

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
Žarko Simović
Member of the Organizing Committee, Serbia
Ivan Vitorović
Chief Executive Officer at Mona Hospitality Management, 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 in 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

17:00-17:15 **NETWORKING IN MOTION**

17:15-18:45 **PANEL: BRANDS AND PUBLIC RELATIONS, DIRECTIONS**

MODERATOR: SIMONA KRUHAR GABERŠČEK

Editor-in-Chief at Marketing Magazin, Slovenia

PARTICIPANTS:

Nadja 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

19:00-21:00 **DINNER**

FRIDAY, MARCH 15TH

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 the Chapter 4 PR, Serbia

networking in motion

www.pro-pr.com

- 12:25-12:55 **To be announced / lecture for supported partner**
- 13:00-14:45 **LUNCH**
- 14:45-15:15 **Communications responsibility**
Bence Gáspár
Head of Communications at Országos Takarékpénztár bank (OTP Bank), Hungary
- 15:15-15:45 **To be announced/ lecture for supported partner**
- 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
Corporate Consultant Director at Pristop Group, Slovenia
- 16:30-17:00 **To be announced / lecture for supported partner**



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

- 09:00-09:20 **Registration**
- 09:20-09:40 **New age, new opportunity**
Alexander Eric
General Director & Founder of the company "Harmony Solutions", Switzerland
- 09:40-10:10 **Is The Future Of Communications Half-Human, Half-Machine?**
David Gallagher
Managing partner for The Next Practices Group, United Kingdom
- 10:10-10:40 **Something old, something new, something borrowed, something blue**
Eleonora Albijanić
Specialist for External Communication at Elektroprivreda Crne Gore AD Nikšić, Montenegro
- 10:40-11:00 **NETWORKING IN MOTION**
- 11:00-11:30 **Rethinking strategies for crisis: the case of aviation**
Aslıhan Güven
Corporate Communications Director of Sabiha Gökçen Int'l Airport
- 11:30-12:00 **What are current risks and protection measures for data security?**
Samo Gaberšček
Information Security Officer at Celonis, Germany

12:00-13:30 **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 the business portal advertiser-serbia.com, Serbia

Edhem Fočo

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

Maja Rakovic

Owner and editor-in-chief of NAXI radio, Serbia

Marko Andrejić

Editor-in-Chief at Biznis.rs, Serbia

Srdan Kosović

Editor-in-Chief at Vijesti, Montenegro

Matej Lončarić

Chief Digital Officer at CME ADRIA, Croatia

13:30-13:40 **Conclusion**

Robert Čoban

President at Color Press Group, Serbia

13:40 **Closing words**

Danijel Koletić

Founder & President of the Organizing Committee

14:00-15:00 **LUNCH**

PRO PR PROGRAM+

15:30-20:00 **DISCOVERING BELGRADE**

20:00-23:00 **TRADITIONAL DINNER**

**THE FINAL PROGRAM
WITH THE FINAL TIMETABLE
WILL BE PUBLISHED ON JANUARY 1ST OF 2024.**

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