

تحت رعاية صاحب السمو الشيخ محمد بن راشد آل مكتوم،
نائب رئيس الدولة رئيس مجلس الوزراء حاكم دبي.

Held under the Patronage of His Highness
Sheikh Mohammed Bin Rashid Al Maktoum,
Vice President & Prime Minister of the UAE and Ruler of Dubai.



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From the Arab Street to Wall Street: Communications in the Age of Dialogue

In the wake of the uprisings across the Middle East and amidst powerful protest movements around the world, communications has never been more critical to governments and companies.

At a time when any citizen can be a journalist and everyone can voice their opinion – in real time, making an impact across the globe – how should organizations engage with their stakeholders? What are the best practices for communications professionals in this age of dialogue?

Participants in the 20th Public Relations World Congress, taking place in Dubai from March 13-15, 2012, will address these important questions through keynote speeches and interactive panel discussions. **Simultaneous translation into Arabic will be provided on all three days of the Congress.**

DAY 1: MARCH 13, 2012

In collaboration with the UK-based PRCA (Public Relations Consultants Association), IPRA-GC offers two full day workshops run by renowned PRCA trainers. The participants will at the end of the workshop also get a PRCA certificate.

9.30 am – 5.30 pm Workshops

Workshop – 1 : Making a PR campaign happen (Al Ameera Ballroom 2)

- Campaign strategy
- Campaign planning
- Campaign management
- Campaign simulation



Adrian Wheeler

Partner, Agincourt Communications
& Non-Executive Director, Firefly Communications

Workshop – 2 : Developing a digital strategy (Al Ameera Ballroom 3)

- The digital landscape and the digital audience
- Getting ready for a digital presence
- Developing your digital strategy
- Implementing and managing your digital campaign



Steve Dunne

Executive Chairman, Brighter Group
& CEO, Digital Drums

6.30 pm – 8.30 pm Opening Reception and registration of delegates

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DAY 2: MARCH 14, 2012

8.30 am – 9.30 am Registration of delegates

9.30 am – 10.30 am Opening Ceremony (Al Ameera Ballroom)

Welcome Speeches



Faisal Al-Zahrani
President
IPRA-Gulf Chapter, KSA



Ali Al Ahmed
Vice President, IPRA-GC
& Chief Corporate Communications Officer,
Etisalat, UAE

Keynote Speeches



HE Reem Al Hashimy
UAE Minister of State &
CEO, Dubai Expo 2020 Bid Committee



Abdallah S. Jum'ah
Former President & CEO
Saudi Arabian Oil Company (Saudi Aramco)

Vote of thanks



Sunil John
Congress Chairman, Member, Global Board of IPRA &
CEO of ASDA'A Burson-Marsteller, UAE

SESSION 1: The Changing Political Landscape: What's Next?

TIME surely got it right when they named the 2011 person of the year "The Protester." What started with one disgruntled fruit vendor in rural Tunisia became a mass movement that continues to reshape the course of history. None of this would have been possible, however, without the instant connectivity offered by social media like Twitter and Facebook.

Empowered by new technology and spurred by the impact of the global financial crisis, these movements could continue to alter the global political landscape – leading to greater transparency and increased accountability. In the meantime, governments and businesses need to understand these movements, gauge their impact and engage them in dialogue.

Key questions for discussion:

- What does the rise of popular protest movements mean for governments and businesses?
- Will these movements lead to decisive change, or is this just a relatively short-term trend?
- What are the key lessons in this regard from 2011, and how will these movements evolve in 2012 and beyond?

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10.30 am – 11.00 am

Keynote Address



Dr. Anwar Ibrahim
Former Deputy Prime Minister
of Malaysia and Leader of Keadilan,
the People's Justice Party

11.00 am – 12.30 pm :

Panel Discussion



Abdulrahman Al-Rashed
General Manager
Al Arabiya Television, UAE



Dr. Tarik Yousef
Chief Executive Officer
Silatech, Qatar



Mark Kimmitt
Former Assistant Secretary,
Bureau of Political – Military Affairs,
US Government



Rami Khouri
Director,
Issam Fares Institute for Public Policy
and International Affairs,
American University of Beirut, Lebanon



Congress Moderator
Dr. James Bellini

12.30 pm – 1.30 pm

Lunch Break

SESSION 2 : Public Relations in an Age of Dialogue: Challenges & Opportunities

Today, governments around the world are under pressure to reform, the legitimacy of entire sectors of the economy is being challenged, and private-sector firms must explain how their activities impact the communities they serve.

Communications is a vital tool in addressing these new challenges, and Public Relations professionals must seize this unique opportunity to foster dialogue and shape reputations in these fast-changing times. To achieve those goals, however, the industry must address its own reputational issues, including the general lack of trust in the profession.

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Key questions for discussion:

- How can PR professionals facilitate increased dialogue between organizations and their stakeholders, including mass movements and new media?
- How can PR professionals ensure that they are seen as both trusted advisors by clients and as honest brokers by the public?
- In this age of dialogue, what are the required core competencies for a truly great PR professional? Is the PR industry investing sufficiently in training professionals for this new age?

1.30 pm – 2.00 pm

Keynote Address



Lord Tim Bell, Chairman

Chairman
Chime Communications (Bell Pottinger), UK

2.00 pm – 3.30 pm

Panel Discussion



Dr. Herbert Heitmann

Executive Vice President, External
Communications,
Royal Dutch Shell plc, Netherlands



Khalid Al-Maena

Media Analyst &
Former Editor-in-Chief
Arab News



Daniel Tisch

Chair, Global Alliance for Public
Relations & Communication
Management, Canada



Prema Sagar

Founder President, Public Relations
Consultants Association of India (PRCAI)

Congress Moderator - Dr. James Bellini

3.30 pm to 4.00 pm : Coffee Break

4.00 pm to 5.00 pm : An hour with a living legend

- Special Address by Harold Burson
- Followed by Q&A



Harold Burson
Founder Chairman
Burson-Marsteller



Moderator

Richard Dean
Journalist and Broadcaster

7.30 pm to 10.30 pm : Gala Dinner, Armani Pavilion, Downtown Dubai

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DAY 3 : MARCH 15, 2012

SESSION 3 : The Future of the Media: The End of the Newsroom?

Just as social media has empowered new protest movements, so has it proved a game changer for the traditional press. In the age of the citizen journalist, the traditional media is less relevant – and less trusted – than ever before, reaching ever-narrower audiences and frequently substituting opinion for in-depth reporting of facts on the ground. The phone hacking controversy and the ongoing enquiry in the UK has further affected trust in the media.

Worldwide, mainstream media continue to grapple with these rapidly evolving conditions that threaten the sustainability of their business model and could jeopardize the future of the newsroom as we know it.

Key questions for discussion:

- Has the role of the press fundamentally changed as a consequence of the rise of social media and citizen journalism – and how can traditional media remain relevant?
- What will the newsroom look like a decade from now?
- How will these ongoing changes impact the relationship between PR professionals and the media – and how can these two complementary industries work together more effectively in this new environment?

9.00 am – 9.30 am : Keynote Address



Wadah Khanfar

Former Director General of
the Al Jazeera Network and
Co-founder of Sharq Forum, Qatar

9.30 am – 11.00 am : Panel Discussion



Rick Powell Jr.

Chief Communications Officer
Bloomberg, New York, USA



Jamal Khashoggi

Editor-in-Chief
Al Arab News Channel, KSA



Micheal Peel

Middle East Correspondent
Financial Times, UAE



Francis Mathew

Editor-at-Large
Gulf News, UAE



Moderator

John Deferios

Emerging Markets Editor &
Anchor, Global Exchange,
CNN

11.00 am to 11.30 am : Coffee Break

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SESSION 4 : Social Media & Public Relations: Innovative Strategies for a New Age

Just about every Public Relations agency and client department claims that it is integrating social media into its practices – but using these new tools effectively is far more complex than simply reducing a press release to a 140-character Tweet. Embracing this technology also requires changing mindsets about how clients and stakeholders should share information and opinion, and the role PR professionals should play in shaping that new dialogue.

What are the most innovative strategies to enhance the role of Public Relations in this new age, and what are the smartest ways to approach social media engagement?

Key questions for discussion:

- Is social media having a truly significant, measurable impact on how reputations are built and managed – or have we all just fallen for the hype?
- As PR agencies continue to advise their clients to become more transparent and directly engage their stakeholders, what added value can PR professionals provide?
- What are the next key trends in social media that will shake up the way PR professionals facilitate dialogue between organizations and their stakeholders?

11.30 am – 12.00 pm : Keynote Address



Roger Fisk

Senior Obama Political Appointee (2009-2012)

12.00 pm – 1.30 pm : Panel discussion



Jay Walsh

Head of Communications
Wikimedia Foundation, USA



Maha Abouelenein

Head of Communications - MENA,
Global Communications & Public Affairs
Google, UAE



Christophe Ginisty

IPRA President Elect 2013 &
Deputy Managing Director (EMEA)
Edelman, France



Rishi Saha

Regional Director,
Hill + Knowlton Strategies, UAE

Congress Moderator

Dr. James Bellini

1.30 pm to 2.30 pm : Lunch Break

SESSION 5 : Next Practices in Public Relations: Communications in 2022

The communications industry has changed dramatically in the last decade – but it has often followed trends pioneered by technology companies and then by media. The industry needs to invest in identifying next practices in communications, so that we don't just follow trends, but lead them.

The future of Public Relations will not just be defined by *how* we communicate but by the *substance* of what we have to say. Thinking ahead to the next decade, what role can and should PR professionals play in shaping dialogue in 2022?

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Key questions for discussion:

- How has the role of PR professionals changed in the past 10 years, and how is it likely to change in the next decade?
- How is the industry currently perceived by clients, media and other stakeholders – and how would we like to be seen 10 years from now?
- What are the three most important things agencies need to do to ensure that they thrive over the coming decade?

2.30 pm – 3.00 pm : Keynote Address



Lord Chadlington
Chairman
Huntsworth Group (Grayling PR), UK

3.00 pm – 4.00 pm : Panel Discussion



Hoh Kim
Founder & Head Coach
The Lab h, South Korea



Richard Linning
Founder & Senior Partner
The Stable House Partnership, UK
& IPRA President 2011



Moderator
Arun Sudhaman
Partner & Managing Editor,
The Holmes Report



Chris McLaughlin
Vice President of
External Affairs Inmarsat, UK



Mohamed Al Ayed
Founder, President & CEO
TRACCS, KSA

4.00 pm – 4.30 pm Coffee break

SESSION 6 : Public Relations in the Middle East: An Emerging Opportunity

Public Relations is relatively new to the Middle East. Yet barely a decade after the profession first became institutionalized here, the overall value of the industry, including work done by in-house communications departments, stands at about US\$500 million. If current trends continue, the industry could be worth US\$1 billion annually within a decade.

How can the regional industry continue on its current growth trajectory, while also raising the level of advice and counsel it provides its clients? What can this emerging market learn from the rest of the world – and do Middle East PR professionals have insights of their own to share with their peers elsewhere?

Key questions for discussion:

- What were the key challenges the regional industry has faced in the past decade, and how were they overcome?
- What are the key opportunities for the industry in the coming decade – and what are the regional markets with the greatest potential?
- What impact has the Arab Spring had on the sector, and what can the global industry learn from how regional agencies are facilitating dialogue in this new era?

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4.30 pm – 4.45 pm : Keynote Address



Sultan Al Bazie

Executive Vice President, IPRA-GC &
Co-founder and CEO of Attariq
Communications, KSA

4.45 pm – 5.45 pm : Panel Discussion



Mazen Nahawi

President, News Group & Board Member, Middle
East Public Relations Association (MEPRA), UAE



Sultan Al Abdulla

PR and Communications Manager
Qatar Petroleum



Eileen Wallis

Managing Partner
The Portsmouth Group, UAE



Tariq Al-Ghamdi

Manager - Public Relations Department
Saudi Aramco, KSA

Congress Moderator

Dr. James Bellini

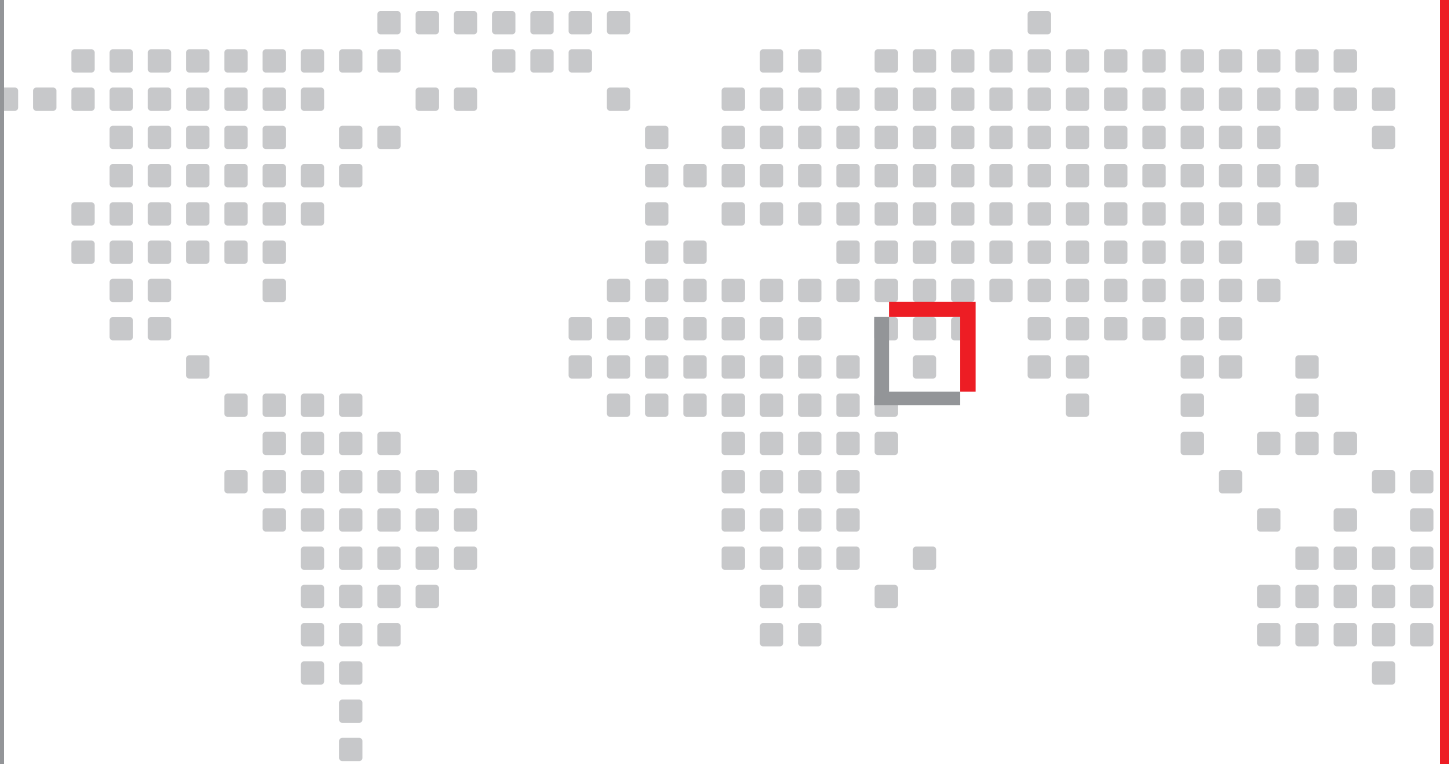
5.45 pm – 6.15 pm Closing Ceremony

Congress Chairman's Report



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PROGRAMME



MARCH 13-15, 2012 - GRAND HYATT DUBAI

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AT AN EXTRAORDINARY TIME