

4th World Public Relations Festival

Cape Town, South Africa –
May 13-15 2007

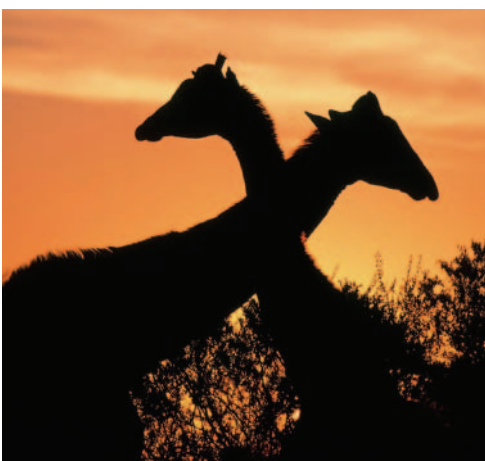
60 reasons to come to the World PR Festival and hundreds more to come to Cape Town in South Africa.

- 30 expert presenters
- 2 pre-conference workshops
- 8 plenary sessions
- 1 panel discussion
- 4 breakaways
- 9 case studies
- 2 social functions
- 2 networking lunches
- 2 annual general meetings

Don't miss this global event and opportunity to make global contacts.

www.prisa.co.za

click on 4th World PR Festival link for programme and registration forms



improve the communication of issues and events which affect our organisations.

The WPRF will bring together senior public relations and communication executives from around the world in business, government, academia, marketing, enterprise and consulting.

Speakers offer a variety of views:

A range of top professionals from the UK, Switzerland, Italy, USA, Canada, Puerto Rico, South Africa, Nigeria, Kenya and Malaysia have been confirmed.

Plenary sessions address the 'big picture' issues. The theme 'Communicating for Sustainability' is not only about environment, but sustainable societies – global, regional and local.

These issues will be discussed by a senior World Bank representative.

Other topics include:

- Opportunity Africa 2010 – Nepad's economic development project for 2010 FIFA World Cup.



- Role of public affairs in a democratic society.
- Going global with technology.
- Global strategies for public relations and communication management.

Diverse views from panellists – East meets West Perspectives from Africa, China, Europe/UK and USA – experts will share their views with you – and give you an opportunity for discussion.

Break-aways offer variety

PRISA has organised the WPRF so that delegates benefit by going off-site for variety. Environmental communication at Kirstenbosch Botanical Gardens and crisis communication strategy and planning for a sensitive facility at Eskom's Koeberg facility as well as a community development project will be showcased.

The big issue – closing the gap between theory and practice

How well are students prepared for the world of work? How skilled are new entrants? What does the profession expect from academic institutions? What is the possibility of a core curricula to promote global mobility?

Representatives from universities, the Commission on Public Relations Education (USA), the Services Sector Education & Training Authority (SA) and employers will discuss a way forward in closing this gap.

Case studies provide practical tools

Healthcare, measurement and evaluation, local government service, community buy-in to sensitive installations and water provision projects have already been confirmed. Presenters are from South Africa, Kenya, USA, Italy, Puerto Rico, Canada and Malaysia.

Accommodation and travel – your own arrangements

A large variety of accommodation is available in Cape Town – from the Arabella Sheraton (the conference venue) to backpackers and student lodges, as well as bed and breakfast guest houses.

Click on the Welcome icon and 'This City Works for You' for accommodation details on www.prisa.co.za 4th World PR Festival link. A list of hotels is under the accommodation link.

What is the World Public Relations Festival (WPRF)?

According to chairman of the Global Alliance for Public Relations and Communication Management (GA), Sejamotho Motau, the WPRF is an established brand of the GA and the festival is presented by national associations in various countries around the world. "The GA membership consists of over 60 national and specialist associations worldwide representing over 200 000 public relations and communication practitioners.

South Africa will, for the first time, be host to the World Public Relations Festival (WPRF) which will be held at the Arabella Grand Sheraton in Cape Town from May 13 - 15 2007.

The event is presented by PRISA as part of its Golden Jubilee celebrations and features:

- Board, council and annual general meetings of both the Global Alliance and PRISA.
- Welcome function for local and global networking.
- PRISA's Golden Jubilee celebration dinner.
- Communicating for Sustainability – a two-day professional conference featuring international and local presenters.
- Pre-conference workshops – a choice of two:
 - A. Digital Management of Public Relations & Communication Management.**
 - B. Does your consultancy measure up to global standards? (consultancy management standards)**

Communicating for Sustainability

This two-day professional conference features plenary sessions, panel discussions, break-aways and case studies designed to provide practical knowledge, dialogue and tools to change and

TAKE ADVANTAGE OF THE EARLY-BIRD DEADLINE – MARCH 31 2007 FOR THE MOST COST-EFFECTIVE PACKAGE FOR THE CONFERENCE AND EVENTS.

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Pre-Conference Workshops (book separately - choose one)

A. PRACTICAL APPLICATIONS OF DIGITAL COMMUNICATION MANAGEMENT

Digital Management AG of Switzerland will introduce comPro Executive, its unique software solution for the management and evaluation of the public relations/corporate communication function.

This workshop addresses challenges that public relations executives and their teams face today and explains how the following challenges can be adequately met by going the 'digital route':

- Poor alignment between public relations strategy and organisational goals/ objectives.
- Insufficient co-ordination between different public relations/communication activities.
- Too many stand-alone solutions without process and system integration.
- Inefficiencies in the way that public relations/communication is practised.
- Lack of a practical approach to evaluation.
- Existing skills/competency gaps.

Organisations that engage in digital communication management can expect the following benefits:

- A clear link between enterprise and public relations/communication strategy.
- Measurable targets for the public relations/communication function.
- Transparency in how public relations contributes to organisational and business objectives.
- Improved co-ordination between public relations and other management disciplines (i.e. HR, Marketing, CEO's office).
- Better integration between different public relations activities.
- Good management control over the implementation of company-wide communication.
- High-quality 'on-the-job' training for public relations professionals through online help tools.
- Meaningful reports on public relations/communication planning, implementation and evaluation.

Four case studies will be presented during the workshop to illustrate digital communication management:

1. Achieving vertical and horizontal alignment in communication strategy and plan development

Headquartered in Switzerland, UBS is the world's largest wealth manager. This case study will demonstrate the use of the software to achieve vertical integration, i.e. how to align enterprise strategy, PR/communication strategy, communication plans and activities. Also, how to practise integrated communication (horizontal integration) by co-ordinating, synchronising and harmonising PR/corporate communication, branding, sponsorships, marketing communication and corporate contributions, as well as managing

150 PR/communication staff worldwide with the help of the software.

2. Electronic media monitoring and software supported stakeholder management

Michael Ferland's MediaProof electronic media monitoring service will demonstrate how Lonmin's stakeholders could be managed with the help of the software.

3. Establishing a powerful Communication Management Information System (CMIS) and evaluating communication strategies and plans

The South African Auditor General or PriceWaterhouseCoopers will be used as a case to illustrate how to make use of all the information stored in comPro Executive's database; generate multiple and meaningful management reports; systematically evaluate the outcomes of all communication efforts; and place evaluation metrics and methods at the fingertip of comPro users.

4. The Balanced communication scorecard at work

In a case presented by the original developers, the concept of the balanced communication scorecard will be illustrated. It will be explained how comPro Executive dynamically supports the practice of the communication scorecard concept and how to get closer to implementing the return-on-investment (ROI) concept in communication practice.

Consulting Management Standard (CMS). The main objective of the latest CMS is to encourage adoption of best practice in consultancy management. Key business areas that provide the framework for the standard are.

- Leadership and communication
 - Business planning
 - Continued business improvement
 - Financial systems
 - Campaign management
 - Client satisfaction
 - New client procedures
 - Development of professional staff
 - Black empowerment
 - Skills transfer
 - Ethics
 - Other standards relevant to South Africa
- Points are awarded for each business area

Benefits of Implementing a CMS:

- Standardisation of service delivery
- Improve internal communication
- Reducing the risk within companies in the current dynamic complex business environment
- Customer / client focused
- Formalised needs for improvement and service delivery
- Measurement of employee development, innovation
- Establish objectives and targets that are reviewed regularly

B. CONSULTING MANAGEMENT STANDARD (CMS) WORKSHOP

Tonja Jolly, a lead auditor for Dekra-SA as well as its SHEQ (Safety, Health, Environment and Quality) training specialist, will present a Consulting Management Standard (CMS) pre-conference workshop at the WPRF.

The workshop will focus on the key business areas and the benefits of implementing a

Tonja Jolly has been involved in establishing, implementing and auditing international management system standards since 1996. She has worked across many sectors of business – from foundries and hairdressing salons to aerospace management systems. She has audited PRISA for the last four years and implemented ISO 9001:2000 at the Services SETA.



communication for sustainability

PRELIMINARY PROGRAMME

Sunday May 13 to Tuesday May 15, 2007

Venue: Arabella Sheraton Grand Hotel, Cape Town

SATURDAY 12		Joint PRISA/GA Board Dinner		
SUNDAY 13		Arrival of delegates, meetings and pre-conference seminar Welcome function - Transport leaves from Arabella Sheraton at 16:30. Dress: Smart casual (autumn in Cape Town – bring a jacket)		
PRISA Meetings	Global Alliance Meetings	Pre-conference Seminars		
10:00 – 12:30 Board 13:30 – 16:00 AGM	13:30 – 16:00 Board	09:00 – 12:30 Book Separately A. Technology Digital Management B. Does your consultancy measure up to Global Standards?		
Welcome function at Moyo, Spier – transport leaves Arabella Sheraton at 16:30				
MONDAY 14		DAY ONE		
07:30 – 08:30	Registration			
08:30 – 09:30	FORMAL OPENING session			
SESSION ONE 09:30 – 10:15	Communicating for a Sustainable Global Society World Bank representative invited			
10:15 – 10:40	Tea/coffee/refreshments			
SESSION TWO A Continental 10:40 – 11:20	Opportunity Africa 2010 (Nepad's economic development project for 2010 FIFA World Cup) Speakers will share the research on attitudes towards Africa, plans for the project and the roles for public relations. Adelapo Adelagan, President/CEO PR Africa International Peter Walker, Executive Chairman PIELLE Consulting Group			
SESSION TWO B Global 11:20 – 12:30	Global Panel - East meets West Perspectives from Africa, China, Europe/UK, USA Chairman: Toni Muzi-Falconi. Panellists: Michael Power, strategist Investec, Colin Farrington, director general CIPR UK, John Paluszek, senior counselor, Ketchum Public Relations, USA, Kabir Dangogo, chairman, Timexintermedia Communications LTD, Nigeria			
12:30	NETWORKING LUNCH			
13:45	TRANSPORT LEAVES FOR AFTERNOON SESSIONS			
SESSION THREE 14:30 – 17:30 Choose A,B,C or D	3 (A) Crisis Communication at Koeberg Power Station (sponsored by Eskom) The crisis communication strategy and plan for a sensitive nuclear facility	3 (B) Environmental Communication Old Mutual Conference Centre Kirstenbosch Botanical Gardens Tony Frost, CEO World Wide Fund South Africa	3 (C) Community Development Project at Phillippi Mr Bernasconi CEO Mediamarket, Italy	13:45 - 17:30 3 (D) Closing the Gap - Theory & Practice (sponsored by the Services SETA) Arabella Sheraton Panellists: Ivor Blumenthal, CEO Services SETA, John Paluszek APR Ketchum USA, co-chair of the Commission on Public Relations Education. Prof Ronel Rensburg, Head Dept. Marketing and Communication Management, University of Pretoria
19:00	CELEBRATION DINNER - PRISA's Golden Jubilee year			
TUESDAY 15		DAY TWO		
SESSION FOUR 09:00 – 09:35	Role of Public Affairs in a Democratic Society Lionel Zetter FCIPR, 2007 President CIPR UK, managing director of Parliamentary Monitoring Services Ltd and Political Wizard Ltd			
SESSION FIVE 09:35 – 10:10	Going Global with Technology Gerhard Bütschi – Digital Management			
SESSION SIX 10:10 – 10:45	TBC			
10:45 – 11:15	Tea/coffee/refreshments		10:45 - 12:30	
SESSION SEVEN 11:15 – 12:15 Choose A, B or C	CASE STUDIES 7 (A) Business is Red Hot in Ekurhuleni Award-winning case study – strengthening relationships between business and local government	7 (B) PRISM award winner South Africa	7 (C) Water for all 'Bill Bila Bilaa' campaign for Nairobi Water Company (winner of IPRA Public Sector Category & Frontline Award in recognition of a creative entry from a region where PR is developing as a professional practice. Lawrence Gikaru, managing director Apex Communications Nairobi, Kenya	GLOBAL ALLIANCE Council meeting & AGM
12:15 – 13:30	NETWORKING LUNCH			
SESSION SEVEN GLOBAL 13:30 – 14:05	Global Communication Strategy Best Practices Colleen Pizarev, vice president, International Distribution, PR Newswire, USA			
SESSION EIGHT 13:30 - 14:45 Choose A, B or C	CASE STUDIES 8 (A) Healthcare Communication Rhoda Weiss APR, Fellow PRSA, 2007 National President and CEO Public Relations Society of America	8 (B) Measurement and Evaluation Furio Garbagnati, CEO Weber Shandwick Italy	8 (C) Development Communications Community support for first coal energy plant Gilda Gonzalez de Mier, Puerto Rico	
14:45 – 15:15	Tea/coffee/refreshments			
SESSION NINE 15:15 – 16:15 Choose A, B, or C	CASE STUDIES 9 (A) Government Communication One-stop service to citizens – Service Canada, Jean Valin	9 (B) The use and impact of new media technologies Dr Kiranjit Kaur Universiti Teknologi MARA Malaysia	9 (C) Case study (TBC) Invited Delhi Metrorail Project	
CLOSING 16:30 – 17:30	CLOSING SESSION			



COMMUNICATION FOR SUSTAINABILITY

13, 14 & 15 May 2007

ArabellaSheraton Grand Hotel, Cape Town, South Africa

Registration Form

Please TYPE or PRINT in BLOCK LETTERS and FAX and then post to

P O Box 2825 Pinegowrie 2123 South Africa

Tel: +2711 326 1262 Fax: +2711 326 1259 email: info@prisa.co.za

Confirmation will be sent after processing. No telephone bookings can be accepted.

A cheque payable to PRISA or proof of payment must accompany this form - bank details over the page

Personal Details

Title: Prof Dr Mr Mrs Ms Miss

Name you wish to have printed on your name tag

First Name: _____ Surname: _____

Organisation: _____ Designation: _____

VAT number (if applicable) _____

Postal Address: _____

Code: _____ Country: _____

Tel (B) () _____ Fax (B) () _____

Cell: _____ e-mail: _____

ID number: _____ Passport number: _____

Invoice to: _____ Organisation Myself

Special dietary requirements: Vegetarian Kosher Halaal Other

I am a current paid-up PRISA Global Alliance (through your association/institute) **OR** Non-member member of:

Registration number: _____

PLEASE INDICATE YOUR ATTENDANCE AT THE FOLLOWING EVENTS

SUNDAY 13 May	<input type="checkbox"/> A	Digital Management Pre-conference workshop (additional fee)	<input type="checkbox"/> B	Does your consultancy measure up to global standards? workshop (additional fee)
	<input type="checkbox"/>	PRISA national AGM (no charge)		
MONDAY 14 May	<input type="checkbox"/>	Welcome Function	Additional guests are welcome. Enter guest's name and see costs on following page	
	<input type="checkbox"/>	Celebration Event		
TUESDAY 15 May	<input type="checkbox"/>	Global Alliance AGM (no charge)		

BREAKAWAYS – CHOOSE ONE PER SESSION (see programme for details)

MONDAY	<input type="checkbox"/>	3 (A)	OR	<input type="checkbox"/>	3 (B)	OR	<input type="checkbox"/>	3 (C)	OR	<input type="checkbox"/>	3 (D)
TUESDAY	<input type="checkbox"/>	7 (A)	OR	<input type="checkbox"/>	7 (B)	OR	<input type="checkbox"/>	7 (C)			
	<input type="checkbox"/>	8 (A)	OR	<input type="checkbox"/>	8 (B)	OR	<input type="checkbox"/>	8 (C)			
	<input type="checkbox"/>	9 (A)	OR	<input type="checkbox"/>	9 (B)	OR	<input type="checkbox"/>	9 (C)			

→ continued overleaf

All prices quoted in Rands include VAT

Sunday 13 May	
A. Digital Management Pre-Conference Workshop OR	
B. Does your consultancy measure up to global standards? A PRISA Public Relations Consultants' Chapter initiative	
PRISA/Global Alliance paid up members	R 400 R _____ US\$ 70 US\$ _____
Non-members	R 500 R _____ US\$ 85 US\$ _____

PROFESSIONAL CONFERENCE REGISTRATION FOR 13 - 15 May 2007		
	EARLY BIRD Register & paid by April 1 2007	LATE Register & paid after April 1 2007
PRISA/Global Alliance paid up members	R 3 990 US\$ 625	R 5 130 US\$ 795
Full House includes AGM, presentations, refreshments, lunches, Welcome Function and Celebration Event	R 5 130 US\$ 790	R 6 270 US\$ 970
Non-member		
Full House includes AGM, presentations, refreshments, lunches, Welcome Function and Celebration Event		
FULL-TIME STUDENTS ONLY		
PRISA Student member		R 1 000 R _____
Non-member student and international students		R 1 500 R _____ US\$ 200 US\$ _____
ACADEMICS (FULL-TIME)		
PRISA member /GA member organisations	R 2 250 US\$ 360	R 2 900 US\$ 460
Non-member	R 3 990 US\$ 620	R 5 130 US\$ 790
Sunday 13 May		
Welcome function		
Guest name _____	R 200 (for guests only) US\$ 35 (for guests only) Per person	R _____ US\$ _____
Monday 14 May		
Celebration event including entertainment	R 400 (for guests only) US\$ 70 (for guests only) Per person	R _____ US\$ _____
Guest name _____		
	FINAL TOTAL	R _____ US\$ _____ TOTAL including VAT

Payment Details

I enclose my cheque for R/US\$..... made payable to PRISA

I have deposited the amount of R/US\$..... into PRISA's account - NEDBANK, Jorissen Street Code 196505, Account number 1965 206 298, Swift number: NEDSZAJJ and have faxed the deposit slip to +27113261259 or emailed confirmation of bank transfer to info@prisa.co.za

Credit card – please debit my credit card for R/US\$ _____

Master **Visa** **Diners**

Card Number: _____ **CVV:** _____

Card holder's telephone number: (_____) _____

Expiry date: _____

Signature: _____

ADMISSION CONDITIONS

Full payment or proof of payment is required prior to admission.

CANCELLATION IN WRITING ONLY
A cancellation fee of R1 500,00 / US\$250 (incl VAT) will be charged if cancelled 10 days prior to the event and the full fee is payable if cancelled 3 days prior.

Please ensure that you receive a cancellation fax or email with a cancellation number. Delegates booking and not attending will be liable for the full fee. Substitute delegates are very welcome and names must be advised on a company letterhead.

Non-registered practitioners substituting for PRISA/GA-registered practitioners will be charged the non-registered practitioner fee.

Signature:

I am personally responsible for full payment of these fees in the event that my company does not pay them