

# PROGRAM

April 11-14, 2018, Zlatibor, Serbia

**PRO PR**  
CONFERENCE

## WEDNESDAY, APRIL 11<sup>TH</sup>, 2018

- 16:00 **Hotel check-in / Hotel Mona & Hotel Palisad**  
19:00-19:30 **Welcome to Zlatibor (cultural event)**  
19:30-21:00 **Dinner** (*Dinner for all guests will be held in the restaurant of the Mona Hotel - the 1<sup>st</sup> floor*)

## THURSDAY, APRIL 12<sup>TH</sup>, 2018

- 08:30-09:30 **Registration**  
09:30-09:50 **Welcome to PRO PR**  
**Mr. Vladimir Živanović**  
*Director of the Tourist Organization Zlatibor*  
**Mr. Danijel Koletić**  
*President of the Organizing Board of PRO PR Conference*  
**Mr. Ivan Vitorović**  
*General Director at Mona Hotel Management*  
**Mrs. Jelena Šarenac**  
*Head of Corporate Communications at Henkel Adria / President of the Serbian Public Relations Association*
- 09:50-10:20 **The Only Way to Predict the Future is to Create it**  
**Maja Jovanović**  
*Head of Fundraising Programs and Donors Relationship at Novak Đoković Foundation*
- 10:20-10:50 **The Transformation, New Direction, and Trends in PR Industry**  
**Francis Ingham**  
*Director General of PRCA & Chief Executive of ICCO*
- 10:50-11:20 **Soft Power of Your Corporate Authenticity**  
**Olga Podoinitsyna**  
*Member of the Board at VTB Capital*
- 11:20-11:50 **Networking in Motion**
- 11:50-12:20 **Digital Mess Up What We Knew as PR of Advertising**  
**Toni Tomašek**  
*Chief Creative Officer & Director (Slovenia) & Chief Business Development (Adriatic) at Publicis One*
- 12:20-12:50 **Africa Communications Rising**  
**Robyn de Villiers**  
*Chairman and CEO of Burson Cohn & Wolfe*
- 12:50-14:15 **Lunch** (*Lunch for all guests will be held in the restaurant of the Mona Hotel - the 1<sup>st</sup> floor*)
- 14:15-15:45 **Panel discussion: „Radio and Public Relations Today“**  
Moderator: **John Shield**  
*Director of Corporate Communications at BBC*  
Participants: **Silvija Londero**  
*Director and Editor-in-Chief at Media Servis*  
**Arnela Lojo**  
*PR Manager and Spokesperson at RSG Media Group*  
**Predrag Anđelković**  
*CEO at S Media*
- 16:00-19:30 **Visit & Excursion: Beauty of Zlatibor region**  
*(Meeting point is in front of the main entrance to the Mona Hotel)*
- 19:30-21:00 **Dinner** (*Dinner for all guests will be held in the restaurant of the Mona Hotel-the 1<sup>st</sup> floor*)  
21:00 **Tamburica Moments in the Perun restaurant of the Mona Hotel**

# PROGRAM

April 11-14, 2018, Zlatibor, Serbia

**PRO PR**  
CONFERENCE

## FRIDAY, APRIL 13<sup>TH</sup>, 2018

- 09:30-10:00 **Populism Between Algorithms and Fake News: What PRs Can Learn From Recent Italian Elections**  
**Biagio Carrano**  
*Founder and Director of eastCOM Consulting Belgrade*
- 10:00-10:30 **How to Digitalize PR agency – Represent System vs Represent Communications**  
**Borislav Miljanović Ph.D.**  
*CEO at Represent Communications*
- 10:30-11:00 **The V&A: Building a Global Museum Brand**  
**Sophie Brendel**  
*Director of Marketing and Communications at Victoria & Albert Museum*
- 11:00-11:30 **Networking in motion**
- 11:30-12:00 **Why Organisations Will Never Be Run by Machines: Automation, the Future of Work, and What it Means for People**  
**Fiona Czerniawska**  
*Co-Founder of the Source Global Research*
- 12:00-12:30 **Towards the Future: Transforming Communication Models at Croatian Radiotelevision (HRT)**  
**Igor Ćutuk**  
*Head of Communications and Spokesperson at Croatian Radio Television*
- 12:30-12:50 **The General Data Protection Regulation and Public Relations**  
**Ana Keglović Horvat**  
*CEO at Lude Ribe & AKH Consulting*
- 12:50-13:30 **Session about internal communications (each lecture per 20 minutes):  
Implementation of SmartWorking Concept to All Employees at the Head Office of UniCredit Bank Serbia**  
**Nataša Jovanović**  
*Director of the Identity and Communication Department at UniCredit Bank Serbia*  
**PR ORgasm. The Female One.**  
**Nina Redžepagić**  
*CEO at OR*
- 13:30-15:00 **Lunch** (*Lunch for all guests will be held in the restaurant of the Mona Hotel - the 1<sup>st</sup> floor*)
- 15:00-16:30 **Panel discussion: Public Relations and Public Relations Agencies**  
Moderator: **Marjan Novak**  
*Director and Editor-in-Chief at Marketing Magazin*  
Participants: **Marjeta Kirn Kljajič**  
*Founder and Co-Owner of Advertising and PR agency Nicha*  
**Tamara Bekčić**  
*Managing Director & Co-Founder at Chapter 4 Communications Consulting agency*  
**Una Bejtović**  
*CEO at Bejtović Communications*  
**Jelena Pavićević**  
*Director of Benefit Communications*
- 16:45-18:00 **Walking tour** (*Meeting point is in front of the main entrance of the Mona Hotel*)
- 20:30 **PROPR Awards gala ceremony**  
(*Dress code: black tie optional*)



# PROGRAM

April 11-14, 2018, Zlatibor, Serbia

**PRO PR**  
CONFERENCE

## SATURDAY, APRIL 14<sup>TH</sup>, 2018

- 09:30-11:00 **Panel discussion: How Media Representatives Perceive Public Relations Industry**  
Moderator: **Darko Buković**  
*Director and Editor-in-Chief at Privredni vjesnik*
- Participants: **Andreja Comino**  
*Journalist at Media24*
- Robert Čoban**  
*Owner of publishing Color Press Group*
- Goran Pejčić**  
*Editor-in-Chief of Local News Program at Radiotelevision of Vojvodina*
- Milica Jeremić**  
*Editor-in-Chief at Kurir.rs*
- 11:00-11:15 **Networking in Motion**
- 11:15-11:45 **Great Digital Marketing Strategies for Business**  
**Sean Gardner**  
*Co-Founder of the pioneering Huffington Post "Twitter Powerhouses Series"*
- 11:45-12:15 **Keep Media Good - the first ever pan-European marketing campaign for Public Service Media**  
**Sabrina Povšič Štimatec**  
*Deputy Head of PR Department at RTV Slovenija*
- 12:15-12:30 **Closing ceremony**
- 12:30-14:00 **Lunch** (Lunch for all guests will be held in the restaurant of the Mona Hotel - the 1<sup>st</sup> floor)

*Note:*

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

*- All meals will be in the restaurant on the 1st floor of the Mona Hotel. Beverages are charged additionally.*

*- Meeting point at the start of excursion tours is in front of the main entrance of the Mona Hotel*

*- Walking distance between the Mona Hotel and the Palisad Hotel is 5 minutes.*

*However, there will be organized transfer during all days of the conference for the following periods:*

<i>April 11<sup>th</sup>, 2018:</i>	<i>April 12<sup>th</sup>, 2018:</i>	<i>April 13<sup>th</sup>, 2018:</i>	<i>April 14<sup>th</sup>, 2018</i>
<i>18:00 - 21:30</i>	<i>08:15 - 09:30 19:15 - 21:00</i>	<i>09:00 - 09:45 20:00 - 20:45 22.30-23:30</i>	<i>09:00-09:45</i>

Organized by:



Institutional partner:



networking in motion  
[www.pro-pr.com](http://www.pro-pr.com)

Sponsors:



Media Partners:



Supported by:



# PRO PR

CONFERENCE  
networking in motion

[www.pro-pr.com](http://www.pro-pr.com)