

**Leading through Innovative Communication – 2017 PRISA National Conference
PROGRAMME**

DAY 1 – Thursday, 4 May 2017

TIME	SESSION		
07:00 - 09:30	Registration		
10:00	Opening ceremony - Thabisile Phumo APR: PRISA President 60 th Video – PRISA History		
10:30	Keynote speaker - Maxim Behar, ICCO President: Bulgaria Public Relations Association Topic: Public relations in the social media chaos		
11:15	Networking break		
11:45	TRACK 1	TRACK 2	TRACK 3
	ICCO Board Member	Academic Paper	Public sector
	Speaker - Sari-Liia Tonttila: Managing Director Ahjo Communications Oy (Finland) Topic: Building thought leadership	Speaker - Thabisile Phumo APR and Rene Benecke CPRP Topic: The social representation of power in African female public relations leaders	Speaker - Fabienne Francis, CEO: identityDNA Topic: The secret to innovative and effective communication in a competitive business world
12:30	TRACK 1	TRACK 2	TRACK 3
	ICCO Board member	Academic paper	Public sector
	Speaker - Francis Ingham, Director General: PRCA, Chief Executive: ICCO and Master: City of London Company of PR Practitioners Topic: Global trends	Speaker - Sanelisiwe Mbhele and Dr Estelle de Beer Topic: Internal communication in achieving employee engagement	Speaker - Kate Bapela APR, Chief Communication Officer: Independent Electoral Commission of South Africa Topic: Logistics of elections media
13:15	Lunch		
14:00	Speaker – Sal Govender, Sales, Marketing and Communications Leader: Cummins Southern Africa Topic: The New Wave - Authentic communication breeds authentic brands using innovation communication		
14:45	TRACK 1	TRACK 2	TRACK 3
	Media sector	Academic paper	Public sector
	Speaker - David Poggiolini, Managing Director: The Content Engine Topic: Does real journalism have a role to play in technical and specialist niche publishing? What is the role of the communication and PR professional?	Speaker - Lucrezia de Lange and Dr Dalme Mulder Topic: Proposing a leadership communication value chain model	Speaker - Mary Nonkwelo, Head of School Project Management: ESKOM Academy of Learning Topic: Story-telling as a tool for social innovation, community enrichment and organisational transformation
15:30	Networking break		
16:00	Panel discussion - Panel chairman: Daniel Munslow CPRP, Director: MCC Consulting Panellists: Thabiso Makhubela (the Drawing Board), Matlapulana Ragoasha (Weber Shandwick), Oscar Tshifure (Plus 94), Sal Govender (Cummins Southern Africa) Topic: Five big changes in the public relations landscape every business should know		

	<i>(measurement/ROI, ethics, crisis communication, reputation, how to win and retain new business)</i>
17:00	Closing – Bridget von Holdt APR, FPRISA: ICCO Regional President
18:00	PRISA National AGM

DAY 2 – Friday, 5 May 2017

TIME	SESSION		
07:00 - 08:30			
09:00	Opening address – Kavitha Kalicharan APR: New PRISA President		
09:15	Keynote speaker - David Gallagher: ICCO International Immediate Past President Topic: Managing expectations in a VUCA era		
10:00	Speaker - Driekie Havenga, Group Ethics Officer: Nedbank Topic: Ethics		
10:45	Networking break		
11:15	TRACK 1	TRACK 2	TRACK 3
	Media sector	Academic paper	Public sector
	Speaker - Marion Scher, Journalist, media consultant and trainer: Media Mentors Topic: Managing news in digital media	Speaker - Maritha Pritchard CPRP Topic: Response strategies to maintain emotionally resonant brand reputations when targeted by social media parody accounts	Speaker - Patrick Monkoe CPRP, Marketing and Business Development Officer: Great North Transport Topic: 'Business Innovation through brand communication'
12:00	TRACK 1	TRACK 2	TRACK 3
	Public sector	Academic paper	Public sector
	Speaker - Jaco du Plessis, Director: BCORE Topic: Digital transformation in public relations	Speaker - Prof Sonia Verwey, Rene Benecke CPRP and Clarissa Muir Topic: Purpose and practice: educating public relations professionals for the future	Speaker - Pieter Pretorius APR, General Manager, Strategic Marketing and Branding: ESKOM Topic: Energy efficiency and behaviour change
12:45 - 13:30	Lunch		
13:35	Plenary session - Nomsa Chabeli-Mazibuko: General Manager for Marketing: MultiChoice South Africa Topic: Content in the time of fake news		
14:10	Keynote speaker - Yomi Badejo-Okusanya: APRA President Topic: 10 Big things that will shape the future of public relations		
14:40	World Café - Round table discussion - <u>Chairman:</u> Chris Verrijdt CPRP, Chairman of PRISA's Consultancy Chapter (PRCC) Topic: Future proofing our profession		
15:45	Closing remarks and word of thanks by Daniel Munslow CPRP: PRISA Conference Chairman		
18:00	GALA DINNER AND 60TH ANNIVERSARY CELEBRATION		

*Programme subject to change

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