

***The 1st International Conference on Public
Relations in Iran***

25-26 January, 2005

Tehran, IRIB International Conference Center

Abstract of Presentations

Organizer:

Kargozar Public Relations Institute

(KPRI)

Thinking in group, thinking upon the group,

Thinking with the group

With the assistance of :

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Publisher : Kargozar Public Relations Institute (KPRI)

ISBN : 964 – 95288 – 7 –3

Designed by :

Haft Tabligh Public Relations and Advertisement Co.

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(KPRI)

In the Name of God

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Preface

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Under the mercy of the Most High, the 1st International Conference on Public Relations aimed at “ thinking in group, thinking upon the group, thinking with the group” was held by the extensive attempts made by some of our colleagues and those interested people in Public Relations and supported by Public Relations managers and experts of the country. Holding the conference as the first serious movement is an experts of the country. Holding the conference as the first serious movement is an exceptional opportunity for the state Public Relations, besides having positive and considerable achievements. Basically, importance of the special role of Public Relations in the social changes and also the ability to contact efficiently with these changes is regarded as the main aim of this conference which is the foundation and agenda of Public Relations professionals. The conference secretariat hopes that delivering educational and scientific speeches presented by Iranian and international scholars and also based on the experience obtained by the professionals and specialists of this profession, we can pave the way for exchanging the views and experiences more and more by local and foreign experts and administrators of PR in the country. At the end, while wishing for continuation of this

movement, I would like to appreciate all of the experts, managers and professionals of Iran Public Relations, Iran Cooperative Fund, Mr Shaban Azadi Kenari, Director of International Affairs Committee and all members of the Secretariat especially Mrs. Ceyda Aydede and her colleagues and IPRA Board Members who make holding this seminar possible by their attempts and cooperation.

Mehdi Bagherian

Secretary of the 1st International Conference on Public Relations

Introducing the 1st International conference on Public Relations in Iran

The 1st International conference on Public Relations in Iran will be held from 25-26 January, 2005 in IRIB International conference Center aimed at promoting PR knowledge, specialty and applications by Kargozar PR Institute and moving them along with the developments in international Public Relations and IT for paving the ways for the country's Public Relations departments, participation in international arenas and competitions. In this Conferenc some of the intentional top professionals in PR area will deliver speeches.

Introducing the Conference :

Iran PR community is now taking measures after 55 years for promoting the professionals and students knowledge on public relations and its present position in the country developments, researches and the latest developments for presenting the country capabilities in this regard and revealing its talents and mutual communications among the top international and internal specialists for globalization.

Public Relations conference will be held annually as of the present time in Iran.

KPRI is very pleased for holding this historical event for promoting the public relations profession in Iran.

Goals :

- *Developing a scientific and special attitude toward public relations and enhancing the knowledge of officials, experts and students on public relations.*

- *Creating an atmosphere for co – thinking between the specialists and administrators of public relations and transferring the experiences in this area.*
- *Participation in Globalization process.*
- *Participation for obtaining international professional standards in public relations.*
- *Intellectually using the modern tools for public relations changes.*
- *Expanding and promoting public relations knowledge.*
- *Studying and explicating the ground and expanding of international public relations in Iran.*
- *Familiarization to the modern systems and methods of public relations and presenting the latest developments in this area.*

Conference special areas :

- 1- *Goals and strategies of PR*
- 2- *International PR*
- 3- *Public Relations challenges and campaigns*
- 4- *The role of Public Relations in country image*
- 5- *Communications and advertisement*
- 6- *Public Relations and sustainable resources*
- 7- *IT and its use in Public Relations*
- 8- *Public Relations and human development : putting social wealth on the sharp focus.*
- 9- *Public Relations in the 3rd millennium challenges.*
- 10- *Public Relations and human resources*
- 11- *Public Relations and crisis management*
- 12- *Public Relations from executive managers' view point.*
- 13- *Public Relations and visual media*

Advantages and features of the conference :

- *Attendance of Iran and International PR*
- *Awarding the certificate to the participants*
- *Registering the lists of participants with their full details in a CD and manual.*
- *Interpretation of the presentations*

The conference addressees :

- *Experts, managers and specialists of public relations, communications, advertisements, IT, administration and industries.*
- *Managers and top officials in charge of decision making.*
- *University professors and students.*

The certificate :

With due regard to the importance and validity of the conference, all of the participants will be awarded the certificate and the scientific materials on Public Relations will be sent to them until the time of second conference by the secretariat.

Acknowledgements to Public Relations prominent figures and awarding the statute of Dr. Hamid Notghi, Father of Iran modern PR to :

- *Public Relations pioneers*
- *Public Relations writers*
- *Public Relations experts*
- *Public Relations managers*

Conference Organization :

The members of High Council for Policy Making :

1 – IPRA President elct 2006

2 - IPRA Past President 2003

3- Director General of Public Relations, Ministry of Culture and Islamic Guidance .

- 4 – *Head of Communications Department, Allame Tabatabaeei University.*
- 5 – *The Director General of Advertisement and Press Office, Ministry of Culture and Islamic Guidance.*
- 6 – *Head of Iran Public Relations Association*
- 7 – *Head of Public Relations Professionals Associations.*
- 8 – *Managing director of KPRI*
- 9- *Head of Iran PR Coordination Office*
- 10 – *Deputy to the Conference Secretariat*
- 11 – *Head of Kerman Province Public Relations Association*
- 12 – *Head of International Committee*

B – Executive Board

- 1 – ***Conference Secretariat : Mehdi Bagherian***
- 2 – ***Deputy to the Secretariat : Saeed Maadi***
- 3 – ***Head of International Committee : Shaban Azadi Kenari***

Members :

S. Aziz Masoumi

S. Hadi Hosseini

4 – ***Head of Supporting Committee : Ebrahim Darbanian***

5 – ***Head of Publication Committee : Amir Abbas Taghipoor.***

Members : Daryoush Shoughi

Ali Benam

Reza Esmaeili

Azim Alipour Fetrati

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7 – ***Head of Informatics Committee : Sirous Dehghan***

Member : Ali Zivehei

9- ***Head of Advertisement Committee : Majid Alipour***

Member : Amir Erfany Safdary

10- Head of financial Committee : Zahra Alipour

11- Secretarial Members :

- *Sarch Taleshi*
- *Reza Alipour*
- *Shant Agha Beighian*
- *Ghazaleh Azarfar*
- *Shohreh Farokhnia*
- *Javad Fayazi*
- *Maryam Kasaeizadeh*
- *Davoud Manouchehri*

Dr. Hamid Notghi

Father of Iran Modern Public Relations

Dr. Hamid Notghi is known as Father of Iran modern Public Relations due to his writing and compiling the first articles on Public Relations, defining and determining the related concepts, teaching the first periods of PR courses in Iran. Composing the prominent book of “ PR Management” . delivering speeches at the first seminar on Public Relations in Iran Higher Education System and other numerous works on PR and promoting this skill and new art in Iran.

Dr. Notghi was born on 1st September 1920 in Tabriz . He passed his primary education at his town and then emigrated to Astara with his family. Continued his study in “hakim Nezami School” and at the same time was acquainted with Ali Esfandiari (Nima Youshij). Then he continued his education at College of Law, University of Tehran and then got his Ph.D in Law from Istanbul University.

He was interested in literature and poem, so he began to cooperate with literary Publication of Istanbul University and through this began his way to Communication World.

Dr. Notghi came back to Iran in 1948 and was employed in Oil Consortium, then at the Iran – British Petroleum Company. In this regard, he himself says “in 1948 , the Iran – British Petroleum Company has encountered with a huge crisis after changes including establishing Public Relations in this sector and this was simultaneous with my graduation”.

At that time head of Iran Oil Company PR was Marshal Montgomery who supervised selecting the members of the first group of Public Relations.

“He recognized my education, writing background and my taste as suitable for this Job. So.

We were responsible to compare the principles of Public Relations in Iran or perhaps in the Middle East for the first time”.

He was teaching as the director of Public Relations in 1967 after establishing the High Institute for Journalism. After victory of the Islamic Revolution in Iran and due to removing of Public Relations field of study, he continued his research and educational activities.

In 1990, as a result of Dr. Kazem Motamed Nejad's efforts and the cooperation and coordination with the Ministry of Higher Education, the course of Public Relations was approved as a course of university study.

Dr. Notghi took a trip to U.K because of his hard illness in 1990. There , he continued his study and research and cooperated with Edinburgh University on Middle East Movements and the role of communications in emerging of such movements.

Dr. Notghi returned to Iran in November 1998 and was welcomed in a ceremony by his friends, students and cooperators, who appreciated his efforts on his scientific activity.

Dr. Notghi could pave the way for establishing Public Relations Departments in Public and private institutes and make it for his students known.

Dr. Notghi was he first person who established the new plan of Public Relations in Iran.

He was one of those who initiated establishing Iran Public Relations and compiled the Articles of Association of PR Association.

Dr. Notghi had considerable knowledge in law, history, political sciences, literature and poem despite of his knowledge in communication sciences and Public Relations. He was fluent in Persian, English , French, German, Italian and Turkish.

He passed away on 17 July 1999, aged 79.

Dr. Notghi was Elite in our time but, what a pity! We didn't understand his elegance.

International Speakers

List of International Speakers

| No | Name and Surname | Country | Title of presentation | Position |
|-----------|-------------------------|---------------------|---|--|
| 1 | Loula Zaklama | Egypt | <i>The Role of Public Relations in Building Country Image</i> | <i>IPRA President Elect (2006)& MD Rada Research & Public Relations</i> |
| 2 | Ceyda Aydede | Turkey | <i>Challenges in PR</i> | <i>IPRA Past President 2003, President Global Public Relations & Consultancy</i> |
| 3 | Richard Linning | United Kingdom | <i>International PR</i> | <i>Consultant European and International Government Affairs of FIPR MIPRA EUPRERA</i> |
| 4 | Ali Atif Bir | Turkey | <i>Communication and Advertisement</i> | <i>Dean of Communication School of Anatolian University / Marketing Columnist of Hurriyed Newspaper</i> |
| 5 | Dave Robinson | United Kingdom | <i>PR Strategies & Objectives</i> | <i>Regional Director Hill & Knowlton Middle East</i> |
| 6 | John Saunders | Republic of Ireland | <i>Truth in PR and what PR needs...</i> | <i>Regional Director of Fleishman Hillard Saunders President and Member of the Executive Board of International Communications Consultants Organization (ICCO)</i> |
| 7 | Haroon Sugich | Saudi Arabia | <i>PR and Visual Media</i> | <i>Executive Vice – President and Chief Operating Officer of the TRACCS – SACCS network</i> |
| 8 | Fusun Dedehayir | Turkey | <i>How to Communicate Through an International Award Wining</i> | <i>Manager of Yapi Kredi Insurance Corporate Communications of Yapi Kredi Pension Fund</i> |
| 9 | Meral Ak Egemen | Turkey | <i>A”PR and its Role in Marketing”</i> | <i>General Manager of AK Emek lilik Pension funds + a teaching staff at the Business School of the University of Marmara</i> |
| 10 | Dr.Mircea Constantinacu | Romania | <i>From individual PR to national and international PR, a European case study</i> | <i>Professor of Bucharest University and President of Galaxia Foundation , Romania</i> |

LOULA ZAKLAMA

IPRA President Elect 2006

and MD Rada Research and Public Relations

A. Biography :

A public relations and marketing expert with 40 years of experience in advertising, marketing, data analysis and public awareness campaigning. Founder and president of Egypt's leading private marketing research and public relations company, her proven expertise and vast network of connections makes her the first choice of multinational companies operating in Egypt. Considerable experience in conducting qualitative and quantitative research through focus groups, interviews, product testing , studies and evaluations. Strong background in preparing analytical reports to interpret research data and provide meaningful strategies for international and local clients. Close relations with senior government officials, ministers, close relations with print and broadcast media in Egypt.

Her international relations are widespread in the US, Europe and the Middle East.

EDUCATION

- *American College for Girls (Now Ramses College)*
- *Advanced Marketing Research Studies with Burke Institute – Cincinnati – USA*

PROFESSIONAL EXPERIENCE

2000 Part time Professor, Misr International University.

Teaching undergraduates public relations course.

1986-1989 Part time Professor, American University in Cairo. Teaching Undergraduates two courses 315 and 415: Public Relations and Advanced Advertising.

1989-1989 Appointed by the International Advertising Association as one of the instructors for the I.A.A. Diploma (post graduates) which is given at the American University in Cairo.

1982 – Present Formed Rada Research & Public Relations Company, President and Managing Director. Develop marketing and communications strategies for intentional and local clients, including CitiBank, Hyatt Regency Hotel, Egyptian British Trade Mission. Conduct marketing research and prepare extensive evaluations and reports. Coordinate media relations and design and implement advertising campaigns. Prepared “Investment Promotion Campaign “ for Egypt’s Ministry of Foreign Affairs. Manage high level relationships with clients and consultants. Negotiate teaming and contractual arrangements with clients.

1962 –1982 Formed Rada Advertising Agency, President and Managing Director. Only private sector advertising agency in a completely state – runeconomy where granting contracts to private firms was not allowed. Developed advertising campaigns for international clients who used Egyptian press as vehicle for wider Middle East exposure. Managed Proctor & Gamble account from 1962 until 1967. When the company was nationalized . From 1975 until 1982 designed advertising campaigns for multi – national corporations that entered Egypt after initiation of the Open – Door Policy.

Elected / Appointed Offices Held – Publie / Private Organizations

** Member of the Board of the International Public Relations Association (IRPA)*

Elected World President of IPRA for 2006.

- *I.A.A. Vice president 1996-1998 .*
- *Member of the Board of Governors, American Chamber of Commerce Egypt, 1992 and 1994 .*
- *Chaiman, Marketing Committee, American Chamber of Commerce 1992-96.*
- *Area Vice President Middle East & Africa, IAA, 1990-1992 .*
- *Member of the Executive Board, International Economic Forum, 1998 till present time.*
- *Elected Member of the Board of Gallup International Advertising Association (IAA) U.S>A. 1986 till present time.*

Medals Awarded

- *Medal of Merit, International Advertising Association, Chicago , 1986.*
- *This medal is given once every two years, at the IAA World Congress, for outstanding contributions to the advertising industry. It is given only to 10 people selected from the whole world.*
- *Certificate of Excellence : International Public Relations Association, 1993 .*
- *Selected as one of the 50 Leading Women Entrepreneurs of the World by the Star Group, sponsored by IBM and Fortune Magazine , in May 1st , 1998 .*
- *Received the Samir Fares Award at the International Advertising Association Congress held in Cairo, May 1998, for outstanding contributions to I.A.A.*

The Role of Public Relations In Building Country Image

Loula Zaklama

B. Abstract of presentation :

What is country image

It is how a country is perceived not necessarily what actually is Perception is more serious than reality. The role of public relations is to communicate facts about a country. This is what PR can actually do. What it cannot do is marketing the country. This is the role of marketing PR's role is communication.

Components that Build a Country Image:

Attractive country for direct foreign investments.

An attentive tourism destination.

The Cases of Egypt

Two cases of the Egyptian experience are presented in this paper. Egypt enjoys both components : attractive for investment and tourism.

Case I : Egypt Investment Promotion Campaign

Commissioned by the Ministry of Foreign Affairs.

Why Foreign Affairs? Because politics and economics cannot be separated. Political stability and economic stability are what makes a country attractive for investment.

The Egypt Story

Egypt has entered an era of economic reform, an open, market oriented, decentralized economy, receptive to participation. This was not known to the outside world. The role of public relations was to communicate this story.

The Program

The title : Egypt : Wonder of the past, your Investment for the Future.

Objectives :

- *To facilitate a broader understanding of the range of the Egyptian economy.*
- *To communicate the progressive and healthy economic climate in Egypt.*
- *To stimulate private sector interest in the program, thus gaining its support and contribution.*

Target Audience

- *High network individuals / businessmen*
- *Financial institutions*
- *IMF*
- *World Bank and others*
(For endorsements)

Duration of Program : 3 years.

Strategy:

The strategy was in developed two directions : media outreach and Business outreach.

Media outreach:

- *Press kits*
- *Fact sheets*
- *Documentary : Success stories*
- *Media gatherings / private interviews – high visibility in international conferences.*
- *Familiarization trips for reporters giving them true picture of Egypt's economic progress.*

Business Outreach :

- *Concentrate on participation in high visibility conferences (example Davos) – Chetham House – UK.*

- *Individual specialized tailor – made conferences in major cities.*
- *PR support for ministerial visits.*

Case II :

Public relations to Promote tourism

This case is three parts:

Promotion of leisure tourism

Promotion of Culture tourism

Crisis mangement

Leisure tourism :

The case of AI Gouna

AI Gouna is beach resort, south of Hurghada, beautiful resort, diving, snorkeling etc.

The owners of the resort wanted to expand and attract tourists from Eastem Europe, where there was no information at all available on AI Gouna.

Romania was chosen as the first country for the project.

Objectives :

- *Introduce EI – Gouna to tour operators and travel agents.*
- *Get related contacts / data – base*
- *Provide promotional material*

Activities

- *Incentive for 10 tour operators and / or travel agent, days package on full board basis.*
- *Press Conference*
- *Participation at “The World Travel Market “ in Bucharest.*

Culture Tourism:

The case of Opera Aida :

The famous Verdi Opera Aida was selected as a tool to promote culture tourism to Egypt. 1997 marked the 125th anniversary of the premiere

performance of Aida in Egypt, and the 75th anniversary of the tomb of king Tut.

Hatshepsut Temple in Luxor , was chosen as the site for the performance of Opera Aida over one whole week.

Objectives

- *Promote Egypt's rich cultural heritage.*
- *Highlight it's great desirability as a tourism destination.*

PR Program

- *Media Relations : Media Outreach*
- *Trade marketing in New York , Milan , London, Paris , Madrid, Hamburg and Tokyo.*

Result

- *Wide coverage in lay and specialized media.*
- *Reservations came through from tour operators.*

The Crisis:

The unexpected crises hits! A terrorist attack in Hatshepsut Temple, What happened with Open Aida?

A Terrorist Attack

Where : In Luxor!

Where : Hatshepsut Temple!

Where Opera Aida is scheduled

Where One month before the event

What : Attacked and killed the tourists

What Happened to Opera Aida

- *From 80% reservation to 100% cancellation*
- *What to do?*
- *What a crisis for the country and the huge investment in Aida !!!*

The Immediate Reaction :

The first reaction was the best PR.

The President of Egypt, apologized to the whole world and assumed responsibility for insufficient security at that site. He promised improved security.

The role of PR was to communicate the improved security measures taken.

The PR Recovery Program :

Program title : “Embrace Egypt”

Campaign objectives:

Target

- *Tour operators / wholesalers. Government foreign departments , travel commentators, writers, opinion formers.*

Countries

** U.S.A. , France, Germany , U.K.*

Duration

** 3 months intense for immediate results*

Expected Outcome

- *Save the Opera Aida performances*
- *Restore confidence in security system*
- *Put Egypt back into tourism brochures, for continuous tourism.*

How

- *Short – high impact program*
- *Kick – start an upturn in perception of security Egypt.*

To Explain the Concept

- *Identify and select from each target country – highly credible and respected security expert – on matters of intentional security.*

- *Bring the experts to Egypt to view and inspect security measures in tourist sites.*
- *This group of prestigious experts produced a white paper with their analysis.*

The White Paper

- *Released to all major publications / general / specialized in the target countries.*
- *High media coverage in 4 countries.*

Evaluation

Survey Results

- *Post exposure quantitative study in 4 countries with tour operators / wholesalers.*

- *Results*

What Happened to Opera Aida?

Attendance was relatively saved

Reached almost 55%

What Happened to Egypt's Tourism

Egypt back in tour operators' brochures

Bottom Line

- *YES !! PRCANDOIT*
- *BUT : BECAREFUL!*
- *SPECIFY CLEARLY AT THE OUTSET : WHAT CAN PR DO!*

WHAT PR CANNOT DO

The Win Win Scenario

IT TAKES TWO TO TANGO

Total Partnership

PR + MARKETING

TO ACHIEVERESULTS

CEYDA AYDEDE

IPRA Past president 2003 and Director of Global PR and Consultancy Incorporation

A. Biography :

2003 President. International Public Relations Association (IPRA)

Founder and CEO. Global Public Relations and Consultancy, Istanbul, Turkey

Ceyda Aydede is a graduate of the Industrial Engineering Department of Bogazici University, which she attended after completing her high school education at the Izmir American College for Girls . She then continued her education at Hesser College, New Hampshire, USA, where she participated in an International Business Internship program encompassing the communication of retail institutions. In 1977, she started her career at Arthur Anderson Auditing firm in Istanbul.

Between 1979 and 1989, Ceyda Aydede occupied Public Relations and Sales Manager positions at Migros Supermarket of one of the largest corporations in Turkey, the KOC Group. In 1989, having completed various projects in many areas of Public Relations, Ceyda Aydede founded her own company, Global Public Relations and Constancy. Today, Global PR and Constancy is 15 years old and very well known for its success in meeting its clients' objectives.

Ceyda Aydede has been an IPRA (International Public Relations Association) member since 1989, Council member since 1996 and was President for the year 2003. She is also a board member of ICCO (International).

Communication Constancy Organization, a member of PRSA (Public Relations Society of America). HID (Turkish Public Relations Association) and one of the founders of HDD (Turkish Public Relations Consultants'

Association) and KAGIDER (Women Entrepreneurs Association of Turkey) and IDA (Association of Communication Constancy Firms of Turkey). She was chosen as “The Most Successful Business Woman” of the Public Relations sector for the year 2000 by the Diinya Newspaper, and she was awarded by AHID (Ankara Public Relations Association) and the Ankara Chamber of Commerce for representing the Turkish PR sector most professionally for the year 2001. Ceyda Aydede was recently chosen Business Entrepreneur of the year for 2002 by Ekonomist magazine. Ceyda Aydede has been lecturing at the Yeditepe University Public Relations Department since 1995 and she has published two books : “PR Campaigns” and “A Professional Relationship: Media and Public Relations”.

Challenges in Public Relations

Ceyda Aydede

B. Abstract of Presentation:

We can define Public Relations as delivering positive and accurate messages in a planned way. Highly competitive markets require organizations to focus on right target audience, communication purposes, strategies, conducting techniques, and measuring right project management timing. Public Relations also use tools as activities, organizations, web communication, finance communication besides media relations.

In other words, Public Relations is sub section of marketing implementations. Today's Public Relations is taking place as a communication tool, improves organizations image among society and market, places the organization to the right in consumer's eyes, increases brand value (branding), and keeps Public fresh with the organizations.

Usual Public Relations strategies and crisis management strategies will have better impact on society if they are used in a timely manner. Timing is a very critical factor in Public Relations implementations. Public Relations has become a very important tool in many cases for every type of organizations such as private corporations, schools , hospitals , governmental units, and noncommercial structures, Literally, Public Relations gained its value by offering strategic information and activities as a decision – making mechanism near top management. It is assumed that this role of Public Relations will develop very much in future.

Companies should seize the opportunities that will occur in the upcoming period, and understand the effects of Public Relations to marketing. Wind of change around the world in last ten years, will also affect Public Relations nature.

Richard Linning

Board Member, IPRA

***Member, European Public Relations Education and Research
Associations, Past President, European PR Confederation***

A. Biography:

Since the early 1980's he has monitored EU institutions, advising and assisting clients to reconcile business and public policy concerns. My contribution involves tracking legislation, designing and implementing public affairs strategies and issue advocacy. As well he has extensive corporate affairs, crisis management, international media and programmer coordination experience.

Active in communications for over 30 years, initially in his native Australia, then Hong Kong and the United Kingdom, he now focus on the countries of the European Union and Easter Europe. After a career as a radio and television reporter , producer and editor in Australia, UK (BBC World Service) and Hong Kong, he turned to public relations, initially in Hong Kong and London.

He is a Fellow of the UK Institute of Public Relations , Council Member of IPRA (International Public Relations Association) for the UK, and the immediate past President of CERP (Confederation Europeenne des Relations Publiques). A founder member of Brussels based Society of European Affairs Practitioners , he is also an associate of the United Nation's ORBICOM Network of University Chairs in Communication.

In addition he is a trainer in pr disciplines, for example EU funded training programmers such as MARPE (Master of Arts in European Public Relations) , and a frequent conference and seminar speaker.

Recent Conference Presentations and Training Seminars.

Senior International PR School – Westminster University . London – Best Practice for Lobbying & Government Relations.

Canadian PR Society – Ottawa – PR Consultancy of the Future.

WSJ / FT / PWC – Moscow – Evaluation of Public Relations

NIIB Clingendael – Brussels – The EU in Perspective

Croatia Diplomatic Academy – Zagreb – Public Policy Advocacy

Slovenian Information & Research Assn- Brussels – Representing Candidate Country Interests.

Central European Initiative – Bucharest – Diplomacy and journalism, asynergy of persuasive voices

Intentional PR Research Symposium – Bled, Slovenia – Advocacy evolution – pressure and interest group responses to the maturing European Parliament.

Industrial Minerals Association Europe- Brussels – Networking towards Issue Solutions

Turkish Public Relations Association – Istanbul

- PR and Issue Advocacy

Russian Public Relations Association – Moscow

- Communication in a Crisis

Prince Awards – Szeged, Hungary – The importance of multi media.

Integrationhaus 0 Vienna – PR and strategic targeting

IABC – Brussels – Advocacy and Building Third Party Networks

PR in Poland – Zakopane, Poland – Are practitioners the worst advocates for PR?

IPRA World Congress – Helsinki – Lobbying, condemned but essential?

The Annual Bernays Lecture – PRII Dublin – They shoot lobbyists, Don't they?

Orientation for Canadian Ambassadors to the EU – Brussels – The Council of Ministers

International Duty Free Confederation “Focus 1999” – Brussels – Lobbying in the EU

FINTRA (Finnish Institute for International Trade) – Brussels – Decisions and the Decision Making Process in the European Community

2 Encontro Europeu de Relacoes Publicas – Lisbon – Making the most of the Presidency of Europe

Selected Publications

Abuse, Self Abuse and PR’s Unique Selling Proposition – Journal of Communication Management Vol 9 Number One (August) 2004 Henry Stewart Publications.

Abuse, Self Abuse and PR’s Unique Selling Proposition: Third Party Endorsement –

EUPRERA Estonia 2003 European PR Education & Research Assn Conference Proceedings

Tops Tips for Public Affairs Practice –

Institute of Public Relations – Members Pages [www. Ipr. Org .uk](http://www.Ipr.Org.uk) 2003

Beyond our national borders – the environment for public information today. – PR Baut Brucken – DPRG 2000

Advocacy evolution – pressure and interest group responses to a maturing European Parliament – Proceedings International PR Research Symposium – Lake Bled Sloevenia 1999

EU Tobacco Reforms have a Wider Agenda – World Tobacco September 1998

Counsel of Europe – Yorkshire Post January 1998

The European Experiment – Pulic relations implications of European enlargement – International Public Relations Review September 1996

The Dis – information Highway – International Public Relations Review
September 1995

Democratic Legitimacy in the European Union a Parliament with a Bark
but no Bite?

- International Public Relations Review Autumn 1994

Lobbying Around the World – International Public Relations in Practice
– Kogan Page.

International Public Relations

Richard Alfred Linning

B. Abstract of presentation

International Public Relations is the oldest form of practice. But it wasn't always called public relations. Alexander the Great promoted his soldiers with outsize breastplates, religions used organizations such as Sacra Congregation de Propaganda Fide to proselytize, and the United States Declaration of Independence preached "let the facts be submitted to a candid world". It is only relatively recently that the power of propaganda has been applied to the world of commerce. As American business analyst Roger Babson put it "Now when we have anything to sell the American people, we have the know – how to sell it." Or to sell to anyone else. This know how has been applied, adapted and reworked in the market place and public diplomacy in the guise of public relations every since.

The key to success however remains the same : make it relevant to the market. And in Sun Tzu's (Art of War) words use local guides. In a brief global overview Richard Linning will draw lessons from today's best practice and highlight the current major international issues. Key among these are the trend to turn public relations into a commodity; the inability of any agency to operate at a consistent level everywhere, though few admit it; and the probability that best practice and proven methodologies will not always translate across course, that we share a 24/7 world.

Until the tsunami of 26 December 2004, 9/11 was the new millenium's benchmark for an event with a global impact. The World Bank estimates that the cost of 9/11 was \$80 billion and that it.

Pushed 11 million people in developing countries into poverty. The cost of 26/12 is still being calculated. Already however 26/12 has dramatically

demonstrated yet again that no matter how isolated or remote an event it can be in every home, office and public institution within minutes. And when that story is highly emotional and has a local angle – those affected came from dozens of countries – it resonates across language, cultural and geographic boundaries.

Whether a product or issue related campaign or public diplomacy the aim of international public relations is to transmit a message which bridges what are often gaping chasms of language, cultural, religious and geographic difference. The aim is to achieve an impact, a relevance for a target audience which conveys a message which is understood and acted upon. This is not achieved by ramming an unpalatable and indigestible message down some one's throat. The early pioneers of public relations who brought their skills as war time propagandists to the marketplace had learned valuable lessons.

Public relations is not rocket science. In fact public relations is not a science at all – its an art or craft and as such is not governed by the basic tenets of logics. As a leading European practitioner once remarked – one of the great attractions of our business is that is s not purely rational ; there's an inherently unquantifiable thing that is part of the art of what we do. That unquantifiable thing in international public relations is replicating the same mix of disciplined thought, imagination and creativity that produced the Macdonald's apple... sold whole in Australia, in segments with peel in Europe, as unpeeled segments in the United States and as a puree in Saudi Arabia.

Discipline is top priority . How often does the concept of management occur in definitions of public relations ? Put the question What are some keys to successful international public relations? To any group of practitioners and you'll get the same list of answers :

- Treat each market, each country individually; trust local people in local markets.
- Know the local channels of communication . Have translations done by professionals who understand the industry and its terminology. Help journalists write the story. Give them a different angle.
- Have a PR person locally who can answer reporters' queries, locate local contacts and make sure they're available when the release is transmitted to the media.

Obvious , yes. But basic mistakes are still being made in transnational communication. A recent

Global Press – PR Relationship study conducted by London based Rainier PR among technology and business journalists worldwide identified mistakes PR professionals make in their dealings with journalists, and that those same mistakes are being made everywhere. Calling journalists when they are on a deadline, sending poorly written press releases and demonstrating a lack of knowledge of the publication are among the worse crimes.

Understanding how each media works is important for national as well as international campaigns. For example at the European Financial Times a foreign journalist pitches stories to his editor and he pitches them to his editor. By contrast because there is an editor – in – chief of each section of the French La Tribune , the selling process is quicker. Pitching to a La Tribune journalist in France is a different story because there are more layers of editors and it is more competitive . By pitching the same story to a foreign correspondent, it may get in the newspaper much faster.

Just as important is understanding what is acceptable practice in the local market. In this context Sun Tzu (Art of War) was right : natural advantage is useless without local guidance . China today for example has

adopted strict guidelines covering working procedures, company management, strategy and marketing, human resources and professional ethics. It prescribes common service procedures including provision of standard PR proposals. Minimum professional consulting fees are also set: a project service fee (not less than 5 per cent of the project investment) and a long – term agent’s fee (not less than US\$3,600 per month).

Bad practice can be as good a teacher as best practice . The examples of words, concepts and cultural practices which don’t translate are as legion as are those of mistranslation. But worse is the reemergence of the techniques of propaganda. The Iraqi exile group Iraqi National Congress is an example , giving exaggerated and fabricated intelligence on Iraq to its US paymasters and feeding the same information to newspapers, news agencies and magazines in the United States, Britain and Australia. The www is wide open to such exploitation as source of third party endorsement arguably public relations’ unique selling proposition. The proliferation of web based think tanks, pseudo news on – line agencies, sponsored patient groups etc are but the latest generation of that well known phenomenon – the deliberately camouflaged source of information or misinformation ; disguised advocacy nestling cheek – by – jowl with editorial.

What are the other issues of concern in international public relations practice today? A far from exhaustive list that apply to both public relations and public diplomacy would have to include.

- turning public relations into a commodity, and insisting its added value be quantified. Purchasing authorities for countries of countries expect to buy public relations like vegetables or fruit; two releases, three press conferences, one interview in a major daily newspaper. The security that this gives the purchaser’s number – crunches by defining

global reach and expectations limits creativity, that “unquantifiable thing” which is the art of the craft.

- Related to this is peachiness in performance more often than not delivered by an agency that claims to operate at a consistent level everywhere. The problem is not insurmountable; if you can afford it, engage different agencies or use a “lead agency” which has the honesty to admit it is not strong in a particular region but which can still provide what the client wants, global coordination.
- Client relationship – the client needs to feel there are at least two / three people who really understand their business and their needs.
- In global accounts a key question is, do our target audiences actually cut across geographies? Can best practices and methodologies successful in one market be literally translated into a global media situation. We all know the answer, no. To insist is a lost / lose situation. This route inevitably leads to management frustration; the local office is accused of not seeing the big picture, head office of not respecting the different local dynamics.
- 24/7- you can't say anything anyway and expect it to stay there.
- And finally, what we can describe as too much “Americanizes” ie although many public relations decision makers have global or international in their titles they still view the world through their narrow local prism, be they Americans, English, Germans or any one else.

In conclusion, our interconnectedness as international public relations practitioners extends beyond the real time channels of communication. The incubation period of some infectious diseases (for example) is longer than most international flights. The deeper we delve into what makes us different on the outside the more we become aware of the humanity we have in common on the inside. As Shakespeare's Shylock asks in the Merchant of

Venice, “If you prick us, do we not (all) bleed?” If there is a lesson for us communicators in 26/12 it is this, respect the power of what we have in common, our humanity.

Prof. Dr. Ali Atif Bir
Dean of Communication School
Anatolian University

A. Biography :

He was born in 1962 at Samsun. He stated his career as research assailant in Communication Sciences Faculty (Advertising and Public Relations Department), Anadolu University in 1987. He took his MA in Mass Communication and Advertising field in 1989 at Marquette University (Wisconsin).

He took his Ph D degree in Advertising and Public Relations field in 1992. In 1993 he was assigned as Associate Professor. In 1998 he was assigned as Professor. He took his first administrative task as deputy director at Institute of Communication Sciences, Anadolu University in 1994. Between 1995 and 2002 he worked as vice dean in Open Education Faculty. Since January 2004, he is the Dean of Communication Sciences Faculty.

Between the years 1994 and 2003 , he was the technical consultant of the TAK, (Televizyon izleyici Araitirmalari Komitesi) and he was the official auditor of the AGB Anadolu A.I. and Readership Research which is administered by TNSPIAR.

He wrote articles in Aktuel Para (national magazine) . Currently he is writing weekly articles in Hurriyet (national newspaper) and Tempo (national magazine) . Since 2003, he is preparing and performing a television program called “Atif Hoca ile Reklam ve Rekabet” in CNNTURK.

Following are the courses he is giving in Communication Sciences Faculty, Undergraduate : Introduction to Advertising, Communication Research, Public Opinion Research, Advertising Campaigns, Public

Relations Campaigns, Communication Ethics, Qualitative Communication Strategies, Advanced Research Techniques , Mass Communication Theories.

Communication & Advertisement

Atif Bir

B. Abstract of presentation

One of the most important components in the market and marketing chain is advertisement which we try to represent all of its dimensions. In order to achieve this goal, the altering face of the advertisement is initially discussed, and then during the advertisement is initially discussed, and then during the advertisement, we'll describe the factors which affect on the advertisement and make it unique and exclusive. During the communication period, all of the advertisement components which have been contributed in the advertisement to some degree will be discussed from various perspective . All of the factors like sponsors and supporters, authors and the employees as the resource and mine of the advertisement will be fully argued from different view points. These three resources (supporters, authors and employees) as the main sources should be well known and evaluated by all of the persons who create the advertisement and all who generate the advertisement (i.e makers).

After finishing the creation of the advertisement, advertisement execution methods which will be able to deliver the ad objective the most efficiently, should be assessed in the advertisement framework. This has to be done in such a way that validate the desired advertisement components and also complete the marketing chain, as, components of an advertisement, in addition to the advertisement itself, include its execution time and method.

Another critical element is creation of an innovative and novel idea for the form of the advertisement . In this chain, reinforcement of the creative thinking and making and underlying base .

For recognizing and creating of an advertisement will be discussed.

Next to the subject of creativity in an advertisement, vital and key points such as what, how, why , to whom , and different techniques are evaluated and reviewed. Another important point is the time the consumer has for making the decision. In another words, we'll argue about how ad can help consumer in making the decisions (in shorter time of course). At the end, the day – to – day economical changes and making these changes in synch with the consumer changed desires and needs, are discussed.

Dave Robinson
Regional Director,
Hill and Knowlton Middle East

A. Biography

Dave Robinson has spent the last 13 years working in the intentional communications industry across Europe with the last five years in Athens.

Having begun his career in London with the then Holmes and Marchant Group, Dave then worked for the Scope Communications Group and then latterly with Ketchum London, working on a variety of accounts both national and international.

In 1999 he moved to Greece and worked for a short period for the DDB advertising group as general manager of the group's PR operation before moving to CIVITAS in 2000. Over the last five years the agency has grown more than threefold and has been the market leader for the last three years.

His client experience is varied and widespread, qualifying him as a true generalist. Client experience includes : Xerox, Allied Domecq, NOP Research Group, GfK Research, Royal London Society for the Blind, Semen's, Mobile, Raytheon, HSBC, Epson, Intel, Atos Origin, Schlumberger Sema, LaFarge Cement Group, Wyeth Pharmaceutical, ING Group, Time Magazine, Reckitt & Colman, British Telecom, Britannia Music, McDonalds, Warner Home Video, Marks & Spencer, EMC, Ericsson, Triumph, Acambis and Stanley Leisure.

The entrepreneurial environment of the Greek market coupled with a pioneering PR industry provides Dave with many challenges and plenty of interest on a day to day basis. As a fluent Greek speaker, but a British national, Dave is often called to consult multinational clients and help them navigate the Greek communications market.

PR Strategies & Objectives

Dave Robinson

B. Abstract of Presentation

1 – Starting point:

- Too many PR campaigns and programs focus on tactics & implementation.
- Often not enough focus is given to important questions such as :
 - Who are we talking to ?
 - What are we trying to say?
 - What do we want to achieve?
 - How are we going to achieve it?
 - How will we know whether we have achieved it?
- This presentation addresses these questions and underlines the need for properly developed PR objectives and strategies in modern.
- 2- Agenda
 - a. **Who? What ? where ? when ? why? How?**
The importance of research
 - Defining the parameters of a PR campaign
 - Identifying key communications issues and audiences from research
 - Developing message platforms from research analysis
 - Using research to establish benchmarks for communications campaigns
- b. **Focusand measure**
Objective setting and evaluation criteria
 - S.M.A.R.T objectives for PR

- Integration measurability to permit meaningful evaluation
- Using objectives to generate buy – in to PR campaigns.

c. **Communications environments and their influence**

Audiences, influencers, contexts

- Defining the communications landscape
- Macro factors – political, social and economic
- Micro factors – audiences, media, stakeholders and history
- Establishing influences and multipliers
- Developing contexts for communications

d. **Developing PR strategies**

Deciding how to communicate

- Strategic and non – strategic parameters
- Building flexibility & adaptability into a PR program
- Strategic reality checks

e. **Measure then focus**

* Measurement , analysis , evaluation, objective refinement

* Measurement techniques and methods

* How to read the metrics

- Evaluation discipline
- Refining objectives

f. **Conclusion : Different routes**

Choices, decisions and “kaizen”

- No right answers
- Information based , analytical decision making
- Constant adjustment and refinement

John Saunders

***Managing Director Continental Europe Fleishman –
Hillard and Vice President of the Executive Board of
International Communications Consultants
Organizaton (ICCO)***

a. Biography:

He has spent more than twenty years in the communications industry and was managing director of two PR consultancies before Fleishman – Hillard Saunders in 1990.

He is a member of the Executive Board of the International Communications Consultants Organization (ICCO) and served as Chairman of the Public Relations Consultants Associatin (PRCA) of Ireland in 2001 and 2002 . He is also a member of the Public Relations Institute of Ireland.

He is a former staff presenter with RTE – the Irish national radio and television service.

Specializes in corporate communications and crisis management. Also advises a cross – section of national and multi national clients in the area of corporate reputation.

Since its foundation in 1990 . has helped develop F- HS into one of Ireland’s largest corporate communications firms. The Company has also won more awards for its client service than any other agency.

In 2002 , John was also awarded the John D.Graham Award – the highest honour given to member of the Fleishman – Hillard worldwide staff.

He was appointed by An Taoiseach as a Patron for the 2003 Special Olympics World Games and has been a judge for th. National Radio Awards for the past number of years.

Truth in PR and What PR Needs To Do

John Saunders

B. Abstract of Presentation

- b. What is Public Relations and What is it not?
- c. How Public relations effects Every Person, Every Organization and every country?
- d. Should Public Relations be governed by a code of honour?
- e. What are our responsibilities?
- f. And what are the challenges for Public Relations professionals whether you are working within a publication firm – as I do – or if you are working for an organization?

Haroon Sugich

Executive Vice President and Chief Operating Officer of the TRACCS – SACCS network

A. Biography

Haroon Sugich is the co – founder of Saudi Creative Communications Services (SACCS) , the leading public relations practice in the Kingdom of Saudi Arabia and Trans – Arabian Creative Communications Services (TRACCS), the regional extension of SACCS. As Executive Vice President and Chief Operating Officer of the TRACCS – SACCS network Sluggish leads one of the largest and fastest growing public relations practices in the region. With corporate headquarters in Jeddah and regional headquarters in Dubai Media City. The TRACCS – SACCS network has branch offices in Riyadh, Cairo , Amman, Kuwait City, Beirut, Damascus and affiliate offices in London, New York, Chicago, Los Angeles, Frankfurt, Montreal, Toronto, Stockholm, Manama, Mumble, Karachi and Doha TRACCS serves a wide range of regional and international clients. Including AEG, Electrolux AB, The Servile Group Zurich International Life, BUPA Middle East, Jeddah Economic Forum, Saudi Arabian Airlines, the Supreme Commission for Tourism for the Kingdom of Saudi Arabia, Bank Al Belied, Jordan Commercial Bank, Miser International Bank, Kuwait and Middle East Bank , King Abdullah II Design and Development Bureau, among many others.

Public Relations and Visual Media

Haroon Sugich

B. Abstract of presentation :

There is no question that writing forms the essence of public relations practice and yet we are living in an age dominated by visual media. Visual communications are all too often treated as an afterthought by public relations professionals. When this happens we lose a powerful communications tool. The use of image in building story and brand is critical to the overall success of a communications program. There is a need to enhance our understanding of how visual media can support the implementation of public relations programs. The creative use of editorial, corporate and industrial photography, video news releases, satellite interviews and an understanding of how cinema and television advertising has changed audience perceptions is the subject of a presentation by Haroon Sugich, who has spent over 35 years working as a professional communicator, in theatre, television, film, radio and in the print media as a journalist, copywriter and author. As a leading public relations practitioner in the Middle East, Mr. Sugich will discuss the limitations on the use of visual media in PR and its potential as an increasingly important part of the public relations process.

Fusun DedehayIr
Corporate Communications Manager
Of Yapi Kredi Pension Fund

A. Biography :

Current Position : Corporate Communications Manager.

Name of Firm : Yapi Kredi Pension Funds

Profession : Communications and Media Specialist – Media
Coordinator

Date of Birth : 13/05/1963

Nationality : Turkish

Membership in Professional Societies :

- HID (Turkish Public Relations Association)
- TGC (Turkish Reporters Association)
- EMD (Turkish Economy Reporters Association)

Key Qualifications :

2002 Bogazici University Life Time Learning Institute – Time
Management training.

2002 Bogazici University Life Time Learning Institute – Negotiation
Management training.

2002 Furla Constancy – Teamwork training

2001 Ekser Constancy – GRID training

1985 Istanbul University – Teaching Certification

Education :

1981 Istanbul Erenk? Y High school for girls

Employment Record :

2004 YAPI KREDI Pension Funds

1999 – 2004 GLOBAL Public Relations & Constancy / Director

1994 – 1998 YENIYUZIL Newspaper / Economy Chief

1994 – 1987 MILLIYET Newspaper / Economy Reporter.

How to Communicate Through and International Award Winning

Fusun Dedehaylr

B. Abstract of presentation:

Social security is an important issue in Turkey as well as in the World. United Nations' State of Population Report indicates two major problems : aging of the world population and decrease in fertility. The aging of the population means a deceleration in consumption, decrease in labor force and discontinuation of the economic growth. In other words, while social security and health expenditures are increasing, the number of working people to generate a resource with tax payment decreases. Consequently , this indicates that Private Pension System, which is effective since October 2003 is very important and necessary for Turkey.

As a company operating in the Private Pension System that carries both social and economical importance for Turkey. Yapi Kredi Emeklilik is highly sensitive to social responsibility projects. This is why Yapi Kredi Emeklilik has supported the bio – diversity project – Saffron along with the launch of private pension plans. There are similarities between Saffron and the Private Pension System which is established on the idea that one continue to stand on his / her own feet whit the investment he / she does today.

For a sustainable life , we should protect our bio – diversity , which is our most valuable treasure. We will certainly prepare our end unless we succeed to protect and transfer this treasure to future generations. In Harran Plateau, Saffron, which is a pilot project, aims to rehabilitate the land deteriorated by monotype agriculture. The project also aims to make small scale farmers to stand on their own feet.

On the other hand, Saffron crocus that is a plant with bulbs propagates 4 new bulbs in the following year while blooming flowers. In a similar way private pension plans are based on individual saving for retirement income.

Yapi Kredi Emeklilik, as the sponsor of this 3 years program, also works on increasing public awareness both to the bio – diversity issue and the value of the Saffron. The company received a Golden World Award by IPRA in the category of Environment and an Honourable Mention by the United Nations Department of Public Information in 2004 . Yapi Kredi Emeklilik is proud of increasing the number of private pension plans and the saffron bulbs for the future of Turkey.

CASESTUDY : SAFFRON

Project : A Sustainable Bio – Diversity Programme.

Sponsored by : Yapi Kredi Emeklilik A.S.

Project Partners : TEMA (The Turkish Foundation for Combating Soil Erosion for Reforestration and the Protection of Natural Habitats) & Harran University.

Project Summary :

In Harran Plateau, cotton is the largest single crop. Cotton needs to be irrigated 7-8 times annually, which causes the soil to be salty and in the long run lose its productivity. Saffron crocus can be an enriching alliterative to cotton in Urfa. Although Saffron crocus had been cultivated in Sanliurfa until 19th century, it grows only in a limited area in Safranbolu today.

Yapi Kredi Emeklilik, as the sponsor of this 3 years program, also works on increasing public awareness both to the bio – diversity issue and the value of the Saffron. Saffron project is a sustainable bio – diversity program to support environmental protection in the southeaster region of Turkey. It is a partnership between Harran University , TEMA, and Yapi Kredi Emeklilik , the leading pension company of the country. Yapi kredi Emeklilik will be carrying some social responsibility projects such as

sponsoring education of children living in the area, organizing awareness rising activities for mothers, supplying aid for better health conditions.

Launch date and Deadline : October 2003 November 2006 .

Meral AK Egemen

***General Manager of AK Emeklilik
Pension Funds + a teaching staff at the
Business School of the University of Marmara***

A. Biography

Born in 1962, Meral AK Egemen got her Bachelor's degree in Business Administration majoring in Marketing from Bosphorus University . Upon graduation from university , she pursued her graduate studies ; she first earned her MBA at Manchester Business School at Wales University in England and then in 2001, she completed Executive MIS Program at Bosphorus University in Istanbul.

In 1985 , she started her professional career in banking at Interbank. Starting in the financial analysis and credits departments, she worked her way up to marketing manager, branch manager respectively. She then became the head of Interbank's private and corporate banking department and successfully managed establishment of 26 new Interbank branches around the country.

Between 1994 and 1997 , she worked as the Assistant General Manager in charge of private banking and marketing at Garanti Investment Bank.

In 1997, she transferred to Yapi ve Kredi Bank and during her 5 year – career there, she successfully established and led the bank's Corporate Banking department.

Since May 2002, she has been working as the General Manager and a Board Member of Ak Emeklilik A.S. – one of leading Private Pension and Life Insurance Companies in Turkey – Along with .

Her professional duties at the firm, she is also an active member of Finance Club. Corporate Investors Association, Propeller Club, Rotary Club , BUMED (Bosphorus University Ex Students' Association) , and a board

member of Classical Automobiles Club and an honorary member of GYIAD (Young Executive Businessmen' Association) in Turkey.

Egemen also holds a seat on the EGM Board (The Private Pension System Auditor's Board) that represents the 11 private pension providers in the country. As a member, she actively heads the communications and operations committee of the board.

EGEMEN also holds a seat on the EGM Board (The Private Pension System Auditor's Board) that represents the 11 private pension providers in the country. As a member, she actively heads the communications and operations committee of the board.

Along with her professional career, she thrives in her academic career significantly as well. As a teaching staff at the Business School of the University of Marmara, she lectures Marketing & Sales, Private Pension Systems and Life Insurance classes throughout each academic year. She has also taken up amateur writing in prestigious Turkish newspaper and magazines' travel and entertainment pages which reflects her intellectual enthusiasm in life.

Taking into consideration all of these accomplishments at such a young age, one may think if Egemen can ever spare some time for her hobbies and fun. Well she exhibits an enthusiastic sportsmanship with more to come. Surfing, sailing, skiing and amateur flying are always on her "to do" list on her personal time. Her interest in classic cars has taken her as far as rallying and even winning awards in the recent years. In 1999, she earned third place at the Classic Acropolis Rally in Greece, and first place in the Western Anatolia Classic Car Rally ladies category in 2003. As far as she goes, new challenges and adventures are yet to come....

Marketing and Its Role in PR

Meral AK Egemen

B. Abstract of presentation :

I . Overlook between 2000 and 2004

- a. Market share
 - b. Brand awareness
 - c. Brand image / reputation
- We will analyze and compare where we were in 2000 and where we are now with respect to the 3 criteria listed above.

ii. Strategic planning and communication

- a. Business objectives and communications objectives.
 - b. Stakeholder analysis and communications objectives.
- We plan our communication projects taking into consideration our business objectives and stakeholders' expectations.

We differentiate our messages according to our various targeted stakeholder groups and deliver those messages via different project parallel to our business goals.

iii. Leadership

We are :

- A . The first to initiate communications activities (the first firm to advertise in the sector, first to introduce the private pension system with our audience scenes form our first TV commercial)
- b. The first and only firm to organize a press conference to evaluate the first year results of the sector. (Opinion leader and sustainable source of information for media and for the public in general that the media informs . coverage results for press conference)
- c. The first and only to address all participants in the system via its communication strategy : Advertising campaign embracing not

exclusively AK Emeklilik's participants. But the participants of the system as a whole . Excerpts from AK Emeklilik and Yapi Kredi advertisements).

- d. The first to sponsor HR Conference (MCT and Peryon sponsorship , reached out to corporate clients).
- e. The first to build IFA (independent financial advisor)Sales Force.
- In our journey that started in 2000 and brought us to today , we aimed leadership in designing our strategy and projects . From commercials to PR projects, we carefully planned this leadership and attached our name on the “Firsts” list successfully, just like a read “leader” should....

ranain Speakers

Dr. Mircea Constantinescu
Professor of Bucharest University and President of
Galaxia Foundation Romania

A. Biography

Basic specialities

1. Specialist in Communication and Public Relations (M.A)
2. Juridical Sciences (J.D.& LL.M)
3. Ph.D. in Computer Science and Artificial Intelligence
4. Specialist in Managing International Projects (MBA)

International activity

2004 –2007 : At the European Community level, member of the High Scientific Council of the European Nuclear Society (FORATOM, EURATOM), in charge of the Communication and Public Relations strategies (with prof . Andres Garcia, Spain)

University activities

1994-2001 : Associate Professor with the University of Bucharest, Faculty of Letters, Specialization: Social Communication and Public Relations.

Courses and seminars in :

- Public relations – Strategies and Tactics
- Corporate Public Relations
- Case Studies in Public Relations
- Advertising Management
- Building and Managing NGOs
- Lectures in social action with application in Public Relations

- Deontological codes and juridical norms in communication sciences.

1976-1994 : Professor at the Politechnical University of Bucharest, Faculty of Automation, Specialization : Computer Sciences.

Specialty training

1984 : Ph.D. Doctorate in Computer Sciences with a thesis covering the field of artificial intelligence, pattern recognition and digital image processing.

1976 : M.Sc. –Masterat in Computer Sciences ; Politechnical University of Bucharest, Faculty of Automation, Specialization in computer Sciences ; interdisciplinary paper with a subject from biotechnology and modelling brain – like systems.

1971-1976 : student at the Polytechnical University of Bucharest , Faculty of Automation, Specialization in Computer Sciences.

Supplemental (after 1989):

MBA (masterat) in “International Project Management” , with the Faculty of Communication and Public Relations “David Ogilvy”, SNSPA.

M.A.(masterat) in “Communication and Public Relations” , with the Faculty of Communication and Public Relations “David Ogilvy” SNSPA.

J.D.(LL.B) with the Faculty of Law, Bucharest Ecological University (specialization in Intellectual Property and Internet Law).

LL.M (masterat) with the Faculty of Law, Bucharest Ecological University (Specialization in Intentional Environment Law)

2003 – Working on an additional Ph.D. at the University of Bucharest, Faculty of Philosophy, a dissertation with an interdisciplinary theme :

Intelligent agents and Knowledge Bases in Communication Sciences and Public Relations .

Membership:

(Professional associations)

1. IPRA – International Association of Public Relations Professionals
2. EUPRERA – European Public Relations Education & Research Association.
3. ARRP – Romanian Association of Public Relations Professionals – (secretary of the Association 2000-2002).

NGO activity

2002 – present : President of the GALAXIA Foundation (under the supervision of the Romanian Ministry of Foreign Affairs) supporting activities in the fields of Public Relations , advertising, journalism and mass communication, interpersonal and intercultural communication, analysis and implementation of internal and international image of Romania, of the Romanians from every where.

Managerial activity

1996-1999 : CEO and Managing Director of the Bucharest International Book Center, including the largess bookstore in Romaina, with over 10.000 active titles, over 2 millions visitors and buyers, over 1 Mio Euro turnover and tens of cultural events etc.

1990-1996 : CEO and Managing Director of INFO – TEAML td.

- Computer based training programs, including the first Romanian Computer Academy
- Training with professors (authorized by the Ministry of Education) in computer science, programming languages, desktop publishing, computer graphics, accounting.

- Editorial Activity : over 150 titles in cooperation with the Romanian Cultural Foundation, the Ministry of Foreign Affairs and the State Archives.

- Advertising activity – advertising campaigns (Romanian Opera, the Music Conservatory, Radio Society, Romanian Cultural Foundation, ministry of foreign Affairs , BRD Bank, BANCOREX bank , Agricultural bank, VISA etc).

Message Bazaar and Open Systems

Dr. Mehdi Mohsenian – Rad

B. Abstract of presentation :

Abstract

“Cultural Imperialism” was a term to be used to explain the relationship between the culture and the media in the Third World, before the “global village” and “globalization” terms became popular in the world. Later on, Americanization, denationalization, center-periphery –globalization, and finally cultural invasion were added into the dictionary of communication . But perhaps none of the above terminology’s represent the phenomenon which will happen in the world of communication in the future.

There are certain evidences which indicate that in the future the concept of mass audience would be replaced by a new one, which can be called numerous communicators (numerous senders and numerous receivers) . The popularity of Internet chat rooms and web sites throughout the world along with the usage of DV cameras in the movie industries especially in the African countries are the best example for the argument that I am presenting in this paper.

This article explains how the “ mass media” system would change its structure to include numerous “communicators”, similar to the traditional market space that can be called Global Message Bazaar. This space is similar to the old Persian market or oriental bazaars which were used to sell, buy, and trade goods. The traditional market , in terms of communication, represents the largest pluralistic and diversified media space in the human history. The system is such that it allows audiences to participate in the communication processes as individuals rather than a faceless “mass”. These individuals share some.

Characteristics with some minorities and majorities in the society, but remain independent and choose to receive only specified messages. Therefore, there will be numerous representations and message that would serve the needs of individuals. Just similar to the oriental bazaar, which this paper presents in the “Message Bazaar Model”, the mass media must fulfil their increasingly diverse audience needs.

Ali Akbar Farhangi, Ph.D

Associate Professor, Faculty of Management,

Shahid Beheshti University

A. Biography

Eduatoin:

Post Doctoral, Organizational Communication, Ohio University ,
1984.

Ph.D. Educational Administration, Ohio University , 1980.

M.A. Sociology , University of Tehran, 1973 .

M.A. Business Administration, University of Tehran , 1971.

Professional Experience:

1999 – professor and Assistant Dean of College of Management,
University of Tehran .

1992-1999 Associate professor of public Administration College of
Management.

1988-1992 Assistant professor and Director of Department of
Management Alzahra University.

1980-1984 Instructor of Communication and Management, Ohio
University . U.S.A.

Besides of teaching and research activities there are several
Management Consulting work, Such working for the Iranian Steel co.,.

Khusestan Steel Co. , pars Khodro.

Public Relations and Development :

Position of Social Capital

Mohammad Javad Nateghpour

B. Abstract of presentation :

Although in Iran, public relations in contrast to other scientific courses and organizational units hasn't a long age comparing with its counterparts in the western world , however its history backs to days before the Islamic Revolution. It's worth noting that public relations began its activities in Ghajar era, firstly by Mirza Hasan Khan Moshiroddoleh (Sepahsalar) for a short period of time in the socalled justice ministry. But, after Sepahsalar was fired of his post as the prime minister, his innovation also got forgotten.

Until recently , public relations in Iran has been playing the role of a small unit because of the political and social structure specially in governmental offices and organizations, in fact its main job has been serving the ceremonial affairs and also lying up the rites and in its best situation. Producing and publishing internal bulletins. Therefore, we can't have high expectations from public relations in contributing an effective and active role in developing the country. Recent evolutions and the increasingly growing trend of country development and specially expansion f foreign relations and the following development of international commerce and trade in Iran, has provided a strong background for public relations in accordance with country development . So now we can recogriize the public relations as one of the effective organizations in pursuing country development plans through governmental and non – governmental organizations and units. Existence of public relations in the process of organizational structure

with particular audiences and also the society as a whole makes obvious its position in the way of country development.

Public relations , by relying mainly on social capitals especially in its activity area, can increase the organization efficiency and through increasing employees belonging sense, provide them with the contribution to pursuing the organization plans – which turns to country development.

In this paper, regarding to development literature and by focusing unimportance of social capital in the development process especially organizational development , role of public relations in pursuing the development trend in the country is discussed. This paper tries to denote the methods of increasing the public relations efficiency in order to taking advantage of the existing potentials in organization, the way of strengthening and expanding the social capital through public relations and taking use of them in pursuing the development process.

