



**The PRO.PR Conference was established in 2003 with an idea about providing active communication among PR experts from South-East and Central Europe. At that time, public relations was an undeveloped profession in this area.**

During the 15-year period, the PRO.PR Conference has been gathering PR experts not only from SEE region but also from all over the world.

As communicators, we understand the importance of events that should definitely be observed from many different aspects. One of these aspects are public relations, the main focus of our work.

The first PRO.PR Conference was organized in Montenegro. It attracted people from Croatia, Bosnia and Herzegovina, Serbia and Montenegro. The number of more than 130 participants was a good incentive for the next year's Conference which was organized in the Hyatt Regency Hotel in Belgrade, Serbia. It was the first public relations conference in that country. Around 100 people have participated.

At that time, as the organization force behind The Congress, we have decided to organize the next PRO.PR Conference at attractive but less known and visited places.

The third PRO.PR Conference has opened its doors to participants from Slovenia and Macedonia as well. It was organized at the Croatian National Park Brijuni. More than 150 participants attended the Conference which was organized under the motto "With knowledge towards success". The participants were able to get an insight into different media standards in new countries in the region.

Slovenia was the host of the fourth PRO.PR congress which was organized under the sponsorship of Slovenian government. Even though most of non Slovenian participants required special visas to come to Slovenia, the congress was still visited by more than 130 participants and PR experts. One of the guests was a representative of the International Public Relations Association (IPRA) which opened a communication process in one of the biggest centres of PR – London.

Ohrid and Macedonia were hosts of the fifth PRO.PR congress this time under the sponsorship of Macedonian government. At that time, some new features have been implemented in the organization of the Conference and therefore for the first time, foreign lecturers from Germany, Holland, Greece and France have come to the PRO.PR Conference.

Sarajevo, Bosnia and Herzegovina, as a true symbol of multicultural life and centuries long communication tradition was the host of the 6th PRO.PR Conference. The theme of the Conference was "Corporate Communication" and it was visited by many regional managers of world's leading brands like Mars, Coca-Cola, Fructal and many others.

Even in a time of recession, the PRO.PR project never stuttered but kept going in spite of all odds. Therefore the seventh PRO.PR Conference was organized in Splendid Hotel in Budva, Montenegro. The theme of the Conference was "New Technologies in PR". More than 110 participants visited us in Montenegro while numbers and support we have been getting over the years continued at the next, eight in

a row, Conference at the Island of Rab, Croatia, where the participants had a pleasure of enjoying their stay at one of the most beautiful Croatian islands.

The ninth PRO.PR Conference was organized at Lake Palić in Serbia, under the sponsorship of the City of Subotica. With the recession still blooming over the world, the main issues that were discussed at Palić were the numerous crises situations and how to communicate during them. Therefore, the theme of the Congress was "Crisis Communication". The Congress was a proud host for some of the world's best PR experts and their lectures about crises. Richard Linning, Juan Sola, Don W. Stacks and George Ellis, as well as numerous well known regional experts, guaranteed that the Conference was a "jackpot" for any PR professional who wanted to learn more.

The host of the tenth anniversary of the PRO.PR conference was city of Maribor, the European Capital of Culture in 2012. More than 200 participants gathered to follow the lectures of 20 world experts who came from North and South America and all over the Europe to share their knowledge and experiences.

To honor individuals who have dedicated their lives to public relations, contributed to the development and positioning this profession in the region and in the world. Besides the fact that the PRO.PR conference experienced its first jubilee, there was more than enough reasons to establish the "PRO.PR Awards". From now on the gala ceremony of awarding meritorious individuals will be an integral part of the PRO.PR conference each upcoming year.



### **Konferenca ZA ČLOVEKA GRE 2018**

Vljudno vabljeni na 6. znanstveno konferenco z mednarodno udeležbo Alma Mater Europaea - ECM, ki bo potekala 9. in 10. marca 2018 v Mariboru z naslovom »ZA ČLOVEKA GRE: IZZIVI ZA ZNANOST IN IZOBRAŽEVANJE«. Dogodek poteka pod častnim pokroviteljstvom predsednika Republike Slovenije Boruta Pahorja.

Z motom želimo poudariti pomen znanja in raziskovalnih dognanj, ki nam omogočajo kakovostno obravnavo človeka v praksi in v globalnem okolju. Izpostaviti želimo izzive zaposljivosti, implementacijo in uporabnost znanstveno-raziskovalnih dosežkov, etiko v visokem šolstvu in relevantnost študijskih programov.

#### **Splošne informacije:**

**Datum konference:** 9. – 10. 3. 2018

**Lokacija:** AMEU – ECM, Slovenska ulica 17, Maribor

**Uradna jezika konference:** slovenščina in angleščina

**Kontaktni naslov:** [konferenca2018@almamater.si](mailto:konferenca2018@almamater.si)

**Ključni datumi:**

15. 12. 2017 – oddaja povzetka

20. 12. 2017 – oddaja celotnega prispevka (na e-naslov [konferenca2018@almamater.si](mailto:konferenca2018@almamater.si)), prijava udeleženca/ev in plačilo **zgodnje** kotizacije

21.12.2017 - 1.2. 2018 – prijava udeležencev in plačilo kotizacije

**IPR Research Symposium in Dubai****IPR Research Symposium in Dubai**

<http://www.instituteforpr.org/events/dubaisymposium/>

.....

.....

**1<sup>st</sup> INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION (ICMC 2018)** hosted by the Department of Communication Studies of Abu Dhabi University, I have the pleasure to invite you to submit your paper to the conference that will be held in March 19-21, 2018 at Radisson Blu Hotel, Yas Island, Abu Dhabi, UAE.

**More detailed information can be found on the conference website [www.adu.ac.ae/icmc](http://www.adu.ac.ae/icmc) and in the attached digital brochure.**

.....

**7th ANNUAL MEETING OF THE INTERNATIONAL NETWORK OF  
UNESCO****CHAIRS IN COMMUNICATION (ORBICOM)**

Lima, Peru: May 8, 9, and 10, 2018

INTERNATIONAL SYMPOSIUM ON:

**“COMMUNICATION, CITY AND PUBLIC SPACE”**

.....

## NEXT EUROPE

8. Juni 2017

14:00 - 18:00 Uhr

Österreichische Botschaft Berlin

Stauffenbergstraße 1

10785 Berlin, Deutschland

- 14:00 Uhr**      **Begrüßung**  
Botschafter Dr. Nikolaus Marschik
- 14:10 Uhr**      **Einführung**  
**Prof. Dr. Dr. h.c. Felix Unger**, Präsident der Europäischen Akademie der Wissenschaften und Künste  
**Dr. Antje Kuchenbecker**, Deputy Director, Aspen Institute Deutschland
- 14:30 Uhr**      **Key Note Speech**  
**Elmar Brok**, Mitglied und ehemaliger Vorsitzender des Ausschusses für Auswärtige Angelegenheiten des Europäischen Parlaments
- 14:45 Uhr**      **Panel I: „Good Governance – Bad Governance: Muss sich Europa neu erfinden?“**  
**Prof. Dr. Peter Jambrek**, European Faculty of Law, Nova Univerza, Ljubljana  
**Prof. em. Dr. Dr. Heinz Mayer**, Rechtswissenschaftliche Fakultät der Universität Wien  
**Elmar Brok**, Mitglied und ehemaliger Vorsitzender des Ausschusses für Auswärtige Angelegenheiten des Europäischen Parlaments  
**Bernd Hüttemann**, Generalsekretär, Europäische Bewegung Deutschland  
  
Moderation: **Bettina Vestring**, Managing Director, United Europe
- 15:45 Uhr**      **Pause**
- 16:15 Uhr**      **Panel II: „Digitale Transformation: Eine Herausforderung für Gesellschaft und Wirtschaft Europas“**  
  
**Prof. em. Dr. Klaus Mainzer**, Emeritus of Excellence, Graduate School of Computer Science, Technische Universität München  
**Prof. em. Dr. Ernst Ulrich von Weizsäcker**, Co-Präsident, Club of Rome  
**Madeliene Gummer von Mohl**, Co-Founder, Betahaus  
**Doris Albiez** (tbc), Geschäftsführerin, Dell GmbH  
**Prof. em. Dr. Robert Trappl**, Head, Austrian Research Institute for Artificial Intelligence (OFAI)  
  
Moderation: **Cornelius Wendel**, Gründer, POLICYNAVIGATION
- 17:15 Uhr**      **Umtrunk**

## ***HEAd'17: Call for Papers*** ***3rd International Conference on Higher Education Advances***

*June 21 - 23, 2017. Valencia, Spain*

<http://www.headconf.org>

twitter: [@headconf](https://twitter.com/headconf)

### **Scope**

After the great success of the previous HEAd conferences, which received submissions from 54 countries, we are pleased to announce the Third International Conference on **Higher Education Advances** (HEAd'17). This conference is an excellent forum for researchers and practitioners to exchange ideas, experiences, opinions and research results relating to the preparation of students, teaching/learning methodologies and the organization of educational systems.

The HEAd'17 conference will be held on June 21-23, 2017 at the Faculty of Business Administration and Management of the Universitat Politècnica de València (UPV), which has been recently ranked as the best technical university in Spain by the Academic Ranking of World Universities (ARWU) 2016.

### **Topics of interest**

The program committee encourages the submission of articles that communicate applied and empirical findings of interest to higher education professionals. Topics of interest include, but are not limited to, the following topic areas:

- Innovative materials and new tools for teaching
- Teaching and learning experiences
- Educational technology (e.g., virtual labs, e-learning)
- Evaluation and assessment of student learning
- Emerging technologies in learning (e.g., MOOC, OER, gamification)
- Experiences outside the classroom (e.g., practicums, mobility)
- New teaching/learning theories and models
- Globalization in education and education reforms
- Education economics
- Learning for employment
- Education accreditation, quality and assessment
- Competency-based learning and skill assessment

### **Important Dates**

Submission deadline: January 31, 2017

Author notification: March 30, 2017

Camera ready due: April 25, 2017

Conference dates: June 21-23, 2017

### **Publications**

All accepted papers will appear in the conference proceedings with a DOI and ISBN number. They will be published in open access by UPV Press and indexed in major international bibliographic databases.

### **Awards**

The Program Committee will select the winners for the Best Paper and Best Student Paper awards. To be eligible for the best student paper award, the presenting author of the paper must be a full-time student.

### **Submission guidelines**

Authors from all over the world are invited to submit original and unpublished papers, which are not under review in any other conference or journal. All papers will be peer reviewed by the program committee based on their originality, significance, methodological soundness, and clarity of exposition.

Submitted papers must be written in English and should be in PDF format. They must follow the instructions in the template file, available in Microsoft Word format at:

<http://www.headconf.org/template.docx>

Paper length must be between 4 and 8 pages, incorporating all text, references, figures and tables. These guidelines are strict: papers failing to adhere to the guidelines will be rejected without consideration of their merits. Submissions imply the willingness of at least one author to register, attend the conference, and present the paper.

HEAd'17 is using the OCS platform of UPV Press to manage the submissions. This platform provides you with a submissions homepage where you can register your paper submission and make appropriate changes. The submission website is:

<http://www.headconf.org/submission-instructions/>

#### **About the venue**

Valencia is the third largest city in Spain and is located on the shore of the Mediterranean Sea. It embraces culture and tradition from the past combined with singular architecture, exciting gastronomy, nightlife, and beautiful white sand beaches. Valencia is the capital city of the Comunitat Valenciana region, which is major tourist destination in summer. More info at:

<http://www.headconf.org/venue/about-valencia/>

The organizing committee looks forward to welcoming you all to a fruitful conference with open discussions and important networking to promote high quality education.

Dear Colleagues,

It's a pleasure for us to introduce to you our next traditional **10-20 Days Summer Academy during the 16 - 25 July (IX Summer Academy) and 25 July - 03 August, 2018 (X Summer Academy) which will be held in Switzerland.**

Participants could choose one or both of the summer academies for participation or could stay for 3 Month CAS Research Program period to do research after participation in training.

During the past years IPD trained participants from Government Institutes, UN Agencies, OSCE, EIB, GIZ, Embassies, Courts, IOs, NGOs, Companies, University and participants with other relevant backgrounds.

**Early Bird Application & Payment Deadline: 15 April, 2018**

**Late Application & Payment Deadline: 01 June, 2018**

**As part of the summer academy we included also trip to Luzern city and group lunch in Luzern city during the below stated dates:**

- I Trip to Luzern & Lunch: No class day for participants: 21 July, 2018
- II Trip to Luzern & Lunch: No class day for participants: 30 July, 2018

For more information on participation fee, accommodation, experts, topics and etc. essential details please visit the program web site

<http://www.ipdinstitute.ch/IX-X-Summer-Academy-2018-3-Month-CAS-Research-Program/>

Video Club of IPD Training, 29 October - 04 November 2017:

<http://www.youtube.com/watch?v=oNwyXhGMry0>

Video Club of IPD VII Summer Academy: 11-20 August, 2017

<https://www.youtube.com/watch?v=0ldQ1hJHaZ8&feature=youtu.be>

Video Club of IPD VIII Summer Academy: 20-29 August, 2017

[https://www.youtube.com/watch?v=F\\_uawBq0viiw&feature=youtu.be](https://www.youtube.com/watch?v=F_uawBq0viiw&feature=youtu.be)

### IX INTERNATIONAL SUMMER ACADEMY LECTURERS: 16 - 25 July, 2018

1. Mr. Marc Finaud from Switzerland: 2 Full Class Days in 17 & 18 July, 2018

Day 1 Topic: The Middle East: Conflict Analysis and Arms Control

Day 2 Topic: Media, Communication, and Security Policy

2. Dr. Andrea Marrone from Netherlands: 1 full class day + 1 half class day in 19 & 20 July, 2018

Day 1 Topic: Public Policy and Justice

Day 2 Topic: Counter-terrorism, Migration & Human Rights

3. Ms. Elaine Kassanos from Switzerland: 2 Full Class Days in 22 & 23 July, 2018

Day 1 Topic: Cross-Cultural Negotiations and Ethics

Day 2 Topic: International Relations

4. Mr. Stefan Ziegler from Switzerland: 1 full class day + 1 half class day in 24 & 25 July, 2018

Day 1 Topic: Third Party Conflict Resolution: Strategies and Explanations

Day 2 Topic: Advocacy and Capacity Building

### X INTERNATIONAL SUMMER ACADEMY: 25 July - 03 August, 2018

1. Dr. Markus Weilenman from Switzerland: 2 Full Class Days in 26 & 27 July, 2018

Day 1 Topic: International Law and Justice in development politics

Day 2 Topic: Conflict prevention and management in developing countries

2. Mr. Christophe Imhoos from Switzerland: 1 full class day + 1 half class day in 28 & 29 July, 2018

Day 1 Topic: Mediation and Negotiation

Day 2 Topic: Arbitration, Alternative Dispute Resolution (ADR) and Litigation

3. Ms. Gundhild Hoening from Switzerland: 2 Full Class Days in 31 July & 01 August, 2018

Day 1 Topic: Effective conflict intervention through Conflict-Coaching and Mediation across Cultures

Day 2 Topic: Diversity and Inclusion - intention and approach across cultures and faiths

4. Dr. Katarzyna Schubert-Panecka from Germany: 1 full class day + 1 half class day in 02 & 03 August, 2018

Day 1 Topic: Human Resource Management - organizations and human beings in the digitalized and globalized times

Day 2 Topic: Leadership with Emotional Intelligence

**Scholarship:** IPD offers several type of scholarship to minimize the participation fee amount for most needed potential participants from all over the world countries. In this matter to request discounted participation fee amount payment, please write your request briefly via email before or during the application submission period. Unfortunately IPD scholarship program canâ€™t cover all the participation fee amount and international travel expenses.

We are looking forward to receive your filled application and hope to see you among us during the next summer academy in Switzerland.

**Do you want to Contribute for Global Security & Peace Education? If yes please start your Donation.**

Beneficiary`s Name: Institut für Frieden und Dialog (IPD)