

# PROGRAM

## PROPR Conference

Sarajevo, Bosnia and Herzegovina – The Olympic Hotel Holiday  
**March, 26<sup>th</sup> - 29<sup>th</sup> 2014**

### WEDNESDAY, March 26, 2014

15:00	Hotel check-in
17:00-18:30	Sarajevo walking tour - Sightseeing of Bašćaršija
19:00-21:30	Dinner - Discover Bosnian Cuisine

### THURSDAY, March 27, 2014

08:30-09:15	Conference check-in
09:15-09:30	Opening ceremony-welcome speech by <b>Mr. Danijel Koletić</b> , president of the Organizing Board „Meet the Apriori World!“
09:30-10:05	<b>Selma Ridanović Kenović</b> (Unicredit Bank): <b>Creating Added Value for the Group Sponsorships (Case Study: UEFA Champions League)</b>
10:05-10:40	<b>Igor Štefanac</b> (IKEA): <b>IKEA – Flirting With South East Europe for 30 Years</b>
10:40-11:10	Networking in motion
11:10-11:45	<b>Cormac Smith</b> (Local Government Communications): <b>The Basis for Effective and Efficient Public Sector Communication in the United Kingdom</b>
11:45-12:20	<b>Meta Kozjek</b> (Kozjek & Šenk studio): <b>From Consumer Abuse to Consumer Use</b>
12:20-12:55	<b>Patrizia Rutiglano</b> (Italian Public Relations Association): <b>The Challenges of Communication</b>
13:00-15:00	Lunch
15:00-15:35	<b>Nemanja Milenković</b> (EXIT Festival): <b>The True Fairy Tale</b>
15:35-17:00	<b>Panel discussion</b> (Moderator: Elvis Mujanović, GIZ) <b>Communication in Public Administration</b>
19:00-21:30	Dinner
22:00	Disco Fever

### FRIDAY, March 28, 2014

10:00-10:35	<b>Alessandro Buttice</b> (European Commission): <b>The European Campaigns Against Fakes</b>
10:35-11:10	<b>Samira Poričanin Petrešin</b> (Radio Stari Grad): <b>Radio in the 21st Century</b>
11:10-11:25	Networking in motion
11:25-12:00	<b>Alex Aiken</b> (UK Government): <b>Leading Government Communications, Nudging Citizens, Using Social Media and Evaluating Impact</b>
12:00-12:35	<b>Miša Lukić</b> (Leo Burnett Srbija): <b>Brand Sapiens</b>
12:35-14:35	Lunch
14:45-15:15	Organized transportation to the venue of the panel discussion
15:15-16:45	<b>Panel discussion</b> (Moderator: Ekrem Dupanović, Media Marketing): <b>30 Years from Winter Olympic Games in Sarajevo</b>
19:30	PRO.PR Awards Gala Dinner

### SATURDAY, March 29, 2014

09:15-09:50	<b>Igor Kolyarov</b> (Organizing Board of the Sochi Winter Olympic Games 2014): <b>The Practical Examples of Organizing the Winter Olympic Games in Sochi</b>
09:50-10:25	<b>Zehra Gungor</b> (IPRA): <b>The New Way of Communication</b>
10:25-11:00	Networking in motion
11:00-11:35	<b>Sandro Baričević</b> (Coca-Cola): <b>The Corporation as a Leader of Social Changes</b>
11:35-13:00	<b>Panel discussion</b> (Moderator: Richard Linning, University of North Carolina, USA): <b>Lobbying</b>
13:00	Award of Certificates and closing speech: thanks and acknowledgments
13:00-15:00	Lunch
15:00-17:00	Hotel check-out

## 12<sup>th</sup> International PR Conference of Adriatic Region

## PRO.PR Conference Networking in motion



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

\*\* Names of the panelists will be published on December the 1st 2014

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