

31 MAY-1 JUNE 2015

Grand Hyatt
MUSCAT, OMAN

Global PR Trends

S U M M I T



Mary Jo Jacobi
Former Presidential Advisor
To Ronald Reagan
And George Bush Sr
Former VP Communication
And Marketing
**Shell, BP America, HSBC
And Lehman Brothers, USA**



Heather Mitchell
Head of Global PR &
Social Media,
Hair Care Brands
Unilever, UK



Patricia Yates
Strategy And
Communications Director
Visit Britain, UK



Anders Bylund
Head, Group
Communications
Inter-Ikea



GLOBAL PR TRENDS

Dear PR Colleagues,

Welcome to the second Middle East edition of the **Global PR Trends Summit**.

Taking place from 31 May – 1 June 2015 in Muscat in the Sultanate of Oman, the **Global PR Trends Summit** will give you an insight into the latest global trends and challenges in the global PR world. With special focus on reputation management, the event will provide you with practical tools that will enable you to build, protect and maintain your company's reputation in an era of social media.

We are happy to confirm that the 2015 edition of our event features presentations by some of the world's most innovative PR and corporate communications professional.

Mary Jo Jacobi, the world's most prominent reputation experts and Former VP Communications at BP America is back by popular demand with a special new session on reputation management. The **Global PR Trends Summit Middle East** will also include interactive presentations by PR experts from **BBC, Unilever, Rolls Royce, IKEA** and **Visit Britain**.

Remember, the **Global PR Trends Summit** is the only event in the Middle East to provide you with global insights into the ever changing **PR world**.

To register for this year's most anticipated PR event, simply check our website www.thepworld.com or send an email to register@thepworld.com. Please note that for group of 3+ delegates from the same company, we can create a tailor made package with exclusive discount.

The Global PR Trends Summit also offers limited sponsorship and exhibition opportunities to help you promote your products and services to the largest crowd of PR professionals in the region.

Do not think twice! Register today and join us at the Global PR Trends Summit this coming May in Oman.

Kindest Regards,

Kosta Petrov
Event Director
Global PR Trends Summit Middle East
kosta.petrov@thepworld.com



Global
PR Trends
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SPEAKERS

The Global PR Trends Summit includes presentations by some of the world's most respected PR professionals on the latest trends and challenges in the global PR world



Anders Bylund
Head, Group Communications
Inter-Ikea



Jesse Ringham
Digital Communications Manager
Tate Museum, UK



Mary Jo Jacobi
Former Presidential Advisor To Ronald Reagan
And George Bush Sr
Former VP Communication
And Marketing
Shell, BP America, HSBC
And Lehman Brothers, USA



Sara Hunt
Head of Reputational Risk
Management and Reporting
Standard Chartered Bank, UK



Charlie Taylor
Director of Communications
at Department of
Tourism & Commerce Marketing, UAE



Heather Mitchell
Head of Global PR & Social Media,
Hair Care Brands
Unilever, UK

SPEAKERS



Patrick Jephson
Former Private Secretary
Princess Diana
New York Times Bestselling Author
Shadows Of A Princess, UK



Patricia Yates
Strategy And
Communications Director
Visit Britain, UK



Jamal Al Mawed
Head of Corporate Communications in Middle East,
Africa and Latin America
Rolls-Royce Motor Cars, UAE



Alex Malouf
Corporate Communications Manager,
Arabian Peninsula
Procter & Gamble, UAE



Donald Steel
Global Crisis Expert and
Former Chief Communications Advisor
BBC, UK



Medard Schoenmaeckers
Global Head Of Communications
HSBC

09.00 Registration And Morning Coffee

10.00 Chairman's Opening Remark

10.15 **Using Communications To Drive Thought Leadership**

Medard Schoenmaeckers
Global Head Of Communications
HSBC

10.45 **How To Make Business Leaders Better Communicators**

Mary Jo Jacobi
Former Presidential Advisor To Ronald Reagan
And George Bush Sr
Former VP Communication
And Marketing
Shell, BP America, HSBC
And **Lehman Brothers, USA**

11.15 **Demonstrating Value To Your Senior Leaders: What Matters When It Comes To Talking About Reputation Management To Your CEO And The Company's Senior Executives?**

Patrick Jephson
Former Private Secretary
Princess Diana
New York Times Bestselling Author
Shadows Of A Princess, UK

11.45 Interactive Discussion With Speakers And Delegates

12.15 Networking And Refreshment Break

12.30 **How Can You Make Your Leaders Understand The Time And Resources Required For Truly Effective Reputation Management?**

Sara Hunt
Head of Reputational Risk
Management and Reporting
Standard Chartered Bank, UK

13.00 Challenges And Opportunities In Contemporary Crisis Communications

Anders Bylund
Head, Group Communications
Inter-Ikea

13.30 Interactive Discussion With Speakers And Delegates

13.45 Lunch For Speakers And Delegates

14.45 Crisis Communications In A Social Media World

In this new presentation, global crisis communications expert Donald Steel explores how Air Asia effectively used social media after the loss of one of its aircraft with the death of all on board. He will explore how social media has changed crisis communications, and the new rules which must be followed on social media in a crisis. Then, in a fully interactive exercise, delegates are invited to work in teams to deal with a fictitious but very serious emergency. Focussing mostly on social media, but with some traditional media elements, delegates will be invited to take decisions and create social media posts. The decisions each team makes will either assist other teams or create serious problems for them. What will you decide in this fast moving workshop which are always popular at P World events?

Donald Steel
Global Crisis Expert and
Former Chief Communications Advisor
BBC, UK

17.00 End Of Summit Day One

DAY TWO | 1st June 2015

09.00 Registration And Morning Coffee

10.00 Chairman's Opening Remark

10.15 **Regional Keynote Presentation (Reserved For Sponsor)**

10.45 **Developing The Role Of Communications As A Strategic Resource Within The Company Rather Than Just A Support**

Patricia Yates
Strategy And Communications Director
Visit Britain, UK

11.15 **CSR As The Most Effective Reputation Management Tool: Integrating Corporate Citizenship Into Everyday's Communications Activities**

Speaker TBC

11.45 Interactive Discussion With Speakers And Delegates

12.15 Networking And Refreshment Break

12.30 **Creating Successful Global Campaigns With The Help Of Social Media Channels**

Heather Mitchell
Head of Global PR & Social Media
Hair Care Brands
Unilever, UK

13.00 **The End Of Corporate Websites: Is Content The New King?**

Alex Malouf
Corporate Communications Manager,
Arabian Peninsula,
Procter & Gamble, UAE

13.30 Analyzing The Growing Importance Of Content Management In Digital PR

Jesse Ringham
Digital Communications Manager
Tate Museum, UK

14.00 Interactive Discussion With Speakers And Delegates

14.15 Lunch For Speakers And Delegates

15.15 The Use Of Resident Advocacy In City Marketing: Crowdsourcing Advocacy And Using The Power Of The People

Charlie Taylor
Director of Communications
at Department of Tourism & Commerce Marketing, UAE

15.45 Communicating Visually in PR: The Importance Of Imagery In Moving From Verbal And Written Messages To Visual Messages

Jamal Al Mawed
Head of Corporate Communications
in Middle East, Africa and Latin America
Rolls-Royce Motor Cars

16.15 Interactive Discussion With Speakers And Delegates

16.30 End Of Global PR Trends Summit Middle East



ABOUT THE GLOBAL PR TRENDS SUMMIT

The **Global PR Trends Summit** is the world's fastest growing PR and communications event.

Our Omani edition of the event is actually the 18th time that the event has been held since April 2011.

The first ever **Global PR Trends Summit** was organized in Serbia in April 2011. Since then the event has been held record 14 times in 12 different countries: Serbia, Macedonia, Albania, Croatia, Bosnia and Herzegovina, Bulgaria, Czech Republic, Russian Federation, Kazakhstan, Azerbaijan, Morocco, Egypt, Turkey and Qatar. With over 6,000 delegates from 45 countries, the Global PR Trends Summit is without doubt, a must visit event for the global PR elite.

The event is organized by **P World**, a global creative agency with offices in Prague, Baku and Skopje and operations in 30 countries across the world.

For more information about the past editions of the **Global PR Summit** please visit www.thepworld.com.

INTERESTED IN SPONSORING OR EXHIBITING AT THE MIDDLE EAST'S MOST PROMINENT PR EVENT?

At P World we are all about creating unique experiences for our customers. By supporting our event you will be in direct contact with your target market and generate business for your organization.

As a sponsor you will benefit from a dedicated PR campaign in the build up to the event and our unparalleled direct marketing campaign where your solutions are promoted extensively across the region through targeted e-shots, hard copy mailings and our experienced telemarketing team.

At the event itself our job is to personally introduce you to senior buyers, influencers and decision makers through pre-arranged one to one meetings, networking events and keynote speaking opportunities.

We have an experienced and thoroughly professional team here that will ensure we generate real ROI for your company.

For more information on how you can get involved at the Global PR Trends Summit as an exhibitor or a sponsor, please email Kosta Petrov at kosta.petrov@thepworld.com



WHAT ARE OUR DELEGATES SAYING ABOUT LAST YEAR'S GLOBAL PR TRENDS SUMMIT?

// I thank you pworld for this training. It was a great hands on training .. very useful with an impressive lineup of speakers."

Mohammad A. Al Nahwi
Schneider Electric, Saudi Arabia

// I had expected a conventional conference to be held for PR. professionals; however I was happily surprised during the Global PR Trend Summit held in Doha, I had returned to my country and my office with a wealth of .R. experience and awareness from highly qualified, competent and most interesting presenters at the summit. I would highly and firmly recommend this summit to any P.R. professional who would like to enhance their professional skills and have information transferred to them from the very best of individuals from our sector."

Ala'a Al Bustan
Coordinator - Public Relations,
Kuwait Foreign Petroleum Exploration Company

// In a nutshell, the summit was quite informative and it gave me a well-rounded perspective about emerging PR trends. The casual and fun atmosphere and the ice-breaking introductions helped in bringing everyone together and also resulted in thriving discussions. I would love to see similar meets around other GCC countries such as Oman. The region is witnessing the emergence of agencies that blend global experts with indigenous local capacities."

Assim Al Saqri
Arabic Content Developpe,
Oman Sail

// The PR summit far exceeded my expectations in terms of quality and content. The diversity of the presenters and attendees were conducive to some very engaging conversations and discussions. Always great to find like-minded comms professionals sharing their experiences across different industries telling of the challenges they face and the creative means they employ to overcome them."


Yosra Koura
Ras Gas


Check The Atmosphere At Some Of Our Previous **Global PR Trends Summit** Events:



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SIGNIFICANT SAVINGS

For further information on current promotions and Group Discounts please contact Kosta Petrov on +38925111350 or kosta.petrov@theworld.com

All registrations are subject to our terms and conditions which are available at www.theworld.com Please read them as they include important information. By submitting you registration you agree to be bound by the terms and conditions in full.

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Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by bankers draft in EUR. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

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Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a EUR200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

Event Venue

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact Irena on our Hospitality Desk for assistance on
Tel: +38925111350
Email: irena@theworld.com