

The First Arab International Public Relations Conference

Is Transparency in Communication the Future of International Public Relations?
June 25-26, 2013

Jolie Ville Royal Peninsula Hotel & Resort
Sharm El Sheikh - Egypt

Don't Miss This Great Opportunity To Be Part Of this First Time Event
While Enjoying the Beauty of Sharm El Sheikh



In collaboration with the International Public Relations Association (IPRA), the Arab Administrative Development Organization (ARADO) is organizing the First Arab International PR Conference 2013 inviting international public relations gurus and CEOs to debate the challenging and provocative subject of transparency in communication.

Do not miss this opportunity to meet and interact with such high caliber speakers including:

Helio Fred Garcia

Executive Director, Logos Institute for Crisis Management & Executive Leadership to Master the Skill of Effective Communication and author of the famous book: The Power of Communication

Christophe Ginisty

World President of IPRA & Chairman, Winning Strategies

Dave Senay

President & CEO, Fleishman Hillard

Amr Moussa

Former Minister of Foreign Affairs & Secretary General of the Arab League

The sessions will cover the most debated topics in public relations such as:

the values in the profession of public relations, media transparency, social media, reputation management (performance, behavior, communication), measurement and evaluation of public relations, building country images, and the importance of communication in crisis management.



To register and learn more about the conference, please visit
<http://www.arado.org.eg/aipr/>



Head Office:
P.O.Box: 2692 Alhorria, Heliopolis
Cairo – Arab Republic of Egypt
Tel.: (202) 2 2580006
Fax: (202) 22580077
Email: arado@arado.org.eg

Regional Office:
Qasbah Canal – Khaled Lagoon
Sharjah – Unit Arab of Emirates
Tel.: (9716) 5563399
Fax: (9716) 5567007
Email: aradosh@arado.org.eg

المقر الإقليمي:
قناة القصبة المائية – بحيرة خالد
الشارقة – الإمارات العربية المتحدة
هاتف: (9716) 5563399
فاكس: (9716) 5567007
Email: aradosh@arado.org.eg

المقر الرئيسي:
س.ب.ب.: 2692 بريد الحرية – مصر الجديدة
القاهرة – جمهورية مصر العربية
هاتف: (202) 2 2580006
فاكس: (202) 2 2580077
Email: arado@arado.org.eg

الموقع الإلكتروني: www.arado.org.eg