

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, Croatia
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**
James Hewes
*CEO 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 at 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

17:00-17:20 **NETWORKING IN MOTION**

17:20-19:00 **PANEL: BRANDS AND PUBLIC RELATIONS, DIRECTIONS**

MODERATOR: SIMONA KRUHAR GABERŠČEK

Editor-in-Chief at Marketing Magazin, Slovenia

PARTICIPANTS:

Nađa Lutvikadić Fočo

Head of Promotion Communications at BH Telecom, Bosnia and Herzegovina

Ranko Jelača

Marketing Director LESE zone at Lactalis Group, Slovenia

Marija Kojčić

Head of the PR department at Lidl, Serbia

Boris Zatezalo

Meta Lead Croatia at Httpool, Croatia

Jelena Šarenac

Head of Corporate Communications Adria Region at Henkel, Serbia

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

20:30 MONA PLAZA DRINK PRESENTATION WITH SPECIAL PRICE AND MUSIC

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

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11:45-12:05 **Communications and Corporate Reputation in the Year of Elections**

Nataša Tršlić Štambak

Managing Director – CEE Region at Grayling, Croatia

12:05-12:25 **(New) PR Quality**

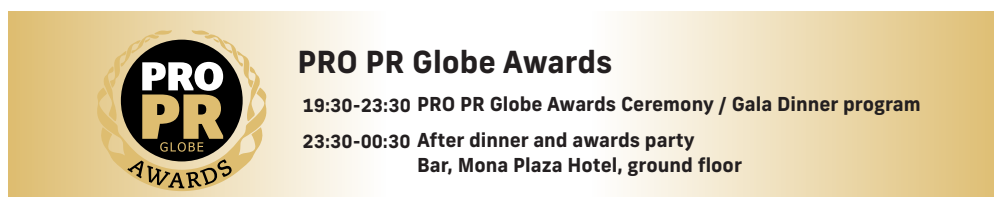
Tamara Bekčić

General Manager & Co-founder of Chapter 4 PR, Serbia

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- 12:25-12:55 **Media credibility**
Christoph Plate
Director of Media Program South East Europe at Konrad-Adenauer-Stiftung e.V., Germany
- 13:00-14:45 **LUNCH**
- 14:45-15:15 **Communications responsibility**
Bence Gáspár
Head of Communications at OTP Bank, Hungary
- 15:15-15:30 **NETWORKING IN MOTION**
- 15:30-16:00 **Undervalued service provider or highly valued business partner**
Change is uncomfortable, but not changing is terrifying
Jernej Smisl
Managing Director at Pristop Group, Slovenia
- 16:00-16:30 **Proactive PR**
Aleksander Truppel Ilić
External Expert in the field of PR and Protocol at Slovenian Infrastructure Agency, Slovenia



SATURDAY, MARCH 16TH

- 08:45-09:00 **Registration**
- 09:00-09:10 **PR - NEXT LEVEL**
Nataša Pavlović Bujas
IPRA President 2024, Founder & CEO at Blumen Group, Serbia
- 09:10-09:40 **New age, new opportunity**
Aleksandar Eric
CEO & Founder of "Harmony Group", Switzerland
- 09:40-10:10 **Something old, something new, something borrowed, something blue**
Eleonora Albijanić
Specialist for External Communications at Elektroprivreda Crne Gore AD Nikšić, Montenegro
- 10:10-10:30 **NETWORKING IN MOTION**
- 10:30-11:00 **Rethinking strategies for crisis: the case of aviation**
Aslıhan Güven
Corporate Communications Director of Sabiha Gökçen Int'l Airport, Turkey
- 11:00-11:30 **What are current risks and protection measures for data security?**
Samo Gaberšček
Information Security Officer at Celonis, Germany

11:30-13:00 **PANEL: THE FUTURE OF MEDIA AND PR:
A RECIPE FOR A HAPPY RELATIONSHIP**

MODERATOR: Žikica Milošević

Regional editor of The Economist: World in 2024, Serbia

PARTICIPANTS:

Nenad Danilović

Founder & Editor-in-Chief of Advertiser Serbia, Serbia

Edhem Fočo

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

Maja Raković

Owner & Editor-in-Chief of NAXI radio, Serbia

Marko Andrejić

Editor-in-Chief at Biznis.rs, Serbia

Srdan Kosović

Director of Digital & Development at Vijesti, Montenegro

Matej Lončarić

Chief Digital Officer at CME Adria, Croatia

Biljana Stepanović

Founder & General Manager at Business Info Group d.o.o., Serbia

13:00-13:10 **Closing words**

Danijel Koletić

Founder & President of the Organizing Committee, Croatia

13:10-14:30 **LUNCH**

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14:45-19:00 **DISCOVERING BELGRADE**

19:00-22:00 **TRADITIONAL DINNER**

Hot and cold beverages are not included

Traditional dinner officially lasts from 19:00 to 21:00. Transportation to the hotel is not organized. You can take a 20-minute walk or order a taxi, which is not included in the registration fee. Please check out by 12 o'clock. You can leave your luggage in the storage room next to the reception.

SUNDAY, MARCH 17TH

07:00-11:00 **BREAKFAST**

12:00 **CHECK-OUT**

Endorsed by:



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

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