

Friday 16 November	
0900–1730	Global Alliance Board of Directors meeting <i>Room 205</i>

Saturday 17 November	
0900–1730	Global Alliance Board of Directors meeting <i>Room 205</i>
0900–1700	Asia Pacific Leadership Institute <i>Room 217</i>
1300–1730	Global Alliance Leadership Forum <i>Room 206</i>

Sunday 18 November	
0700–1700	Registration open Espresso coffee cart sponsored by Queensland University of Technology <i>Melbourne Convention Centre foyer</i>
0900–1700	Research Colloquium <i>Please refer to separate program on page 10</i>
0900–1700	Masterclass <i>Room 212</i>
0900–1700	Asia Pacific Leadership Institute <i>Room 217</i>
1200–1530	PRIA College of Fellows' meeting <i>Room 206</i>
1730–1830	PRIA Annual General meeting <i>Room 206</i>
1800–2000	World Public Relations Forum welcome reception Sponsored by Australia Unlimited <i>Eureka 89</i>
1930– 2200	PRIA College of Fellows' dinner <i>Alto, Langham Hotel</i>

Monday 19 November	
0700–1700	Registration open <i>Melbourne Convention Centre foyer</i>
0900–0930	Opening and welcome address Daniel Tisch, <i>Global Alliance for Public Relations and Communication Management</i> Nick Turner, <i>Public Relations Institute of Australia</i> Robina Xavier, <i>Queensland University of Technology</i> <i>Plenary hall 3</i>

0930–1015	Opening keynote presentation Communication without borders Wadah Khanfar, <i>Sharq Forum</i>			<i>Plenary hall 3</i>
1015–1115	Plenary panel discussion Communication without borders Wadah Khanfar, <i>President of the Sharq Forum and former Director General, Al-Jazeera</i> Andrew Beswick, <i>Amnesty International</i> Jehan Bseiso, <i>Médecins Sans Frontières</i> Archie Law, <i>Action Aid Australia</i> <i>Sponsored by PRIA</i>			<i>Plenary hall 3</i>
1115–1130	Morning tea Sponsored by PRIA			<i>Melbourne Convention Centre foyer</i>
1130–1245	Marketing and brand: being in the winner's circle Marne Fechner, <i>Netball Australia</i> Brian Finn, <i>Ideas Shop</i> Peter Young, <i>Cricket Australia</i> <i>Facilitator, Glenda Hewitt, IABC</i> <i>Sponsored by IABC</i>	<i>Room 220</i>	Stakeholder-centred communication in global organisations Emilio Galli Zugaro, <i>Allianz</i> Mari Cristina Milano, <i>Enel Group</i> John Paluszek, <i>Ketchum</i> <i>Facilitator, Jean Valin, Valin Strategic Communications</i> <i>Sponsored by IABC</i>	<i>Room 219</i>
			Engaged and onboard: building community constituency in long term, complex, projects Gerard Corbett, <i>Public Relations Society of America</i> Stewart Murrhly, <i>Incitec Pivot Ltd</i> Barbara Sharp, <i>Pax Populus Pty Ltd</i> <i>Facilitator, Ben Eade, Ten Colour Communication</i> <i>Sponsored by Wieck</i>	<i>Room 218</i>
1245–1330	Lunch Sponsored by IABC			<i>Melbourne Convention Centre foyer</i>
1330–1430	Melbourne Mandate symposium <i>Facilitator, Virginia Trioli</i>			<i>Plenary hall 3</i>
1430–1515	Feature presentation Professor Mark Pearson, <i>Bond University</i> Claire O'Rourke, <i>Essential Media</i> <i>Facilitator, Virginia Trioli</i>			<i>Plenary hall 3</i>
1515–1545	Afternoon tea Sponsored by Edelman			<i>Melbourne Convention Centre foyer</i>

1545–1700	<p>Consumer and lifestyle brands: from fast moving to the slow movement Samantha Allen, <i>Liquid Ideas</i> Andrew Ure, <i>Ogilvy Public Relations Australia</i></p> <p><i>Facilitator, Emma Sturgiss, Tourism Australia</i></p> <p><i>Sponsored by PRIA</i></p> <p style="text-align: right;"><i>Plenary hall 3</i></p>	<p>Integrated reporting: the role of corporate communication and investor relations in demonstrating strategy, governance, and financial performance in social, environmental and economic contexts Paul Druckman, <i>International Integrated Reporting Council</i> Rhodri Ellis–Jones, <i>Ellis Jones</i> Daniel Tisch, <i>Global Alliance</i></p> <p><i>Facilitator, Robina Xavier, Queensland University of Technology</i></p> <p><i>Sponsored by PRIA</i></p> <p style="text-align: right;"><i>Room 220</i></p>	<p>Communication and global crisis: a discussion on natural disasters and recoveries Jungae Lim, <i>Amapro</i> Bob Parker, <i>Christchurch City Council</i> Sherryl Yao, <i>TV5</i> <i>Facilitator, Ritzi Villarico Ronquillo, APR</i></p> <p><i>Sponsored by IABC</i></p> <p style="text-align: right;"><i>Room 219</i></p>	<p>The Stockholm Accords: achievements and challenges since 2010 Catherine Arrow, <i>PRINZ</i> Jeffery Blaec Kalweit, <i>New York University</i> Annette Martelle, <i>IABC</i> Biagio Oppi, <i>FERPI</i> Ronél Rensburg, <i>University of Pretoria</i></p> <p><i>Facilitator, Toni Muzi Falconi</i></p> <p><i>Sponsored by PRIA</i></p> <p style="text-align: right;"><i>Room 218</i></p>
1745–1830	Coaches will transfer delegates to the MCG from the MCEC and Crown Metropol. If travelling to the venue by your own means, please make your way to Gate 2.			
1830–2000	Public Relations Institute of Australia's Golden Target Awards			
2000–2330	Forum gala dinner			

Tuesday 20 November	
0730–0845	<i>PRIA Registered Consultancy Group owner/manager breakfast</i>
	<i>Room 220</i>
0700–1730	<p>Registration open Espresso coffee cart sponsored by Queensland University of Technology</p> <p style="text-align: right;"><i>Melbourne Convention Centre foyer</i></p>
0900–0905	<p>Welcome address <i>Facilitator, Virginia Trioli</i></p> <p style="text-align: right;"><i>Plenary Hall 3</i></p>
0905–1005	<p>Keynote presentation Richard Edelman, <i>Edelman</i></p> <p style="text-align: right;"><i>Plenary hall 3</i></p>
1005–1045	<p>Plenary panel session The future of PR in a borderless world <i>Paul Druckman, International Integrated Reporting Council</i></p>

	<p>Anne Gregory, <i>Leeds Metropolitan University</i> Paul Holmes, <i>The Holmes Report</i> Daniel Tisch, <i>Global Alliance for Public Relations and Communication Management</i></p> <p><i>Facilitator, Virginia Trioli</i></p> <p><i>Sponsored by Australia Unlimited</i></p> <p style="text-align: right;"><i>Plenary hall 3</i></p>			
1045–1100	Special announcement			
1100–1130	<p>Morning tea Sponsored by Wieck Australasia</p> <p style="text-align: right;"><i>Melbourne Convention Centre foyer</i></p>			
1130–1215	<p>Communicating and connecting in digital and social spaces Jane Burns, <i>Young and Well</i> <i>Cooperative Research Centre</i> Allison Lee, <i>IMPACT</i> <i>Communications Australia</i> Roger Marshall, <i>Bite Communication</i></p> <p><i>Facilitator, Joanne Painter, Icon PR</i></p> <p><i>Sponsored by Hunting with Pixels</i> <i>Plenary hall 3</i></p>	<p>Great people in great places: career planning and keeping your best talent Christine Daymon, <i>Murdoch University</i> Susanne Roberts, <i>Talent Partners</i> Robyn Sefiani, <i>Sefiani Strategic Public Relations</i></p> <p><i>Facilitator, Ingrid Larkin, QUT</i></p> <p><i>Sponsored by MCEC</i></p> <p style="text-align: right;"><i>Room 220</i></p>	<p>Retweet: reorienting public relations for the future Kate Fitch, <i>Murdoch University</i> Anne Gregory, <i>Leeds Metropolitan University</i> Gregor Half, <i>Singapore Management University</i></p> <p><i>Facilitator, Marianne Sison, RMIT University</i></p> <p><i>Sponsored by PRIA</i></p> <p style="text-align: right;"><i>Room 219</i></p>	<p>Standardising professional communication: can we raise the bar? Adrian Cropley, <i>IABC</i> Russell Grossman, <i>IABC</i></p> <p><i>Sponsored by IABC</i></p> <p style="text-align: right;"><i>Room 218</i></p>
1215–1300	<p>Feature Presentation Charlie Miller, <i>Boeing</i></p> <p style="text-align: right;"><i>Plenary hall 3</i></p>		<p>Feature presentation Anna Adriani, <i>illycaffè</i> <i>Sponsored by IABC</i></p> <p style="text-align: right;"><i>Room 220</i></p>	
1300–1345	<p>Lunch <i>Sponsored by Hunting with Pixels</i></p> <p style="text-align: right;"><i>Melbourne Convention Centre foyer</i></p>			
1345–1500	<p>Social media for social change Michael Sheldrick, <i>Global Poverty Project</i> Paull Young, <i>charity:water</i></p> <p><i>Facilitator, Tony Robertson, change.org</i></p> <p><i>Sponsored by Edelman</i></p> <p style="text-align: right;"><i>Plenary hall 3</i></p>	<p>When the markets turn: managing change during economic turmoil Arthur Luis Floretin, <i>People Management Association of the Philippines</i> Jennifer Frahm, <i>Conversations of Change</i> Russell Grossman, <i>IABC</i></p> <p><i>Facilitator, Michael Mead, Te Tari Taiwhenua</i></p>	<p>Have we found the “Higgs Boson” of public relations in our advances measuring value? John Croll, <i>Sentia Media</i> John Paluszek, <i>Ketchum</i> Kieran Moore, <i>Ogilvy Public Relations Australia</i> Michael Ziviani, <i>Precise Value</i></p> <p><i>Facilitator, James Wright, Red Agency</i> <i>Sponsored by PRIA</i></p> <p style="text-align: right;"><i>Room 219</i></p>	<p>The Asian century Ava Lawler, <i>Text 100</i> Jenny McGregor, <i>Asia Link</i> Gerry Tidd, <i>BlueScope Steel</i></p> <p><i>Facilitator, Mark Sheehan, Deakin University/Asia Pacific Public Relations Journal</i></p> <p><i>Sponsored by PRIA</i></p> <p style="text-align: right;"><i>Room 218</i></p>

	<i>Sponsored by IABC</i>		
	<i>Room 220</i>		
1500–1530	Afternoon tea Sponsored by MCEC		
	<i>Melbourne Convention Centre foyer</i>		
1530–1600	<p>Lightning talk 50 practical questions about social media marketing in 15 minutes or less Brian Giessen, <i>Ogilvy Public Relations Australia</i></p> <p>Lightning talk What difference is 'online' really making? Chris Rose, <i>Campaign Strategy</i></p> <p><i>Facilitator Nick Turner, Public Relations Institute of Australia</i></p> <p style="text-align: right;"><i>Plenary hall 3</i></p>	<p>Lightning talk The client imperative: essential principles of world class client management Amanda Little, <i>Intermedia Consulting</i></p> <p>Lightning talk The business plan is dead Alan Scott, <i>Asmosys</i></p> <p><i>Facilitator Tracy Jones, Creative Territory</i></p> <p style="text-align: right;"><i>Room 220</i></p>	<p>Lightning talk Content obesity: an organisation's silent killer Sally Bagshaw, <i>Snappy Sentences</i></p> <p>Lightning talk Truth may not need to get in the way of a good story - but lack of trust will Warren Kirby, <i>Weick Australasia</i> <i>Facilitator Jeff Naqvi, Pier Advisory</i></p> <p style="text-align: right;"><i>Room 219</i></p>
1600–1700	<p>World Public Relations Forum 2012: Insights and foresight Daniel Tisch, <i>Global Alliance for Public Relations and Communication Management</i> Nick Turner, <i>Public Relations Institute of Australia</i> <i>Facilitator, Virginia Trioli</i></p> <p style="text-align: right;"><i>Plenary hall 3</i></p>		
1700–1800	Closing drinks		
	<i>Melbourne Convention Centre foyer</i>		