

**Perspectives on  
Pan-Global Public Relations**  
QUÉBEC CITY, QUÉBEC, CANADA  
QUÉBEC CITY HILTON HOTEL  
June 10, 2004

Capitalizing on the meeting in Québec City of the **Global Alliance** and the **Canadian Public Relations Society**, the International Section offers a day of stimulating discussion about the challenges, opportunities and realities of practicing public relations in a pan-global context. An opening session will focus on what it means to take a “world view” of the roles and responsibilities of public relations. Luncheon speaker **Mike Granatt** of the Government Information and Communication Service in the United Kingdom will speak on “Pan-Global Citizenship.” And an afternoon panel of representatives from several of the 40 associations of public relations professionals that make up the Global Alliance focused on identifying social and geo-political issues facing the practice of public relations in different regions of the globe rounds out the day’s program.

**Schedule**

**Session # 1 - 10:45 a.m. – 12:00 p.m.**

**“Corporate Social Responsibility: How Do We Fit into the World?”**

**Presenter:**

**John Paluszek, APR, Fellow PRSA**

*co-sponsored with CPRS and the Global Alliance for Public Relations and Communication Management*

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**Session # 2 - 12:00 p.m. – 1:30 p.m.**

**Keynote Luncheon - “Pan-Global Citizenship”**

**Presenter:**

**Mike Granatt, UK Government Information and Communication Service**

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**Session # 3 - 1:45 p.m. – 3:00 p.m.**

Panel of Global Alliance representatives addressing **“The Impact of Socio-economic and Political Issues on Public Relations Practice”** moderated by **Deanna K.W. Pelfrey, APR, Fellow PRSA.**

**Panelists:**

**Toni Muzi Falconi**, Federazione Relazioni Pubbliche Italiane (FERPI), based in Milan, Italy, immediate past chair of the Council, Global Alliance for Public Relations and Communication Management

**Dr. Juan-Carlos Molleda**, Public Relations Society of America (PRSA), based in Gainesville, FL; PRSA advisor and representative to the Global Alliance; assistant professor, department of public relations, College of Journalism and Communication, University of Florida

**Sejamothopo Motau**, Public Relations Institute of Southern Africa (PRISA), based in Johannesburg, South Africa; independent consultant

See reverse side for registration form and accommodation information. For further details, visit [www.international.prsa.org](http://www.international.prsa.org) or contact James Abel at 212-460-1422 or [james.abel@prsa.org](mailto:james.abel@prsa.org)



**REGISTRATION FORM**

**PRSA INTERNATIONAL SECTION ONE-DAY SEMINAR**

**"Perspectives on Pan-Global Public Relations"**

**JUNE 10, 2004, HILTON QUÉBEC, QUÉBEC CITY, QUÉBEC , CANADA**

**NOTE FOR CPRS CONFERENCE/GLOBAL ALLIANCE MEETING ATTENDEES:** Session # 1 is included in your CPRS/Global Alliance full registration package. You need complete this form **only if attending Session # 2 and # 3.**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State/Province: \_\_\_\_\_  
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(must complete to receive registration confirmation)

Emergency Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Please update my address in member records.

**A. REGISTRATION TYPE**

Check one category, then circle corresponding fees (fees may be submitted with U.S. or Canadian currency)

	U.S.	Can.
<input type="checkbox"/> PRSA International Section Member	\$80	\$110
<input type="checkbox"/> PRSA, CPRS and Other Global Alliance Members	\$110	\$150
Global Alliance Organization _____		
<input type="checkbox"/> Nonmember	\$140	\$190

- I am a PRSA member and would like to join the International Section. Sign me up at the International Section member rate. I've added the \$60 (USD) International Section member annual dues to my total.
- Special Needs (Dietary requirements) \_\_\_\_\_

**B. REGISTRATION OPTIONS**

**Mail:** Please make check payable to PRSA International Section or complete the credit card authorization and mail with registration form to PRSA International Section Registration, 411 Lafayette Street, Suite 201, New York, NY 10003.

**Fax:** If you are using a credit card to pay for your registration, you may fax this form to 212-460-5460.

**Cancellations:** Cancellations must be made in writing. A full refund is available through 5/20/04. 50% refund available from 5/21/04 through 5/27/04. Refunds will not be made after 5/27/04. Mail notice of cancellation to PRSA International Section Registration, 411 Lafayette Street, Suite 201, New York, NY 10003 or fax to 212-460-5460.

**Accommodations:** Attendees may register at the CPRS Conference preferred rate of \$195 (Canadian) – Single or Double Occupancy. Please reserve directly, quoting CPRS. Hotel rates are guaranteed to May 11, 2004. Hilton Québec, 1100 Rene Lévesque East, Québec, G1K 7K7, Canada. Phone: 1-418-647-2411.

**Questions:** For registration questions, please call 1-800-350-0111 or 212-460-9700. Please call 212-460-1422 with other questions.

**C. PAYMENT INFORMATION**

**REGISTRATION FEES TOTAL: \$** \_\_\_\_\_

Check enclosed (payable in U.S. or Canadian funds to PRSA International Section)  
    \_\_\_ MasterCard      \_\_\_ VISA      \_\_\_ AMEX

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