

# **The 3<sup>rd</sup> International Conference on Public Relations**

Iran-Tehran

IRIB Int'l Conference Center

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**(KPRI)**

**Public Relations, Transparency, and Social  
Responsibility**

We thank God who enabled us to hold the 3<sup>rd</sup> International Public Relations Conference in Iran. Two years ago, when the first steps of holding the first Conference were being taken, no body could imagine such a welcome, expansion, dimensions, and amazing results.

Holding the First and Second International Public Relations Conference in Iran led us into the passionate belief in ourselves, and holding the 3<sup>rd</sup> Conference is the true materialization and accomplishment of our goals which we strongly believed, because this movement is originated on the one hand from the philosophy of public relations, our national beliefs, scientific and dynamic viewpoint to public relations, and on the other hand the idea of continuing this movement and presenting the world achievements of public relations, and participating in the process of globalization.

### **An introduction to the Conference**

The International Public Relations Conference in Iran, one of the most important events in Iran public relations society, succeeded in showing the need to expand Iran public relations' horizon.

This time, the activist in public relations field, aim to open a new window to the world of public relations through the 3<sup>rd</sup> International PR Conference in Iran.

The participants in the Conference will benefit from the educational seminars and workshops and could access to the newest contents and speak to the most prominent experts of this field.

### **Conference Goals**

- popularizing the knowledge of public relations and influencing different layers of society
- introducing the importance, state, qualifications, capabilities of public relations industry
- institutionalizing the culture of pragmatism in public relations filed
- access to the latest scientific contents and speaking face to face with the prominent expert of this field
- trying to change the public opinion in favor of public relations
- help public to understand the business power of public relations
- reinforcing and distributing the social responsibility and practicing the professional techniques
- dealing with the problems
- using the new tools properly and intellectually to cause major changes in public relations

### **Conference Features**

- awarding a certificate to the participants
- recording the name and contact information of the participants on CD
- simultaneous translation of the speeches
- attendance of prominent figures of public relations from different parts of the world
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### **Conference Programs:**

- holding subsidiary exhibitions
- holding the first advanced and applied public relations workshop
- awarding Dr. Notghi Prize, the father of Iran modern public relations in 8 levels

- awarding Promotion of Public Relations Prize
- awarding the International Prize of Public Relations Promoters
- publishing the full color Conference Journal
- commending prominent figures of public relations

### **Target Audience of Conference**

- practitioners, experts and managers of public relations, communications, publicity, IT, industries
- public relations employees of companies, public and private agencies
- chairmen and managers of the state economic, social, and cultural organizations
- advertising agencies, executors and consultants
- public relations associations and institutes
- responsible editors, chief editors, journalists, and writers of news agencies and media
- organizers of conferences and exhibitions
- experts and managers of export, advertising, trade marketing and sales

### **Conference organizer:**

- Kargozar PR Institute

### **Conference hosts:**

1. Ministry of Culture (Press and Information Deputy, Publicity & Information Office)
2. Azad Islamic University/ Research & Science Branch
3. Imam Sadegh University/ Communications and Culture Faculty
4. News Faculty
5. Iranian Culture and Communications Studies Association
6. Iran PR Association
7. Iran PR Practitioners Association
8. Iran Industry House
9. International Eight Art Consulting Co.

In addition to presenting scientific and expert contents by keynote speakers, selected articles by the scientific committee in conference are also could be delivered and published in the conference collected articles. Along this movement, researchers and experts are invited to send their articles with subject matters of conference (pivots) and predicted rubrics, to the secretariat.

### **The subject matters of conference**

The Conference program includes important subject matters, useful for today's PR practitioners. These interactive subjects will be discussed within 2 days of conference as speeches, articles, workshops, seminars and meetings.

#### **1-Internal Public Relations**

- The importance of establishing communication with employees
- Preparing an in-house informational program
- How to prepare a public relations program
- Group communications and participation in organizational planning
- Practical aspects of internal public relations
- In-house communications in the Internet

- Strategies of expanding interactions and reciprocal responsibilities of organizations and PR managers
- Strategies of in-house communications
- State of management in public relations
- Public relations, ethical codes and respecting clients
- Budgeting PR programs
- Efficient methods for managing a PR unit
- Principles of in-house information dissemination
- Values and measures of internal PR
- Importance of PR in changing organizational environment
- Evaluating the strategies of internal PR
- Strategic planning for internal PR
- Observing clients' rights, how could respecting clients' time leads to recurrent organizational strategies
- Strong internal public relations, an arm of management
- Indicating target group and conducting poll in internal public relation

## **2-Crisis Communications and Management**

1. Crisis management in practice
2. Communications strategy in critical situations
3. Believing media capabilities in central crisis: about Iran
4. The role of public relations in controlling the bird influenza crisis
5. Crisis management and reserving credit and reputation in tourism
6. PR principles and taking risk after Katrina hurricane
7. Planning and crisis management
8. Strategy of responsiveness and indicating a communicational policy (media management)
9. Planning for establishing communications in crisis situations
10. Credit crisis and crisis management training
11. Public relations and political crisis in society
12. PR crisis; how to take the responsibilities of media in critical time

## **3-Reputation management, image making and corporate social responsibility**

1. Corporate social responsibility in image making
2. Trade name strategic management
3. Reputation management in location
4. Dealing with today's changing challenges in credit and reputation management
5. Truth in making credit and reputation
6. Are credit and image of organization measurable?
7. Reputation crisis in public relations
8. Reputation management in ICT
9. Practical aspects of visual communications
10. Gaining fame through credit and support
11. Branding and its role in realizing the goals of economic unit
12. Social responsibility in public relations and risk bearing
13. How to preserve our global credit: a short look at international PR dynamism

### **Conference Date & Venue:**

The 3rd International Conference on Public Relations in Iran will be held on 16-17 November 2006 in Tehran at IRIB International Conference Hal.

**Certificate for Attending the Conference**

Considering the state and reputation of the Conference, the participants who have complete attendance in the Conference, will be awarded a certificate.

**Language of Conference**

The language of Conference is English and Persian and the participants could benefit from simultaneous translation.