



المؤتمر الدولي  
للعلاقات العامة  
PUBLIC RELATIONS  
WORLD CONGRESS  
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**In an extraordinary city**  
**At an extraordinary time**

# Contents



المؤتمر العالمي  
للممارسات العامة  
Public Relations  
World Congress  
[www.prwcDubai.com](http://www.prwcDubai.com)

- About Public Relations World Congress (PRWC) 2012
- Why Dubai?
- Objectives
- Programme & Themes
- Speakers
- Who should attend
- Registration





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## 20<sup>th</sup> Public Relations World Congress Dubai 2012

March 13-15, 2012

# About PRWC



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- **Flagship global event** of the International Public Relations Association (IPRA), first held in 1955 in Brussels, Belgium ([www.ipra.org](http://www.ipra.org))
- Biennial **Public Relations World Congress** (PRWC) brings together PR industry professionals from around the world for intense brainstorming sessions on new trends and challenges
- Earlier events in Peru, Lima (2010) and Beijing, China (2008) were resounding successes



PRWC Lima, Peru - 2010



PRWC Beijing, China - 2008

# 20<sup>th</sup> PRWC Dubai 2012



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- Organised under the patronage of His ***Highness Sheikh Mohammed Bin Rashid Al Maktoum***, UAE Vice President & Prime Minister and Ruler of Dubai
- Hosted by ***IPRA-Gulf Chapter*** (IPRA-GC) – the first time ever that the prestigious event is held in the Middle East
- Hosted for three days from March 13-15, 2012 at ***Grand Hyatt Dubai***
- ***Congress Solutions International***, part of the Emirates Airlines Group, is event management partner



His Highness Sheikh Mohammed Bin  
Rashid Al Maktoum, UAE Vice President &  
Prime Minister and Ruler of Dubai



## Why Dubai?

The Gateway to the World  
A thriving metropolis and hub for 2 billion people

# Dubai – World's fastest city



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- Dubai is **linked by air to over 200 global destinations** and served by over 120 shipping lines
- The Dubai International Airport welcomed nearly **50 million visitors in 2010**
- **A multicultural city** that is **home to over 180 nationalities**
- Dubai has established trading links with **over 2 billion people** in the neighboring region covering the Gulf, Middle East/Eastern Mediterranean, CIS, Central Asia, Africa and the Asian sub-continent



# The Arab Gulf: US\$1 trillion economy



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- The GCC region\* is regarded as the **fastest growing and arguably only high-growth market** for the PR industry today
- The GCC economies, with a population of 40 million, have **grown three-fold in only five years to US\$1 trillion economy**
- More than **US\$3 trillion were invested** in this region's development between 2002 and 2007, and in the next ten years this is expected to be **over US\$15 trillion**
- Oil reserves, infrastructure development, booming economies – **a fertile environment for a growing PR sector**



\* GCC – Gulf Co-operation Council countries of six nations – Saudi Arabia, UAE, Kuwait, Qatar, Bahrain and Oman

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# Business drivers



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- Emergence of the GCC countries as **strong global business partners**
- Increased **focus of foreign financial institutions** in the region for investments
- Emphasis of governments to **communicate effectively** to counterparts and businesses across the world
- Surge in media and **publishing industry as well as new media**
- The PR industry in the Middle East is today worth **\$500 million and growing**



# Year of the Arab Spring



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- The Middle East has witnessed **once-in-a-lifetime political change** over the past 12 months
- People have taken to the streets, governments have fallen, and **a new spirit of hope** has redefined the future of the Arab world – and has even other movements inspired such as occupy wall street
- In the wake of the Arab Spring, **communication has never been more critical** to governments and companies.
- It is even more **fitting that the Public Relations World Congress will be held in the Middle East** – in Dubai, the world’s fastest city.





## PRWC Dubai 2012 – Objectives

The world's largest brainstorming event for PR professionals

# What do we want to achieve



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- Create a compelling platform for information sharing and **knowledge transfer**
- **Open doors** for global PR businesses to one of the fastest-growing PR markets
- Brainstorm the **latest trends and challenges** in the media and PR industries
- **Prepare industry professionals** for shifting social, political and economic realities
- Integrate **collective knowledge** and thought-leadership to **address and identify next practices** in PR



# What is in it for PR professionals



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- Opportunity to meet and interact with the *world's foremost PR professionals*
- ***Business and personal networking*** with communications professionals, corporate entities and peer groups – over 500 delegates from around the world
- ***Thought-provoking knowledge sessions*** led by industry leaders on PR trends





# Congress Theme



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

- In the wake of the uprisings across the Middle East and amidst powerful protest movements around the world, communication has never been more critical to governments and companies.
- At a time when any citizen can be a journalist and everyone can voice their opinion – in real time, making an impact across the globe – how should organizations engage with their stakeholders? What are the best practices for communications professionals in this age of dialogue?
- Participants in the Congress, will address these important questions through keynote speeches and interactive panel discussions.

## Sub Theme 1

### The Changing Political Landscape: What's Next?



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- TIME surely got it right when they named the 2011 person of the year “The Protester.” What started with one disgruntled fruit vendor in rural Tunisia became a mass movement that continues to reshape the course of history. None of this would have been possible, however, without the instant connectivity offered by social media like Twitter and Facebook.
- Empowered by new technology and spurred by the impact of the global financial crisis, these movements could continue to alter the global political landscape – leading to greater transparency and increased accountability. In the meantime, governments and businesses need to understand these movements, gauge their impact and engage them in dialogue.





## Sub Theme 2



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### The Future of the Media: The End of the Newsroom?

- Just as social media has empowered new protest movements, so has it proved a game changer for the traditional press. In the age of the citizen journalist, the traditional media is less relevant – and less trusted – than ever before, reaching ever-narrower audiences and frequently substituting opinion for in-depth reporting of facts on the ground. The plague hacking controversy and the ongoing enquiry in the UK has further affected trust in the media.
- Worldwide, mainstream media continue to grapple with these rapidly evolving conditions that threaten the sustainability of their business model and could jeopardize the future of the newsroom as we know it.



## Sub Theme 3



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### Next Practices in Public Relations: Communications in 2022

- The communications industry has changed dramatically in the last decade – but it has often followed trends pioneered by technology companies and then by media. The industry needs to invest in identifying next practices in communication, so that we don't just follow trends, but lead them.
- The future of Public Relations will not just be defined by how we communicate but by the substance of what we have to say. Thinking ahead to the next decade, what role can and should PR professionals play in shaping dialogue in 2022?



# Day – 1 : March 13, 2012



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

- 9.30 am – 5.30 pm    Workshop – 1 : Making a PR campaign happen by Adrian Wheeler  
                                  Workshop – 2 : Developing a digital strategy by Steve Dunne
- 6.30 pm – 8.30 pm    Opening Reception and registration of delegates



# Day – 2 : March 14, 2012



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8.30 am – 9.30 am Registration of delegates

**9.30 am – 10.30 am Opening Ceremony**

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

11.00 am – 11.30 am Key Note Address

11.30 am – 1.00 pm Panel discussion

1.00 pm – 2.00 pm Lunch

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

2.00 pm – 2.30 pm Key Note Address

2.30 pm – 4.00 pm Panel discussion

4.00 pm – 4.30 pm Coffee break

## **Leadership Workshops**

4.30 pm – 5.00 pm Leadership Workshop 1

5.00 pm – 5.30 pm Leadership Workshop 2

**7.30 pm – 10.30 pm Gala Dinner**

# Day – 3 : March 15, 2012



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

9.00 am – 9.30 am	Key Note Address
9.30 am – 11.00 am	Panel Discussion
11.00 am – 11.30 am	Coffee break

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

11.30 am – 12.30 pm	Key Note Address
12.30 pm – 1.30 pm	Panel Discussion
1.30 pm – 2.30 pm	Lunch

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

2.30 pm – 3.00 pm	Key Note Address
3.00 pm – 4.00 pm	Panel Discussion
4.00 pm – 4.30 pm	Coffee break

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

4.30 pm – 5.30 pm	Panel Discussion
5.30 pm – 6.00 pm	Closing Ceremony



## PRWC Dubai 2012 – Who Should Attend?

Industry leaders, professionals and students

# Who should attend



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- Government and business leaders
- PR professionals
- Social media practitioners
- Government Communications professionals
- Corporate Communications practitioners
- Media professionals
- Academics
- Students





## PRWC Dubai 2012 – Registration

Global event in a world-class city



# Venue – Central location



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- Grand Hyatt Dubai - A modern and luxury hotel in the Bur Dubai district, the hotel towers majestically the edge of Dubai's historic creek, and is situated in the heart of the city
- The 5 star hotel is centrally located and is only 7 km from the Dubai International Airport.

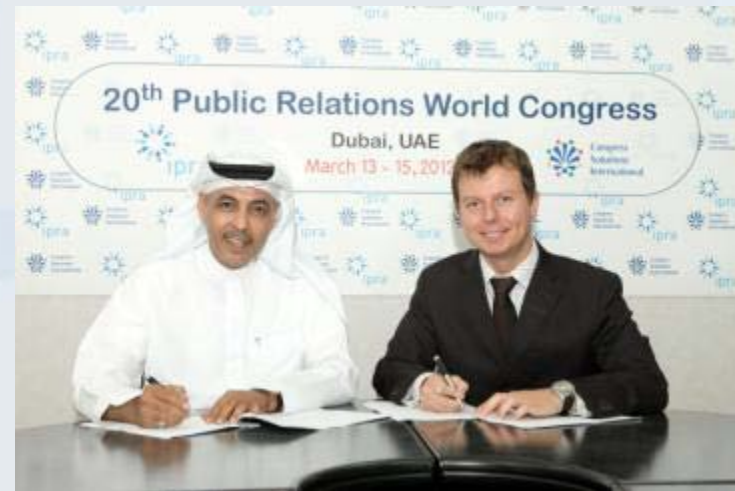


# CSI – Professional event management



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- **Congress Solutions International**, the Destination and Leisure Management division of the Emirates Group, is the event manager of PRWC Dubai 2012
- CSI has access to the resources, talent and skill sets of leading organisations such as **Emirates Airline and Arabian Adventures**.
- The company works in partnership with government institutions and departments, including those associated with tourism, economic development, cultural affairs, health and education.
- It also has strong partnerships with the region's leading hospitality providers.



*Faisal Zahrani, President of IPRA-GC and Alexandre Lolliot, Manager of Congress Solutions International sign agreement*

# PRWC Dubai 2012 - Registration



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- Early bird Member - USD 1200
  - Early bird Non Member - USD 1400
  - Late Registration Member - USD 1400
  - Late Registration Non Member - USD 1600
  - Student Registrations - USD 900
- 
- Early bird Registration fees closing date: February 15, 2012

Every registered  
delegate gets one  
year IPRA  
membership  
for free

## One day workshop attendance fees

One day workshop registration will be USD 300 per participant. This will entitle participants to a certificate as well.

## Combined registration fees discount

If a delegate registers for the PRWC Congress and one day workshop together will be entitled to a 10% discount on the total fees.

## Group Registrations

For Group registrations of companies/ agencies, a special discount is offered. CSI, our event manager, will offer group discounts of up to 30% on a case to case basis.

## Student Groups

Special discounts of up to 30% will be offered to bonafide student groups from universities. Additionally, IPRA-GC is offering corporate sponsorships for student groups

All registrations and payments are to be made online at [www.prwcDubai.com](http://www.prwcDubai.com)

# Sponsorship Opportunities



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The Public Relations World Congress Dubai 2012 is offering a limited number of targeted corporate sponsorships. The specific sponsorship packages will provide substantial value in terms of brand recognition and communication opportunities. The returned value to sponsors will be maximised as they are limited in number, and will receive considerable media exposure.

- **Strategic Partner** – Exclusive: USD150,000
- **Diamond Partnership** – Exclusive: USD100,000
- **Platinum Partnership** – (maximum 2 sponsors): USD75,000
- **Gold Partnership** (maximum 3 sponsors): USD50,000
- **ICT Partnership** - Exclusive: USD40,000
- **Beverage Partnership** - Exclusive: USD40,000
- **Lunch Sponsor** (Day 2 or 3): USD30,000
- **Coffee Break** (Day 2 or 3): USD10,000
- **Contribution Opportunity**: USD8,000

# Visa application



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- All passengers travelling to the United Arab Emirates **must be in possession of a valid passport** which must have a minimum of two blank pages and must be valid for at least 6 months from the date of leaving the United Arab Emirates.
- All delegates will **require an entry visa** before their arrival into the United Arab Emirates. The only exceptions are nationals of the Gulf Co-operation Council States and nationals from the countries listed below:
- **Europe:** Andorra, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Holland, Iceland, Ireland, Italy, Liechtenstein, Luxemburg, Monaco, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom, Vatican City.
- **North America:** USA
- **Pacific Rim:** Australia, New Zealand, Japan, Brunei, Hong Kong, Singapore, Malaysia, South Korea.
- **Congress Solutions International (CSI) offers assistance to obtain a visa for a fee of US\$105.** It is not compulsory to use CSI, but delegates booking their accommodation through CSI will benefit from not having to put down a deposit of US\$272 to apply for their visa.
- All enquiries and applications shall be send to [visa@prwcdubai.com](mailto:visa@prwcdubai.com)



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