



PR ARENA BALKANS PUBLIC RELATIONS STUDENTS CONFERENCE

Saturday, October 18th 2014

Hotel Hollywood Sarajevo

10:00-10:30 Check in

10:30-10:45 Welcome speech by the President of the Organizing Board, Julijana Mikulić Jurković and Danijel Koletić, CEO of Apriori World

10:45-11:15 Charles Skinner (Your Reputation Matters Ltd, CEO): *Communication – the Big Picture and How and Where PR Fits Within It.*

11:15-11:45 Elameri Škrghić Mikulić (Azra Magazine, Editor-in-Chief): *The Magazines as an Industry – the Journalism as a Profession.*

11:45-13:45 Lunch

13:45-14:15 Maja Šotra (Philip Morris Serbia, Manager Communications and Contributions Corporate Affairs): *The Initiation of a Business Spirit as an Answer to Corporate Social Responsibility.*

14:15-14:45 Ljiljana Mihajlović Lazić (The National Theatre in Belgrade, Marketing Director): *The Communication Strategy and Crisis PR in the Theatre.*

14:45-15:00 Break

15:00-15:30 Ana Martinović (MTEL, PR Manager): *The Press Conference – Preparations, Realization, Evaluation.*

15:30-16:00 Mirna Šoja (Ministry of Interior Affairs of the Republic of Srpska – Spokesperson): *The Crisis Communication in the Public Institutions.*

Sunday, October 19 2014

10:00-10:30 Sabrina Povšič Štimec (Slovenian Radio Television): *How to Work in Media's Public Relations and Survive.*

10:30-11:00 Saša Forgić (Osijek-Baranja County, Head of the County Prefect's Cabinet and Protocol Department): *A Protocol from the Practical View.*

11:00-11:15 Break

11:15-12:45 Panel discussion: *The Like Applications in a Business World* (Moderator: Bruno Omerović)

Note:

*The Organizer has the right to change the program.

** The lectures will be given on the mother tongue of each of the speakers.