 16:00 Panel discussion: The Rise of Populism (Moderators: **Richard Linning & Toni Muzi Falconi**; Participants: **Marjan Novak, Marketing Magazine; Darko Buković, Privredni vjesnik; Robert Čoban, Color Press Grup; Elmır Huremović, FENA**)
16:00 - 16:30 **PhD Mladen Radujković, University of Alma Mater Europaea: Project Management: Serving for Community Needs and Society at Large**
16:30 Visit and Excursion to **"Old Village Kumrovec" Fairy Tale on the Table**
19:15 Return to hotel
20:30 **PRO PR Awards gala ceremony and gala dinner**

SUNDAY, April 9 2017

09:30 - 10:00 **Alexander Dourchev, CEO at All Channels Communication Group: Life after the Start-up: Manage, Grow and Survive in the Communication**
10:00 - 11:30 Panel discussion: Communication in Public Administration (Moderator: **Melita Pavlek, General Secretary at Croatian County Association**, Participants: **Dražen Dreatar, City of Varaždin; Marija Jovović, CEDIS; Violeta Cvetkovska, Municipality of Karpos; Aljoša Kirič, Municipality of Maribor; Ivana Đurić, Government of Serbia, European Integration Office; Admir Katica, High Judicial and Prosecution Council of Bosnia and Herzegovina**)
11:30 - 12:00 **Closing ceremony**
12:00 **Hotel check-out**

15th 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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