



International Public  
Relations Association



International Public Relations Association  
Gulf Chapter (IPRA-GC)  
الجمعية الدولية للعلاقات العامة - فرع الخليج

## القمة الدولية للعلاقات العامة

# IPRA PR Summit

Abu Dhabi أبو ظبي  
10 - 11/12/2014

The First in the Middle East

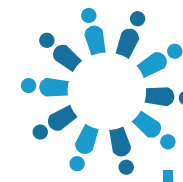
الأولى في الشرق الأوسط

استراتيجيات الإعلام الجديد  
في العلاقات العامة  
New Media  
Strategies for Public Relations





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## Overview of IPRA

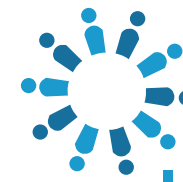
The International Public Relations Association (IPRA), is the leading global network for public relation's professionals. The Association aims to develop open communication and the ethical practice of public relations across the world.

IPRA fulfills this aim through networking opportunities, its codes of conduct and intellectual leadership of the profession. IPRA is the organizer of the Golden World Awards for Excellence – the profession's most prestigious global awards scheme.

With over 50 years of experience, IPRA, recognized by both the United Nations and UNESCO, is now present throughout the world, wherever public relations are practiced.



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## Overview of IPRA – Gulf Chapter (IPRA-GC)

The Gulf Chapter of the International Public Relations Association is a non-profit organization and the largest association of Public Relations professionals in the six nations Gulf Cooperation Council (GCC) from both the client and agency sectors. The Chapter operates through active Country Chapters in Saudi Arabia, UAE, Kuwait, Qatar, Bahrain and Oman and is by far the only Association that focuses on the needs of Gulf and Arab Nationals and their professional knowledge and growth requirements.

The Chapter, through an active annual workshop calendar, brings renowned speakers and professionals from within its fold and from the international arena to share best practices with its membership.



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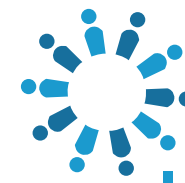
## The First International Public Relations Summit in the Middle East

### Brief about the Summit

- The first international public relations summit was held in 1955 in Brussels.
- The international public relations summit is held every two or three years. These summits are attended by public relations experts across the world to communicate and discuss the latest developments in the communications, media, and public relations industry and opportunities of improvement.
- The summit achieved a resounding success in its previous two sessions held in London, UK 2010, and Jakarta 2012.
- This summit will be held for the first time in the Middle East and is hosted by IPRA-GC.
- The conference will be held at the Fairmont Bab Al Bahr Hotel, Abu Dhabi, from December 10 to 11, 2014.
- Zone Group (UAE) is the event organizer and partner.



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## Goals

- To communicate with public relations professionals across the Gulf countries and the world
- To discuss recent developments and opportunities of improvement within the public relations industry
- In-depth discussions of new media strategies implemented within public relations



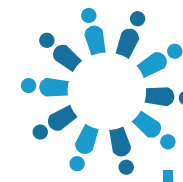


- Build an interactive platform for sharing information and exchanging knowledge.
- Create opportunities for international PR companies to engage in one of fastest-growing PR markets.
- Exchange ideas on recent top trends and challenges facing new media and public relations fields.
- Prepare qualified communications and public relations professionals capable of executing economic, political, and social change.
- Adopt collective knowledge and intellectual leadership styles to predict PR future trends.





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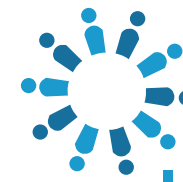
## Summit Benefits

- Offers opportunities to meet and interact with renowned public relations speakers and professionals.
- With a network of more than 300 delegates from around the world, the summit provides ample networking opportunities for individuals and organizations.
- Thought provoking sessions and workshops moderated by leading speakers in the field, which shed the light on the top PR trends.





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## Subject of the Summit New Media Strategies for Public Relations

Communications strategies are created by government and private organizations on the basis of developing successful communications with internal and external audience, as part of improving the corporate image and achieving strategic goals. The IPRA PR Summit organized by IPRA-GC will address communications strategies in new media. It will also highlight the radical changes in public relations within the region. There has been a move from traditional to a modern way that utilizes new media tools and opportunities to improve performance and keep pace with the change.

The three main sessions and four workshops of the summit will be conducted by regional and international experts and trainers. Challenges facing new media, managing the right tools to communicate with audiences, and choosing the right communication tools will be discussed and highlighted during the summit.





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## Summit Sessions

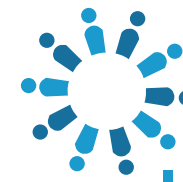
- 1. New Technology in Public Relations :** Technological changes affect the type and form of public relations tools used with internal and external audience . Effective application of new media techniques to public relations becomes essential to better serve the organization's corporate image and improve its relations with its audience. This session will address the rapid developments in information technology and the implications of moving to a digital workplace, which necessarily poses new tasks and challenges for public relations professionals. The session will further discuss these emerging tasks and responsibilities.
- 2. Social Media Relations :** Some organizations remain hesitant when it comes to abandoning the traditional, tried and tested media, eyeing with some suspicion the effectiveness of the new tools of communications including social media to better communicate with their audience. The session will address the benefits gained by utilizing new technology tools and new media strategies. It will also present best practices in the field within the region and around the world.



### 3. Reputation Management in the New Media Era :

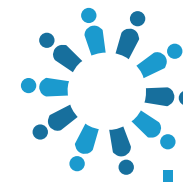
Organizations can greatly benefit from using new media to monitor and improve their reputation management. New media can achieve a swifter and deeper impact on the way an organization is viewed by its partners, clients, and the larger public. This session discusses reputation management rules that set the standard for the best new media practices and their application in crisis management and the recruitment of public relations professionals





## Workshops:

- 1. Provisions of Media Messaging in New Media :** With the recent transition to new media, many communication professionals in the public and private sector, and profit or non-profit organizations have a challenging job in creating and developing an effective media message using the correct new media strategies and tools. The workshop sheds the light on how to create and develop the perfect new media message.
- 2. Writing for the Electronic Media :** Electronic media provides journalists with various tools to better express ideas. Writing for electronic media requires an additional set of skills such as good knowledge in uploading media materials, and new editing applications different from those used in traditional media. The workshop addresses the theoretical and practical aspects of writing and editing for electronic media.



## Workshops:

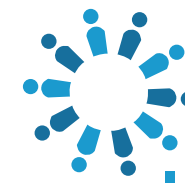
**3. New Media Tools:** The workshop offers a comprehensive insight into new media including new media characteristics, how it spreads, and its best practices. The workshop is designed for beginners and for those wishing to work in the field of new media.

## 4. Developing a Communications Strategy Plan:

- Defining communications strategies.
- Identifying the position of public relations and/or corporate communications management within and organization.
- Identifying best practices.
- Identifying the vision, mission, objectives, target groups, messages, and communications tools.
- Offering hands-on training by developing a communications strategy for a hypothetical organization.



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**3. Youth Café :** An interactive set up aimed at young people who share common beliefs through an idea, case, or initiative. The facilitators evoke a common message followed by brief brainstorming sessions on the youths' practical ambitions and dreams, and the challenges they face. The workshop concludes by coming up with measurable outcomes such as ideas or initiatives that can be adopted by decision makers. The Youth Café also brings together renowned speakers and professionals to share their knowledge and experience in a setting that inspires innovative thinking, constructive dialogue, and fair competition.





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Day	Time	Details
Day 1	08:00 - 09:00	Registration
	09:00 - 14:00	Workshops and Youth Café
	14:00 - 15:00	Lunch
	18:30 - 20:00	Opening Ceremony
Day 2	09:00 - 09:30	General Session
	09:30 - 10:45	Session 1
	10:45 - 11:00	Break
	11:00 - 12:15	Session 2
	12:15 - 12:45	Break
	12:45 - 14:00	Session 3
	14:00 - 14:30	Conclusion and Inauguration Ceremony of the Association's President
	14:30 - 15:30	Lunch





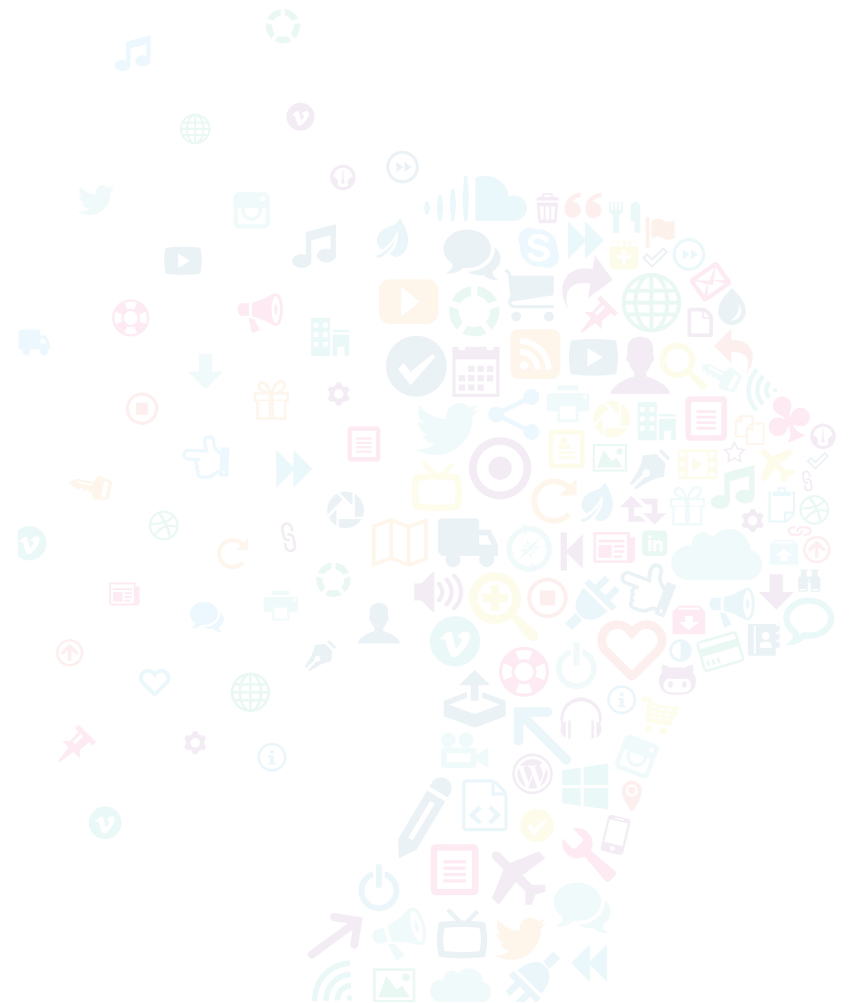
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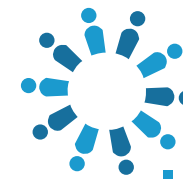
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## Preview of Previous Conferences





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## Public Relations World Congress – Dubai 2012

The Congress was held under the Patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

The Congress was hosted by IPRA-GC for three days from 13 to 15 March 2012 in Dubai's Grand Hyatt Hotel. This was the first time the event was hosted in the Middle East. More than 500 delegates from around the world attended the Congress, which included several sessions that highlighted three main themes: 'From Arab Street to Wall Street, Communications in the Age of Dialogue'; 'The Changing Political Landscape,' and 'The Future of the Media.'





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### 3rd IPRA-GC Conference – Doha 2013

The third public relations regional conference was held from 7 to 8 April 2013 in Doha under the patronage of H. E. Dr. Mohammed bin Saleh Al Sada, Minister of Energy and Industry. The conference was attended by more than 400 delegates. The conference theme was “The Role of Public Relations in Society Development”.



المؤتمر الإقليمي الثالث  
للعلاقات العامة  
The 3rd Public Relations  
Regional Conference





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## 2nd IPRA-GC Conference – Abu Dhabi 2011

The conference was held under the patronage of His Highness Sheikh Hamdan Bin Mubarak Al Nahyan, Minister of Public Works and Chairman of the National Media Council. Hosted by IPRA-GC, the conference was attended by more than 200 communications and media experts from 13 to 14 April 2011 in Yas Viceroy Hotel, Abu Dhabi. The conference theme was “Reputation Management: Emerging Trends, Changing Dynamics.”

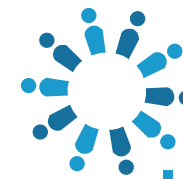
The keynote sessions were moderated by Tim Sebastian, former BBC journalist and founder of the internationally renowned Doha Debates.







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## 1st IPRA-GC Conference – Bahrain 2007

The conference was held under the patronage of His Royal Highness Prince Sheikh Khalifa Bin Salman Al Khalifa, Prime Minister of the Kingdom of Bahrain, from 20-22 March 2007. The conference had the participation of more than 500 experts in the fields of mass communication and media from 20 to 22 of March 2007 under the patronage of His Royal Highness Prince Sheikh Khalifa Bin Salman Al Khalifa, Prime Minister of the Kingdom of Bahrain.

Hosted by IPRA-GC at the Gulf Hotel, Manama, the conference theme was “Image Building in Rapidly Changing World of Communications”, and was attended by more than 500 media and communications professionals.





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Thank You

