

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 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 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 To be announced**
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 Šrundić
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

- 12:25-12:55 **To be announced / lecture for supported partner**
- 13:00-14:45 **LUNCH**
- 14:45-15:15 **Communications responsibility (TBA)**
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

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+

15:00-20:00 DISCOVERING BELGRADE

20:00-23:00 TRADITIONAL DINNER

**THE FINAL PROGRAM
WITH THE FINAL TIMETABLE
WILL BE PUBLISHED ON DECEMBER 2ND**

Supported by:

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clipping**

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

networking in motion

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