

Euprera 2008 Congress

Institutionalizing Public Relations and Corporate Communication

October 16-18, 2008

Milan, September 25th 2007

Institute for Public Relations Special Award Challenges EUPRERA 2008 Congress Contributors to Explore Personal Influence Model

A special prize for the best new research on the personal influence model of public relations will be awarded at the 2008 EUPRERA ([European Association for Public Relations Research & Education](http://www.euprera.org)) World Congress. The [Institute for Public Relations](http://www.instituteforpr.org) will fund the 500 Euro award.

The Congress will be held in Milan, Italy, October 16-18, 2008, organized by FERPI (Italian Federation of Public Relations) and IULM University. The [call for papers](#) requires submission of abstracts by December 1, 2007. Any accepted paper that explicitly addresses the personal influence model in the context of the Congress theme, "Institutionalizing Public Relations and Corporate Communications," will be eligible for the prize.

"The personal influence model describes the predominant use of relationships with strategic individuals to achieve public relations objectives as the major factor in a professional's contribution to the organization," said Frank Ovaitt, President and CEO of the Institute. "This model appears worldwide in practice, but there is all too little research-based knowledge about it."

"We hope this prize will further stimulate cooperation between the key US and European organizations dedicated to PR research and education, and between scholars and professionals as well," said EUPRERA President Inger Jensen.

Congress organizers Emanuele Invernizzi (IULM) and Toni Muzi Falconi (FERPI) also announced the signing of three main sponsors, *Enel*, *Monte dei Paschi di Siena* and *Telecom Italia*. "The foundations are being laid for a truly memorable 2008 Congress, challenging both scholars and professionals to analyse recent developments in the theory of the firm and the increasing value of effectively managed public relations and communication," said Muzi Falconi.

A special EUPRERA peer review committee will choose the winning paper among those submitted by scholars, researchers and graduate students.

EUPRERA (European Public Relations Education and Research Association, www.euprera.org), is an autonomous organization that aims at stimulating and promoting the knowledge and practice of public relations education and research in Europe.

IPR (The Institute for Public Relations, www.instituteforpr.org), is an independent US-based nonprofit dedicated to *the science beneath the art of public relations*.™

FERPI (Federazione Relazioni Pubbliche Italiana, www.ferpi.it) is the professional body of public relations practitioners in Italy since 1970.

IULM University (www.iulm.it) is the first in Italy to create a degree in PR since 1992. Today it's considered the "University of Communication" in Italy.

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