



**World
Public Relations
Forum**

global alliance

**Early bird
registration
extended until
25 Sept 2012**

18-20 November 2012

**Melbourne Convention
and Exhibition Centre**

Victoria • Australia

Registration brochure

Bringing together world leaders in communication



Richard Edelman

President and CEO,
Edelman



Wadah Khanfar

Co-Founder, Al Sharq Forum
Former Director General,
Al-Jazeera Network



Anne Gregory

Chair-Elect, Global Alliance for Public Relations
and Communication Management
Director, Centre for Public Relations Studies, Leeds
Business School, Leeds Metropolitan University



Charlie Miller

Vice President, International Corporate
Communications, Boeing



Gerard Corbett

Chair and CEO,
Public Relations Society of America (PRSA)



Emilio Galli Zugaro

Head of Group Communications,
Allianz SE



Michael Sheldrick

Manager, Global Policy and Campaigns,
Global Poverty Project



Professor Chin-Chuan Lee

Chair Professor and Head,
Department of Media and Communication,
City University of Hong Kong



Virginia Trioli

Master of Ceremonies



Paul Young

Director of Digital,
charity: water

**Other exciting
speakers include:**

Elizabeth Linder

Politics & Government Specialist,
Europe, Middle East & Africa,
Facebook, Inc.

Anna Adriani

Global PR and Corporate
Responsibility Director,
Illy Coffee

communication without borders

Premium government partner



**Register online at
www.worldprforum.com**

● Invitation to attend

Communication without borders an invitation to the 7th World Public Relations Forum

Communication is changing our world—and this is changing the roles of professional communicators everywhere.

Since communication knows no borders, it's essential that communicators collaborate across borders—to raise standards, share knowledge, strengthen our professional community and advocate for public relations in the public interest.

That is what the World Public Relations Forum is all about.

The Global Alliance's biennial event—hosted by Australia for the first time—will deliver compelling insights from both inside and outside our industry. It's a chance to learn from top communicators on every continent and also from leaders of businesses, governments and civil society from around the globe.

The forum promises not just a powerful experience, but also a lasting legacy. Delegates will debate the 'Melbourne Mandate for Global Communication', a new universal statement on the emerging areas of value that public relations and communication management bring to organisations and to society.

Please join us to envision the future of our profession and its contribution to our world.

We look forward to seeing you in Melbourne!



Daniel Tisch APR Fellow CPRS
Chair
Global Alliance for Public Relations
and Communication Management



Nicolas Turner MPRIA
National President
Public Relations Institute of Australia

7th World Public Relations Forum organising committee

Daniel Tisch (co-chair)	<i>Chair, Global Alliance for Public Relations and Communication Management</i>
Robina Xavier (co-chair)	<i>Associate Professor, QUT Business School, Advertising, Marketing and Public Relations</i>
Catherine Arrow	<i>Public Relations Consultant Secretary, Global Alliance for Public Relations and Communication Management</i>
Elena Bernasconi	<i>Communication Manager, Global Alliance for Public Relations and Communication Management</i>
Jon Bisset	<i>Chief Executive Officer, Public Relations Institute of Australia</i>
Anne Gregory	<i>Professor of Public Relations, Leeds Metropolitan University Chair-Elect, Global Alliance for Public Relations and Communication Management</i>
William Murray	<i>President and Chief Operating Officer, Public Relations Society of America</i>
David Schloeffel	<i>Business Advisor, Creative Industries Innovation Centre (part of Enterprise Connect)</i>
Nick Turner	<i>National President, Public Relations Institute of Australia</i>
Nina Volles	<i>Managing Director, Executive MScom Program, USI Università della Svizzera Italiana</i>

About the World Public Relations Forum

Convened by the Global Alliance for Public Relations and Communication Management, the 7th World Public Relations Forum (WPRF) will be held in Melbourne from 18–20 November at the Melbourne Convention and Exhibition Centre, Victoria.

Why attend?

As a delegate to WPRF 2012, you will:

- Be part of a key global gathering of public relations and communication professionals from around the world, held for the first time in the Asia Pacific region
- Learn from some of the best minds in public relations and communication from diverse backgrounds in business, government, and not-for-profit sectors
- Be challenged, inspired, and empowered to review and refine your own practice
- Build your public relations and communication toolkit at tactical, strategic, and leadership level
- Connect and network with other professionals from around the world
- Help shape the future of public relations and communication
- Experience and explore Melbourne, a creative, exciting and ever-changing city, and ranked the world's most liveable city!

SPONSORS AND PARTNERS

The forum gratefully acknowledges the generous support of the following sponsors and partners:

Premium government sponsor



Australia is world famous for its beautiful natural environment and unique lifestyle. But this is only part of our story. Contemporary Australia is a confident and globally engaged nation with strong economic foundations and an abundance of talented people, both at home and around the world. These people are changing the world for the better—through their creativity, business acumen, research and humanitarian efforts. Australia Unlimited tells the stories of those people through engaging content combined with stunning imagery and multimedia.

Download the free monthly iPad magazine or visit australiaunlimited.com to find out more about the Brand Australia program and share the story of contemporary Australians.

Silver sponsor



Digital partner



Forum app sponsor



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Media partners



Proudly supported by



Interested in sponsorship or exhibiting?

We have a range of unique sponsorship and exhibition options available. We invite organisations that are interested in sponsorship and/or exhibiting to download the sponsorship and exhibition prospectus from the forum website www.worldprforum.com or contact the forum managers via email sponex@worldprforum.com or phone +61 3 9320 8689.

Sponsors and partners listed are correct at time of printing.

PROGRAM

The World Public Relations Forum (WPRF) is the signature program of the Global Alliance for Public Relations and Communication Management. Held every two years, it brings together thought leaders, practitioners, researchers and educators from around the world for discussion, debate, direction-setting and decision-making about public relations and communication. The forum includes:

- A two-day program of keynote speakers, plenary and concurrent sessions, ideas and innovations sharing, meetups and tweets
- A full-day research colloquium showcasing academic research
- A full-day masterclass
- Conversations to establish an international consensus for the organisational and societal value of public relations and communication management—The Melbourne Mandate
- Networking and connecting opportunities
- Welcome reception, Public Relations Institute of Australia Golden Target Awards and forum gala dinner

Sunday 18 November
Research colloquium
Masterclass
Welcome reception
Monday 19 November
Business program—plenary and concurrent sessions
WPRF Marketplace
PRIA Golden Target Awards and forum gala dinner
Tuesday 20 November
Business program—plenary and concurrent sessions
WPRF Marketplace
Closing drinks
Wednesday 21 November
Industry tour

Please note that the above program is a guide only and subject to change.

For an up-to-date program and speaker details, please visit www.worldprforum.com

WPRF Marketplace

The WPRF Marketplace will present an engaging showcase of leading suppliers to and businesses of the public relations and communication industry.

The WPRF Marketplace will be the centre of the event; a hosting area for all refreshment and lunch breaks. It will provide a primary networking arena for delegates, sponsors and exhibitors during the forum.

The WPRF Marketplace will be located in the main foyer at the Melbourne Convention Centre and will be open at the following times:

Monday 19 November 0800–1700 hours

Tuesday 20 November 0800–1830 hours

SOCIAL PROGRAM

Delegates will enjoy a number of networking opportunities, including an informal welcome reception at Eureka 89 as well as the annual PRIA Golden Target Awards presentation and a gala dinner.

Daily catering

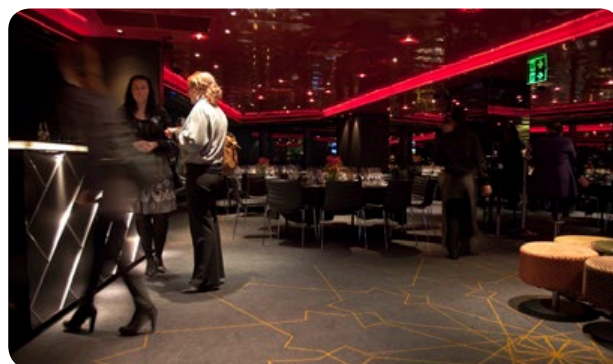
Lunches, morning and afternoon tea are included for fulltime and day delegates (on the day of their registration) and registered exhibitors and will be held in the WPRF Marketplace on Monday and Tuesday. Additional tickets are not available.

Welcome reception *Proudly presented by Australia Unlimited*

Join fellow delegates, renew old acquaintances and meet new colleagues for an informal evening admiring the glorious unparalleled views spanning 360 degrees across Melbourne.

Numbers are limited at Eureka 89, so we strongly recommend delegates book early to avoid disappointment!

Date:	Sunday 18 November
Time:	1800–2000 hours
Venue:	Eureka 89
Price:	Included in selected packages—please refer to registration entitlements
Additional tickets:	AUD80 per person for additional guests
Includes:	Drinks and canapés
Dress:	Business casual



PRIA Golden Target Awards and forum gala dinner

As the hallmark event on the Australian PR calendar, the PRIA Golden Target Awards presentation brings together the crème de la crème in Australian public relations to recognise best practice within the industry.

Connect with colleagues and celebrate this year's most outstanding PR and communication campaigns before moving to the forum gala dinner.

Date:	Monday 19 November
Time:	1830–1915 hours (awards) 1930–2330 hours (gala dinner)
Venue:	To be announced soon!
Price:	Included in selected packages—please refer to registration entitlements
Additional tickets:	AUD145 per person for additional guests
Includes:	Transport, beverages, canapés and 3-course meal
Dress:	Lounge suit / cocktail
Transport:	Return coach from MCEC





Networking drinks

Farewell friends and colleagues and reflect on the past few days over post-forum networking drinks.

- Date:** Tuesday 20 November
Time: 1730–1830 hours
Venue: Main foyer, Melbourne Convention and Exhibition Centre
Price: Included in selected packages—please refer to registration entitlements
Additional tickets: AUD15 per person for additional guests
Includes: Beverages
Dress: Business casual

OPTIONAL PROGRAM ACTIVITIES

Optional pre and post-forum program activities are offered to maximise delegates' learning and networking opportunities at the forum.

Masterclass: Campaigning for the future—building campaigns of influence

Everyone wants to be the ringmaster of a large campaign—it is exhilarating, challenging and all consuming.

Creating a winning campaign that can influence people to act is where the rubber hits the road. There are key principals vital to creating successful and influential campaigns, whether it's an election, global crisis issue or a new consumer product or service. Spend a day with some of the best campaigners in the world and learn how to be a ringmaster. Spaces are limited and will be highly sought after.

The masterclass presenter will be announced soon!

- Date:** Sunday 18 November
Time: 0900–1700 hours
Venue: Melbourne Convention and Exhibition Centre
Price: AUD300 (non-forum attendee)
 AUD250* (forum attendee)
Includes: Attendance at full-day masterclass
 Morning tea, lunch and afternoon tea
 Forum gift with handbook
 Lanyard
Dress: Business casual

* Special discounted rates are offered to those who register to attend the World Public Relations Forum.

Research colloquium

The inaugural research colloquium brings together thought leaders, practitioners and scholars in public relations and communication management. International participants will discuss, debate and examine contemporary and future issues on communication without borders. Listen to the latest research on corporate social responsibility, social media, international education and global public relations. An event surely to stimulate and provoke new thinking in public relations.

- Date:** Sunday 18 November
Time: 0900–1700 hours
Venue: Melbourne Convention and Exhibition Centre
Price: AUD300 (non-forum attendee)
 AUD250* (forum attendee)
Includes: Attendance at full-day research colloquium
 Morning tea, lunch and afternoon tea
 Forum gift with handbook
 Lanyard
Dress: Business casual

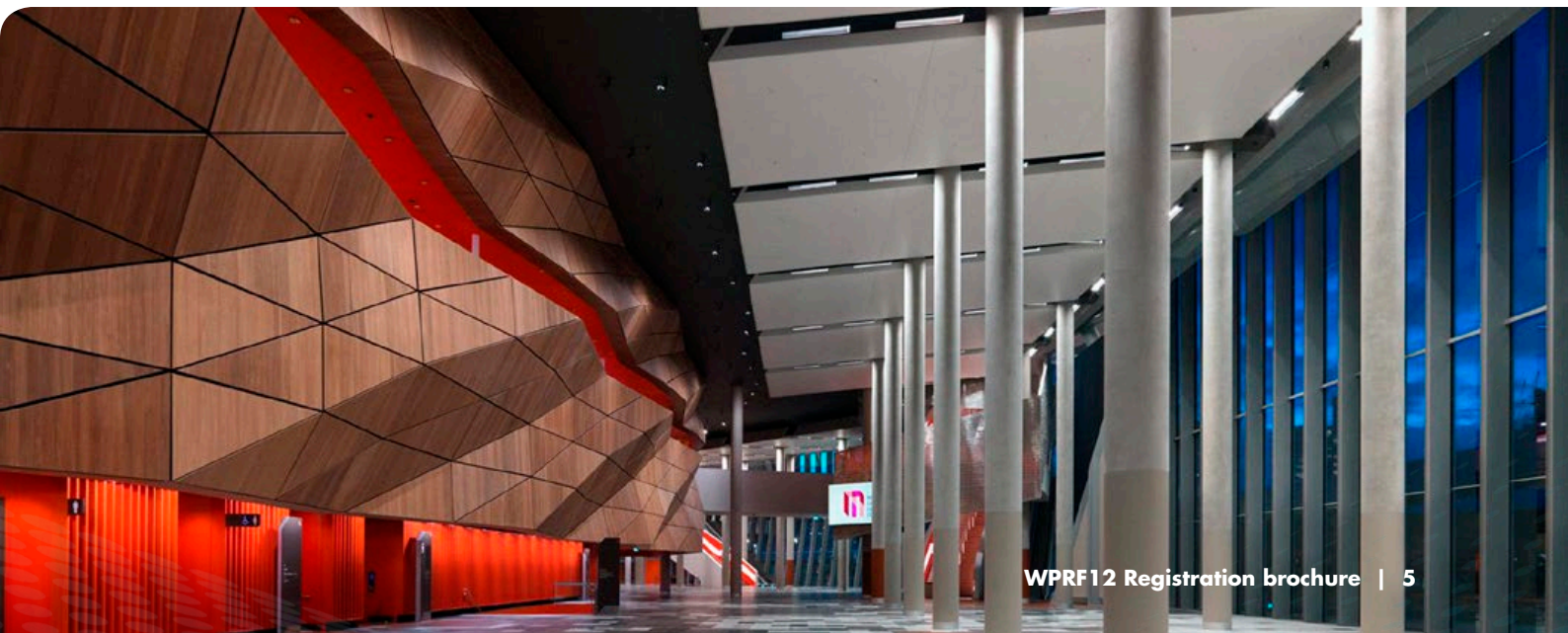
* Special discounted rates are offered to those who register to attend the World Public Relations Forum.

Public relations industry tour

The industry tour will provide guests with exclusive insights into major PR, media and communication leaders within Australia. They will visit The Age, The Hub Melbourne and SBS Radio, plus guests will have the opportunity to network with key leaders over an informal lunch.

- Date:** Wednesday 21 November
Time: 0900–1400 hours[^]
Venue: The Age, The Hub Melbourne and SBS Radio
Price: AUD100
Includes: Transport, light lunch
Dress: Business casual
Transport: Return coach from MCEC

[^] These times are correct at time of printing but are subject to change.





DISCOVER AUSTRALIA, DISCOVER MELBOURNE

Melbourne is Australia's undisputed event, sport, culture and food capital; a city with a European approach to style and a lifestyle that puts it in the fast lane. This city truly understands how to conduct business on a global level; however it has also been aptly described as 'Australia's most stylish city after sunset'.

There are plenty of things to do in Melbourne. Easily navigated on foot, the city's confidence and success are infectious; whether closing a deal or relaxing with colleagues and new friends. Melbourne is a perfect destination.

Forum venue

The centrepiece of Melbourne's new South Wharf development is the Melbourne Convention and Exhibition Centre (MCEC)—Australia's most versatile convention and exhibition facility.

Visitors looking for a uniquely Melbourne experience will find it encapsulated here at the centre—art, entertainment, culture, food and wine all set among an absolutely stunning, award-winning architectural design.

As the first '6 Star Green Star' environmentally-rated convention centre in the world, the venue represents world leadership in best practice, innovation and sustainability and continues to raise standards to new heights in technology, imaginative catering and service options.

The MCEC is conveniently located on the banks of the Yarra River in the heart of the city, close to restaurants, hotels and public transport hubs and just 25-minutes by car from Melbourne Airport.

Visit one of the following sites for further details on what your Melbourne can offer:

www.australia.com
www.thatsmelbourne.com.au
www.visitmelbourne.com
www.visitvictoria.com



OPTIONAL PRE-FORUM TOURS

Optional pre-forum tours are offered to enhance delegates' experience whilst in Melbourne.

Get out of town—full day tours

...Taste a grape from a Yarra Valley vine (option 1)

Visit the beautiful Yarra Valley and enjoy tastings at De Bortoli, Yering Station and Domaine Chandon. Appreciate why this region enjoys such a high profile with its world class production of sparkling and table wines, outstanding food and stunning scenery.

Date: Saturday 17 November
Time: 0900–1730 hours
Price: AUD180 per person
Includes: Deluxe coach, wine tastings with cheese at De Bortoli Estate, wine tastings, tour, lunch with glass of wine and coffee at Yering Station Estate, glass of sparkling with food platter at Domaine Chandon, bottled water, professional guide.
Dress: Casual

...Explore the Great Ocean Road (option 2)

Imagine a road hugging the side of sheer cliffs, where the native bushland meets the blue waters of the Southern Ocean. Experience the temperate rainforest at Maits Rest which features fern gullies and giant myrtle trees. There's also the koalas at Kennett River and the spectacular coastline, home to the Twelve Apostles, Loch Ard Gorge and the Razorback.

Date: Saturday 17 November
Time: 0730–1900 hours
Price: AUD180 per person
Includes: Deluxe coach, lunch, entry to the Port Campbell National Park, professional guide
Dress: Casual

Stay in town—half day tours

...Hit the pavement and discover Melbourne's foodie delights (option 1)

Join this delicious tour for the sights, sounds and tastes of Melbourne's foodie secrets. Along the way learn about Melbourne's foodie history, culture and architecture. This walking, talking and tasting excursion takes in the following iconic parts of Melbourne: Max Brenner flagship store; Greek quarter of Lonsdale Street; Chinatown; Little Collins Street coffee houses; Phillippa's city bakery; the David Jones Food Hall; Koko Black and Ganache Chocolate restaurant.

Date: Sunday 18 November
Time: 0900–1300 hours
Price: AUD120 per person
Includes: Tram ticket, guided walk through Melbourne, food samples
Dress: Casual (comfortable walking shoes recommended)

...Discover Melbourne's hidden treasures (option 2)

The laneways of Melbourne are one of the city's treasures and are a must to visit. Enjoy their quirkiness and get lost in another world. The walk concludes at the Ian Potter Gallery, Federation Square, where a guided tour will be provided.

Date: Sunday 18 November
Time: 0900–1300 hours
Price: AUD120 per person
Includes: Tram ticket, guided walk through Melbourne, entry and a guided tour of the Ian Potter Gallery
Dress: Casual (comfortable walking shoes recommended)

Each tour requires minimum numbers to be met to proceed, and are subject to change without notice.

ACCOMPANYING PERSONS' PROGRAM

An accompanying persons' program is offered as an optional leisure activity for those delegates whose partners take the opportunity to join them and visit Melbourne.

Participants can choose from a part or all inclusive program.

Part program

Price: AUD400 per person
Includes: Sunday 18 November
• Welcome reception
Monday 19 November
• Free day at own leisure
• PRIA Golden Target Awards and forum gala dinner
Tuesday 20 November
• Full-day tour to Daylesford

All inclusive program

Price: AUD500 per person
Includes: Sunday 18 November
• Welcome reception
Monday 19 November
• Half-day tour of Melbourne's glorious gardens
• Free afternoon at own leisure
• PRIA Golden Target Awards and forum gala dinner
Tuesday 20 November
• Full-day tour to Daylesford and the Spa Country

Includes

Please see inclusions for the welcome reception and PRIA Golden Target Awards and gala dinner in the social program section.

...Half-day tour of Melbourne's glorious gardens

Known as the Garden City of the Garden State, the Royal Botanic Gardens is one of Melbourne's most outstanding attractions. Enjoy a guided garden walk upon arrival, then following morning tea, enjoy a guided walk by Aboriginal (Koori) guides. Discover more of the rich and vibrant Aboriginal culture amidst one of the greatest botanic gardens of the world. On return to your hotel, a stop will be made at the National Gallery of Victoria for those interested in seeing the current exhibition (extra costs may apply).

Date: Monday 19 November
Time: 0900–1330 hours
Includes: Deluxe coach, guided tours of the Botanic Gardens, morning tea, professional guide
Dress: Casual

...Full-day tour to Daylesford and the Spa Country

Set amidst a glorious mass of rolling hills is the spa township of Daylesford. Famous now for its abundant supply of natural springs mineral water, it was the discovery of gold during the 1860's that established many of the town's fine buildings. One such building is the former private residence of the gold commissioner, which is now the Convent Gallery. Nearby is the Lake House Restaurant, regarded as one of the best dining experiences around. Enjoy a main course lunch before departing for Lavandula, the lavender farm surrounding beautifully restored 1850's stone buildings.

Date: Tuesday 20 November
Time: 0830–1730 hours
Includes: Deluxe coach, entry and guided tour of the Convent Gallery, main course lunch with a glass of wine and coffee at Lake House, entry to Lavandula, professional guide
Dress: Casual

Each tour requires minimum numbers to be met to proceed and are subject to change without notice.

GENERAL INFORMATION

Forum venue

Melbourne Convention and Exhibition Centre
1 Convention Centre Place
South Wharf Vic 3006
T: +61 3 9235 8000
F: +61 3 9235 8001
W: www.mcec.com.au

Forum registration desk

Registration will be conducted upon arrival in the main foyer of the Melbourne Convention Centre at the following times:

Sunday 18 November 0800–1700 hours
Monday 19 November 0700–1700 hours
Tuesday 20 November 0700–1730 hours

These times are correct at time of printing but are subject to change.

Child care facilities

Please note that no official arrangements have been made for child care during the forum. Your chosen accommodation may be able to assist you with child care services during your stay.

Climate

With its variable climate, Melbourne is traditionally cool in spring (September to November) and warm to hot in summer (December to February).

Melbourne averages between 12 to 22 degrees Celsius in the month of November. A medium to high level of rainfall is forecast during this time of the year.

Currency and taxes

The local currency is Australian Dollars (AUD). Goods and Services Tax (GST) is charged on the supply of most goods, services and other items. The GST rate is set at 10%.

Dress

Business casual attire is appropriate for forum sessions and the welcome reception, and lounge suit/cocktail for the PRIA Golden Target Awards and gala dinner. A light jacket may be required for air-conditioned session rooms and evening social events.

Language

The forum will be conducted in English only. English is the primary language within Australia. Melbourne is a very multicultural city and you may find areas where many Asian, European and Middle Eastern languages are spoken in addition to English.

Messages

A message board will be located next to the registration desk.

Personal mail

The forum managers do not accept responsibility for personal mail. Please have mail sent to your accommodation address.

Time

Australia Eastern Daylight Savings Time (AEDT) is 11 hours ahead of Greenwich Mean Time (GMT).

Forum managers

For further information, please contact the forum managers:

 WPRF12 Forum Managers
c/- MCI Australia
113 Abbotsford Street
West Melbourne Vic 3003
AUSTRALIA
T: +61 3 9320 8689
F: +61 3 9320 8699
E: info@worldprforum.com
W: www.worldprforum.com

MCI designs and delivers meetings, congresses and events for association, corporate and government clients. MCI Australia has over 32 years' experience and the successful track record of over 1,000 major conferences, meetings and events. With 47 offices in 23 countries, MCI can leverage their global resources and relationships and apply these to local markets. With offices in Adelaide, Brisbane, Hobart, Melbourne and Sydney, MCI Australia provides local support wherever your event is held.



TRAVEL INFORMATION

Air travel and transport



The longer you wait to book travel—the more you will pay!

Want to see ALL flight options to WPRF12 on a single computer screen?

Don't pay per person like other online booking tools. Book up to 9 people in one booking. To use the latest delegate flight booking technology and book on-line, please go to:

www.galileoonline.travel.com/WPRF12

The contact details you provide in this booking will be used to notify you of any changes or updates to your booking. Please ensure these details are correct.

For any queries regarding flights, contact Debra Grandidier at Corporate Traveller Groups on: 1300 013 081 or email: debra.grandidier@corporatetraveller.com.au

Airport transfers

Melbourne Airport is 22 kilometres from the Melbourne Convention and Exhibition Centre. This is a 30-minute drive, dependent on traffic conditions.

Transfers from the airport are readily available via taxi, shuttle bus, car hire or private hire operators.

Getting there by bus

Melbourne Airport is serviced by the Skybus Super Shuttle (www.skybus.com.au), the only bus service linking the airport to the city. Tickets are available from the driver; from the information booth outside the terminal; or from the Skybus Super Shuttle website. Tickets prices (at time of printing) are AUD17 one way or AUD28 return.

Getting there by taxi

Taxis are available from the ground floor level of Melbourne Airport outside the international and domestic terminals. Expect to pay approximately AUD55–AUD60 for the 30-minute trip into the city.

Quarantine

Australia has very strict quarantine rules which are enforced at all seaports and airports. Animal and plant product imports are strictly controlled and prior application must be made to bring these into the country. Numerous food products such as meat, fruit and vegetables are also restricted and must be declared when entering the country. Passengers' luggage is inspected using sniffer dogs.

Special dietary requirements

Please note that a special dietary requirement is when a person chooses to omit certain foods or food groups from their diet on religious, ethical, moral or medical grounds. Provision will be made for food intolerances, Halal and Kosher requests as well as vegetarian/vegan and other requests. Please note that requests for non-specific requirements, such as low GI or low fat, cannot be guaranteed. If you have a special dietary requirement, please indicate this on the registration form.

Tourist Tax Refund Scheme

International travellers can claim back the Goods and Services Tax (GST) and Wine Equalisation Tax (WET) they have paid on goods bought in Australia they take with them when leaving the country. The tax can be claimed back at international airports and seaports under the Tourist Refund Scheme (TRS), subject to conditions such as an AUD300 minimum purchase from one store. Details on the TRS are available at www.customs.gov.au under the 'travellers' heading. Please note that this scheme is not applicable to Forum registration fees or accommodation.

Travel insurance

The forum managers recommend that delegates purchase travel insurance including cover for non-refundable forum registration fees. Travel insurance must be purchased in the country of residence.

Visas / Electronic Travel Authority

All travellers to Australia, other than Australian and New Zealand citizens, are legally required to hold a valid visa or Electronic Travel Authority (ETA). It is your responsibility to ensure documentation is correct and completed before you commence your journey. Delegates must register for the forum before lodging their visa/ETA application. Following your registration, you will receive an acknowledgement letter. This is all you require from the Forum managers in order to make your visa/ETA application. We recommend you apply for your visa/ETA at least six weeks before you travel (earlier in some cases).

It is our policy not to provide invitation letters, as they are not required for visa applications.

For more information, contact your nearest Australian Embassy/Consulate or view the Australian Department of Immigration website www.immi.gov.au/eta.



ACCOMMODATION

Special accommodation room rates have been negotiated for the forum and subject to availability, may apply to extended stays. To take advantage of these savings, please read the following information carefully and complete the accommodation booking section on the registration form at the end of this brochure.

MCI Australia is unable to accept new, or make changes to existing room bookings after the following release date: 1600 hours (AEST) Thursday 11 October 2012.

Accommodation venues

Rates advertised are per room per night, in Australian Dollars (AUD) and include 10% GST.

Crown Metropol ★★★★★½

3 minutes easy walking to the Melbourne Convention and Exhibition Centre
8 Whiteman Street
Southbank Vic 3006
www.crownmetropol.com.au/

Luxe room AUD255 per night

Studio room AUD295 per night

Experience contemporary luxury in its purest form at Crown Metropol. From the moment you take in the hotel's elegant form and enter the uniquely designed reception area, you will feel a sense of peace and calm that makes every visit to Crown Metropol a welcome escape from day-to-day life.

Crown Promenade Hotel ★★★★★

5 minutes easy walking to the Melbourne Convention and Exhibition Centre
8 Whiteman Street
Southbank Vic 3006
www.crownpromenadehotel.com.au/

Standard room AUD245 per night

Corner king room AUD290 per night

Stylish, award-winning and thoroughly modern, Melbourne's Crown Promenade Hotel is close to the CBD, the Melbourne Convention and Exhibition Centre and the city's most famous arts and sporting facilities. The hotel features spacious rooms with fantastic views overlooking Port Phillip Bay or the Melbourne CBD and Yarra River.

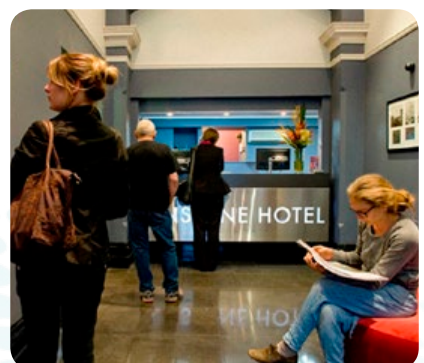
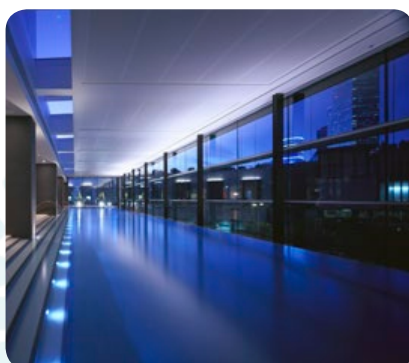
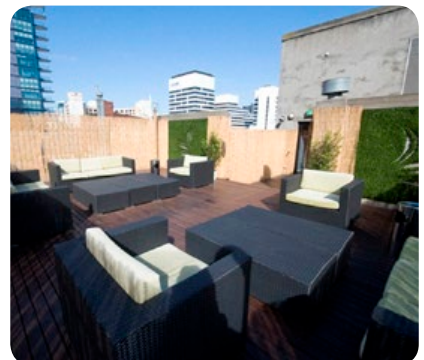
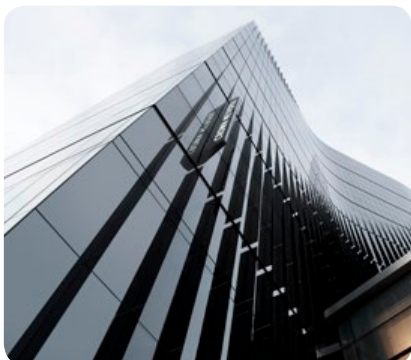
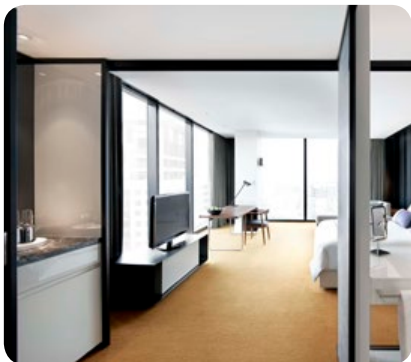
Pensione Boutique Hotel ★★★★★

10 minute easy walk (or short tram ride) to the Melbourne Convention and Exhibition Centre
16 Spencer Street
Melbourne Vic 3000
www.8hotels.com/melbourne-hotels/pensione-hotel/

Petit double room AUD130 per night

Standard double room AUD140 per night
Please note, the Pensione is now fully booked

Situated in the heart of Melbourne's CBD, Pensione Boutique Hotel Melbourne is perfectly suited as a base to explore Melbourne. Set behind a beautiful Heritage-listed facade, the Pensione Hotel offers boutique interiors, breathtaking hospitality and incomparable value for money.



REGISTRATION INFORMATION

Please read the following information carefully. All registration fees are quoted in Australian Dollars (AUD) and include 10% GST.

Registration category	Pre-sale (on or before 30 June 2012)	Earlybird (on or before 18 September 2012)	Standard (on or after 19 September 2012)
Fulltime registration with Golden Target Awards and forum dinner			
Fulltime member*	AUD1,200	AUD1,300	AUD1,600
Fulltime non member	AUD1,500	AUD1,600	AUD1,900
Fulltime student [^]	AUD900	AUD1,000	AUD1,100
Fulltime registration (Golden Target Awards and forum dinner not included)			
Fulltime member*	AUD1,100	AUD1,200	AUD1,500
Fulltime non member	AUD1,400	AUD1,500	AUD1,800
Fulltime student [^]	AUD800	AUD900	AUD1,000
Day registration			
Day registration member*	AUD600	AUD700	AUD800
Day registration non member	AUD800	AUD900	AUD1,000
Day registration student [^]	AUD450	AUD500	AUD550
Accompanying persons' program			
Part program	AUD400		
All inclusive program	AUD500		

* To receive the 'member' rate, delegates must be a current member of the Public Relations Institute of Australia, the Global Alliance (or a member association of the Global Alliance) or the IABC. Membership status will be confirmed at the time of registration.

[^] Students must verify that they are a fulltime tertiary student by forwarding a photocopy of their student ID to the forum managers.

Registration entitlements

Fulltime registration with Golden Target Awards and forum dinner

- entrance to all forum sessions
- entrance to the WPRF Marketplace
- daily catering throughout forum including morning tea, lunch and afternoon tea
- one (1) ticket to the welcome reception
- one (1) ticket to the PRIA Golden Target Awards and forum gala dinner
- one (1) ticket to the closing drinks
- Forum gift with handbook and supporting materials

Fulltime registration without Golden Target Awards and forum dinner

- entrance to all forum sessions
- entrance to the WPRF Marketplace
- daily catering throughout forum including morning tea, lunch and afternoon tea
- one (1) ticket to the welcome reception
- one (1) ticket to the closing drinks
- Forum gift with handbook and supporting materials

Day registration (on your nominated day only)

- entrance to all forum sessions
- entrance to the WPRF Marketplace
- catering throughout forum including morning tea, lunch and afternoon tea
- one (1) ticket to closing drinks (if nominated day is Tuesday)
- Forum gift with handbook and supporting materials

Accompanying persons' part program

- one (1) ticket to the welcome reception
- one (1) ticket to the PRIA Golden Target Awards and gala dinner
- one (1) full-day tour to Daylesford and the Spa Country

Accompanying persons' all inclusive program

- one (1) ticket to the welcome reception
- one (1) half-day tour of Melbourne's glorious gardens
- one (1) ticket to the PRIA Golden Target Awards and gala dinner
- one (1) full-day tour to Daylesford and the Spa Country

Please note

Forum onsite material cannot be guaranteed for delegates registering after earlybird registration closes on 25 September 2012.

Member' registrations will be cross-checked against the respective membership lists. Please speak directly with these organisations should you have any queries as to the status of your membership.

Group registration offer

Special discounted rates for group registrations are available. Simply send three people from the one organisation and the fourth person attends for free.

In order to receive this offer, all four registrations must be employees from the same organisation and have the same registration type in order to receive the group discount. All four registrations must be submitted all together, each with an individual form, with payment, no exceptions. Registrations received by individual employees outside of this transaction will not be eligible for the discount.

Group registrations available!
Buy 3 get 1 free!
Conditions apply

REGISTRATION FORM

Please register online at www.worldprforum.com or complete and return this form to the forum managers via mail, email or fax. All prices are in Australian Dollars (AUD) and include 10% GST.



WPRF12 Forum Managers

PO Box 1517 Eagle Farm Qld 4009 Australia
 T: +61 3 9320 8689
 F: +61 3 9320 8699
 E: register@worldprforum.com

1. Personal details

Title	<input type="checkbox"/> Prof <input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Miss <input type="checkbox"/> Ms <input type="checkbox"/> Other		
Surname			
First name			
Position			
Organisation			
Postal address			
Suburb/city	State		
Country	Postcode/zipcode		
Phone* (work)	Fax		
Phone* (mobile)			
Email address			
I am a current member of (please ✓)	<input type="checkbox"/> GA	<input type="checkbox"/> PRIA	<input type="checkbox"/> CIPRA
	<input type="checkbox"/> CRPR	<input type="checkbox"/> IABC	<input type="checkbox"/> IPRS
	<input type="checkbox"/> MEPRA	<input type="checkbox"/> PRINZ	<input type="checkbox"/> PRSA
	<input type="checkbox"/> Other (please specify)		
Do you own an iPad or tablet device?	<input type="checkbox"/> yes <input type="checkbox"/> no		
Would you like to enter the draw to win a Swinburne University of Technology Graduate Certificate of Business Management scholarship? Winner can choose from one of the following programs: PR, Organisational Leadership or Risk Management.	<input type="checkbox"/> yes <input type="checkbox"/> no		

*Please ensure you list your country, city and area codes.

If you are an international delegate, please be aware that you are required to apply for a visa to enter into Australia.

2. On-site in case of emergency information

Name of person to contact	
Phone*	
Relationship to you	
Where you are staying during the event? (hotel, address)	

*Please ensure you list your country, city and area codes.

3. Dietary and special requirements

Please note any specific dietary, wheelchair access or other requirements.

<input type="checkbox"/> Gluten free	<input type="checkbox"/> Halal*	<input type="checkbox"/> Kosher*	<input type="checkbox"/> Lactose free
<input type="checkbox"/> Pork free	<input type="checkbox"/> Vegan	<input type="checkbox"/> Vegetarian	
<input type="checkbox"/> Other allergies^ (please specify)			
<input type="checkbox"/> Wheelchair access		<input type="checkbox"/> Other requirement (please specify)	

* Please note that Kosher and Halal meals may incur additional charges.

^ Please contact the forum managers to discuss other dietary requirements and specifics of allergies.

4. Registration fees

Registrations will not be processed without full payment. Full payment must be received by the deadline to receive discounted rate. Please refer to page 11 for inclusions of each registration type

Please tick (✓)	Pre-sale (on or before 30 June 2012)	Earlybird (on or before 18 September 2012)	Standard (on or after 19 September 2012)
Fulltime registration with PRIA Golden Target Awards and forum dinner			
Fulltime member*	<input type="checkbox"/> AUD1,200	<input type="checkbox"/> AUD1,300	<input type="checkbox"/> AUD1,600
Fulltime non member	<input type="checkbox"/> AUD1,500	<input type="checkbox"/> AUD1,600	<input type="checkbox"/> AUD1,900
Fulltime student^	<input type="checkbox"/> AUD900	<input type="checkbox"/> AUD1,000	<input type="checkbox"/> AUD1,100
Fulltime registration (PRIA Golden Target Awards and forum dinner not included)			
Fulltime member*	<input type="checkbox"/> AUD1,100	<input type="checkbox"/> AUD1,200	<input type="checkbox"/> AUD1,500
Fulltime non member	<input type="checkbox"/> AUD1,400	<input type="checkbox"/> AUD1,500	<input type="checkbox"/> AUD1,800
Fulltime student^	<input type="checkbox"/> AUD800	<input type="checkbox"/> AUD900	<input type="checkbox"/> AUD1,000
Day registration			
Day registration member*	<input type="checkbox"/> AUD600	<input type="checkbox"/> AUD700	<input type="checkbox"/> AUD800
Day registration non member	<input type="checkbox"/> AUD800	<input type="checkbox"/> AUD900	<input type="checkbox"/> AUD1,000
Day registration student^	<input type="checkbox"/> AUD450	<input type="checkbox"/> AUD500	<input type="checkbox"/> AUD550
Day of attendance	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	
Accompanying persons' program			
Part program	<input type="checkbox"/> AUD400		
All inclusive program	<input type="checkbox"/> AUD500		
Partners name		Partners mobile number	
Masterclass / research colloquium only			
Non-Forum attendee	<input type="checkbox"/> I am only attending the masterclass / research colloquium (please jump to section 6 of this form)		

* To receive the 'member' rate, delegates must be a current member of the Public Relations Institute of Australia, the Global Alliance (or a member association of the Global Alliance), or the IABC. Membership status will be confirmed at the time of registration.

^ Students must verify that they are a fulltime tertiary student by forwarding a photocopy of their student ID to the Forum managers.

Group registration offer

Special discounted rates for group registrations are available.

Simply send three people from the one organisation and the fourth person attends for free!

I'd like to take advantage of the group registration offer (please tick).

My colleague's details are:

	First name	Surname	Position	Email address
2				
3				
4				

° All four registrations must be employees from the same organisation and have the same registration type in order to receive the group discount. All four registrations must be submitted all together, each with an individual form, with payment, no exceptions. Registrations received by individual employees outside of this transaction will not be eligible for the discount.



5. Social events

Prices are included in the registration fee unless otherwise indicated below. Additional tickets may be purchased. For catering purposes, it is essential you mark every box. Please select (✓) the appropriate box to indicate if you are planning to attend.

Please refer to page 11 for inclusions of each registration type

	Fulltime registration	Please tick (✓) to indicate your attendance	Day registration	Ticket price	Total no of tickets	Subtotal
Sunday 18 November 2012						
Welcome reception	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	Not included	AUD80		
Monday 19 November 2012						
PRIA Golden Target Awards and gala dinner	Included*	<input type="checkbox"/> yes <input type="checkbox"/> no	Not included	AUD145		
Tuesday 20 November 2012						
Networking drinks	Included	<input type="checkbox"/> yes <input type="checkbox"/> no	Not included	AUD15		
Total						AUD

* PRIA Golden Target Awards and gala dinner included only for fulltime delegates who purchase the dinner registration package. All other registrants must purchase a guest ticket to attend.

6. Optional program activities

Places within each optional program activity will be limited so register early to secure your seat!

Please tick (✓)	Ticket price	Subtotal
Sunday 18 November		
Masterclass (non-forum attendee)	<input type="checkbox"/> AUD300	
Masterclass (forum attendee)	<input type="checkbox"/> AUD250	
Research colloquium (non-forum attendee)	<input type="checkbox"/> AUD300	
Research colloquium (forum attendee)	<input type="checkbox"/> AUD250	
Wednesday 21 November		
Public relations industry tour	<input type="checkbox"/> AUD100	
Total		AUD

7. Optional pre-forum tours

Participation is limited to one tour per person per day. Please tick (✓) in preference order the tour you would like to attend. Whilst every effort will be made to place you in your first preference, if you have not indicated a second or more preferences and your first choice is unavailable you will not be allocated to any.

Preference	Please tick (✓)	Ticket price	Subtotal
Saturday 17 November—full day tours			
<input type="checkbox"/> 1 <input type="checkbox"/> 2	Yarra Valley vine	<input type="checkbox"/> AUD180	
<input type="checkbox"/> 1 <input type="checkbox"/> 2	Great Ocean Road	<input type="checkbox"/> AUD180	
Sunday 18 November—half day tours			
<input type="checkbox"/> 1 <input type="checkbox"/> 2	Melbourne's foodie delights	<input type="checkbox"/> AUD100	
<input type="checkbox"/> 1 <input type="checkbox"/> 2	Melbourne's hidden treasures	<input type="checkbox"/> AUD100	
Total			AUD

8. Accommodation

Rates are quoted per room per night. All prices are in Australian Dollars (AUD) and include 10% GST. Please indicate your hotel of preference 1–3. Whilst every effort will be made to book your first preference, if you have not indicated a second or more preferences, and your first choice is unavailable, no accommodation will be booked for you.



Please book the following accommodation:

Check in	/	/2012	ETA	Check-out	/	/2012	ETD
Preferences	Hotel	Room type	Price (AUD)				
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	Crown Metropol ★★★★★½ 3 minute walk	<input type="checkbox"/> Luxe room <input type="checkbox"/> Studio room	AUD255 AUD295				
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	Crown Promenade Hotel ★★★★★ 5 minute walk	<input type="checkbox"/> Standard room <input type="checkbox"/> Corner king room	AUD245 AUD290				
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	Pensione Boutique Hotel ★★★★★ 10 minute walk	<input checked="" type="checkbox"/> Petit double Fully booked <input checked="" type="checkbox"/> Standard double Fully booked	AUD130 AUD140				

Note: Additional charges may apply for an additional number of guests over two people and rollout beds/cots.

I will be accompanied by/have arranged to share with (name):	
I would prefer a non-smoking room:	<input type="checkbox"/> yes <input type="checkbox"/> no
Other requirements: e.g. rollaway bed (may incur extra charge), cot:	

9. Conditions of registration

Please complete all sections of this form to ensure you are correctly registered. By registering for the World Public Relations Forum 2012, delegates agree they have read the terms and conditions set out on this form.

10. Payment method

Payment must accompany your registration form. Forum registration cannot be confirmed until payment is received. Payment must be received by the due date to receive the nominated discount, otherwise the next level of payment will be charged. Credit card details are required to secure accommodation. If you are only providing credit card details and will be paying your registration fees by alternate means, please indicate below.

All prices are quoted in Australian Dollars (AUD) and include 10% GST.

Please select (✓) method(s) of payment. Note: accommodation must be secured by credit card

<input type="checkbox"/> Cheque/international bank drafts —made payable to 'MCI Australia'. Payment must be made in Australian Dollars (AUD), payable on an Australian bank and free of all charges.			
<input type="checkbox"/> Electronic Funds Transfer (EFT) Bank: National Australia Bank Account name: MCI Australia Pty Ltd BSB number: 084-255 Account number: 59 650 0566 To assist in the allocation of your EFT payment, please fax remittance advice to +61 3 9320 8699 or email register@worldprforum.com immediately after payment to ensure prompt allocation of your payment. Please ensure that your name and complete invoice number are included on the transfer notice.			
<input type="checkbox"/> Credit card —all charges as per this form are to be debited to:		<input type="checkbox"/> Credit card —charges for accommodation only are to be debited to:	
<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> American Express	<input type="checkbox"/> Diners Club
Name on card			
Card number	<input type="text"/>	<input type="text"/>	Expiry date / <input type="text"/>
Cardholder's signature			
Please note that debits to your credit card, excluding accommodation, will appear as 'Event Planners Australia' or 'MCI Australia' on your credit card statement. A tax invoice will be forwarded to all Australian delegates on receipt of a completed registration form. ABN: 76 108 781 988.			

TERMS AND CONDITIONS

Accommodation booking policy

- Rates advertised are per room per night, in Australian Dollars (AUD) and include 10% GST.
- Room numbers are limited so please ensure you book well before the release date.
- Accommodation **cannot be** booked unless credit card details are received with your registration form. This information will be passed on to the hotel to secure your booking. The hotel may process the debit immediately or wait until check-out.
- If charges are to be the responsibility of a third party, e.g. the guest's company, please provide the Forum managers with a letter from the third party stating what charges are to be covered, e.g. accommodation only, meals, mini bar, phone, fax, internet, laundry, all charges, etc.
- Cancellations and alterations up to **Thursday 11 October 2012** are made by MCI Australia.
- Any cancellations and alterations made by MCI Australia will incur a booking change fee of up to AUD33.
- Guests wishing to cancel or alter bookings after 1600 hours (AEST) on **Thursday 11 October 2012** should contact the hotel directly. These, and "no-shows", may incur penalties at the hotel's discretion, possibly up to 100% of the accommodation stay.
- Cancellation policies for individual hotels are available on the event website and will be included in your confirmation letter. Please ensure you are familiar with your chosen hotel's cancellation policy.
- Check-in prior to 1400 hours is not guaranteed and is at the hotel's discretion, should you wish to guarantee early check you must book and pay for the previous night.
- If you wish to check-in after 1700 hours you must indicate your arrival time on the form to avoid a "no-show" room release penalty.
- Hotels will require an imprint of your credit card at check-in for any incidentals.
- A tax invoice/receipt will be issued by the hotel on check-out.

Disclaimer

World Public Relations Forum 2012, MCI Australia and their agents act only as organisers of these activities and do not accept responsibility for any act or omission on the part of the service providers.

No liability is accepted for any inaccuracy, misdescription, delay, damage, death or personal injury.

Email communication

- By providing your email address on the accompanying form you consent to be contacted by these methods in relation to this event and future events of this type.
- Should you not wish your details to be used for any of the above purposes, please contact the forum managers via info@worldprforum.com.

Insurance

Delegates must be appropriately covered for travel insurance, including but not limited to repatriation and medical expenses, as well as public liability insurance.

Intention to photograph

Delegates and others are advised that photographs and videos may be taken during the event and reproduced for promotional purposes

Payment

- All prices are in Australian Dollars (AUD) and include 10% GST.
- Payment must accompany your registration form.
- Your registration cannot be confirmed until payment is received.
- Payment must be received by the due date to receive the discount, otherwise the next level of payment will be charged.
- Cheques or drafts must be in Australian currency, drawn on an Australian bank and free of all charges.
- Cheques should be made payable to MCI Australia.
- Payment by credit card is also acceptable. Please note that debits to your credit card will appear as 'Event Planners Australia' or 'MCI Australia' on your statement.
- Faxed registration forms are acceptable only if payment is by credit card.
- Payment may also be made by Electronic Funds Transfer. Please ensure the amount transferred is equal to the total due INCLUDING any bank charges. To assist in the allocation of your payment, please fax transfer advice to +61 (0) 3 9320 8699 or email register@worldprforum.com immediately after payment to ensure prompt allocation of your payment. Please ensure that your name and complete invoice number are included on the transfer notice.
Bank: National Australia Bank
Account name: MCI Australia Pty Ltd
BSB number: 084-255
Account number: 59 650 0566

Registration cancellation policy

- All cancellations, alterations or transfers must be notified in writing to MCI Australia.
- Cancellations received on or before 18 September 2012 will be refunded in full, less 25% of the fee to cover administration costs; no registration refunds will be made after this date.
- As an alternative to cancellation your registration may be transferred to another member of your organisation, subject to a AUD33 processing fee.

Social program cancellation policy

- The forum managers reserve the right to cancel or vary optional activities if minimum numbers are not reached.
- Regrettably, optional social functions and additional ticket cancellations cannot be refunded if participation is cancelled less than 72 hours prior to the event.

Privacy statement

Your name and contact information, including electronic email address, may be included in delegate lists and used by parties directly related to the event such as the organisers, sponsors and approved stakeholders, for purposes such as promotion, networking and administration of this, future events of this type and other promotional purposes. If you do not consent to having your contact details provided to sponsors and other stakeholders, please tick below.

Please note, ticking this box may mean that you will not be updated on relevant events alongside the official event program and other potentially beneficial opportunities (i.e. sponsored symposiums, workshops etc).

- Please remove my contact details from the delegate list provided to sponsors and stakeholders. Only my name and organisation will still be included on the delegate list unless specified to the forum managers MCI Australia info@worldprforum.com.