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## BledCom people

The conference is well-known internationally and therefore hosts prominent speakers from all over the world every year.

### PROGRAMME COMMITTEE:

- Dejan Verčič, University of Ljubljana & Pristop, Slovenia
- Krishnamurthy Sriramesh, Massey University, New Zealand
- Ansgar Zerfass, University of Leipzig, Germany
- Ana Tkalac Verčič, University of Zagreb, Croatia



Ana Tkalac Verčič

University of Zagreb, Croatia



Ana Tkalac Verčić is an Associate Professor, Faculty of Business and Economics, University of Zagreb. In 2001 she was a Fulbright scholar working under the mentorship of James E. Grunig, one of the leading world academics in the area of public relations. In 2003 she received a PhD at the University of Zagreb and became the first public relations academic with a PhD in Croatia, introducing undergraduate and graduate courses in the area of public relations. She is the first Croatian academic to publish papers in top public relations journals and present at top public relations conferences. She co-edited "Public Relations Metrics; Research and Evaluation" with Betteke van Ruler and Dejan Verčić. She is a visiting lecturer at the Università della Svizzera italiana, one of the leading international institutions in the area of communications. She is also a recipient of the CIPR Diploma and a qualified CIPR lecturer, as well as the director for the CIPR program in Croatia.

Dejan Verčić

University of Ljubljana & Pristop, Slovenia



Dejan Verčić, Ph.D., is a founder of Pristop, a leading communication management consultancy based in Ljubljana, Slovenia, and Associate Professor for Public Relations at the University of Ljubljana. He holds a Ph.D. from the London School of Economics and Political Science (LSE). He has published over 200 articles, books, chapters, papers, and reports. His recent books are *The Global Public Relations Handbook: Theory, Research, and Practice* (with K. Sriramesh, 2nd ed. 2009 by Routledge) and *Public Relations Metrics: Research and Evaluation* (with B. van Ruler and A. Tkalac Verčić; Routledge 2008).

Prof. Verčić is an active consultant serving major Slovenian and international corporations, government agencies and international organizations. He has received numerous awards for his work, including the Special Achievement Award for developing the Public Relations sector in Slovenia, both in theory and in practice, and the Alan Campbell-Johnson Medal for Special Achievement in the area of International Public Relations. Prof. Verčić served, inter alia, as the chairman of the Research Committee of the IABC Research Foundation and as the President of the European Public Relations Education and Research Association (EUPRERA). Since 1993, he organizes an annual International Public Relations Research Symposium – BledCom.

Lavinia Cinca

National School of Political and Administrative Studies, Romania



Lavinia Cinca spent the early years of her career in the Romanian Association of Public Relations Professionals where, as Secretary General, she interacted with the PR market and learned directly from top practitioners. Until 2009, she experienced the different facets of communication like media relations, rebranding, CSR campaigns or event management thanks to my positions at Enel and in other consultancies. Later on, she moved to Belgium for an internship in the press Unit of the Committee of the Regions and at the moment she is working at the Royal Institution of Chartered Surveyors in Brussels. She is passionate about Internet communications and she has co-presented in Austria an academic article on Belgium's country image in the online media. In my spare time, she is writing touristic articles on Travel Moments in Time. She holds a Masters' Degree in Management and Business Communication (NSPAS, Romania) and a postgraduate degree in European Studies (CIFE, Belgium). She is proficient in English, French, Spanish and Italian.

Milan Nikolić

University of Novi Sad, Serbia



Milan Nikolić was born on 21 September 1971 in Zrenjanin, Serbia. On 3 June 1998 he graduated at the Technical faculty "Mihajlo Pupin" in Zrenjanin, Department of development engineering - mechanical engineering field. The Master's degree thesis he defended on 7 March 2001 at the Technical faculty "Mihajlo Pupin" in Zrenjanin at the Department of management. PhD thesis entitled: "Quantitative model for selecting a new product with research into relevant criteria", he defended on 3 december 2004 at the Mechanical faculty University of Belgrade at the department of Industrial engineering. He has been working at the Technical faculty "Mihajlo Pupin" in Zrenjanin (University of Novi Sad) since 1 October 1998 as assistant teacher. In September 2010 Milan Nikolić got the title of associate professor at the Technical faculty "Mihajlo Pupin" in Zrenjanin. He organizes exercises for the subjects: Strategic management, Public relations and Decision theory. The basic fields of interest of Milan Nikolić are using quantitative methods in management with a particular stress on the business decision making, product development, organizational culture and public relations. Milan Nikolić published about 100 papers in these fields.

Ronel Rensburg

University of Pretoria and Centre for Communication and Reputation Management, South Africa



Ronel Rensburg is the former Head of the Department of Marketing and Communication Management at the University of Pretoria (2000-2008). She is currently senior professor in the same department. She is a board member of the Ron Brown Institute (RBI) for the enhancement of small business incubation and development in Africa. She is a member of EUPRERA (the European Public Relations Education and Research Association), President of PRISA (Public Relations Institute of Southern Africa), a board member of the Global Alliance for Public Relations and Communication Management (GA), a member of the North American and Russian Communication Association (NARCA) and the ICA (International Communication Association). Ronel Rensburg is coordinator of international exchange activities and collaboration initiatives for the Faculty of Economic and Management Sciences. She is a founding-member of the recently-established Centre for Communication and Reputation Management at the University of Pretoria. She is a speechwriter and -trainer for politicians and captains of industry on a continual basis.

Edit Terek

University of Novi Sad, Serbia



Edit Terek was born on 21st March 1986 in Zrenjanin, Serbia. In September 2008 she graduated at Tehnical Faculty "Mihajlo Pupin" in Zrenjanin, Department of Management with average mark 9,59. After graduating she continued with her studies on Master degree in Business communication. She worked two years as a manager in tourism. From November 2010 she works at Tehnical Faculty "Mihajlo Pupin" in Zrenjanin as a teaching associate on the subjects: Strategic management, Public relations, Benchmarking, Knowledge Management. Areas of research and theoretical interest include: Public relations, Organizational Culture and Knowledge Management.

Jelena Vukonjanski

University of Novi Sad, Serbia

Jelena Vukonjanski was born on 13th September 1979 in Zrenjanin, Serbia. In September 2005 she graduated at the Technical Faculty "Mihajlo Pupin" in Zrenjanin in Department of Management. The Master's degree thesis she defended in March 2008 at the Technical faculty "Mihajlo Pupin" in Zrenjanin at the Department of management. The Master's degree thesis titled: Research of state and perspective of organizational culture in companies in Serbia. Areas of research and theoretical interest include Organizational Culture, Human Resource Management and Knowledge Management. Jelena Vukonjanski published about 15 papers in these fields.

Kevin Ruck

PR Academy and Chartered Institute of Public Relations, United Kingdom



Kevin Ruck is a founding director of the PR Academy and the editor and co-author of the text book Exploring Internal Communication.

Kevin has worked in communications within the telecoms and ICT sector for more than 20 years. He is a qualified lecturer, holding a Post Graduate Certificate in Education and graduated with a distinction in his MBA from the Open University in 2007. He was awarded a bursary to undertake a PhD in Internal Communication at the University of Central Lancashire in 2009.

Kevin developed both the Internal Communication Certificate and the Internal Communication Diploma (for which he is course leader) for the Chartered Institute of Public Relations in the UK. His special interests are internal communication, change, creativity, social media and employee engagement.

Mary Welch  
University of Central Lancashire, UK



Dr Mary Welch has a PhD in internal communication (Manchester Business School, 2008) an MSc in Marketing (UMIST, 2000) and a BA Hons in Social Studies (University of Liverpool, 1991). Following a career in public relations and corporate communication management in the not-for-profit and public sectors, she joined the University of Central Lancashire, Preston, UK in 2001. She is a Senior Lecturer in the Lancashire Business School and leads the part-time MA Strategic Communication course. Developed and leads a new blended learning part-time Master's for communication professionals, the MSc Internal Communication Management. She has a Postgraduate Certificate in Teaching and Learning in Higher Education (UCLan 2002), and Accreditation as a Teacher in Higher Education (SEDA 2003). She is a member of the Chartered Institute of Public Relations, the Chartered Institute of Marketing, and a Fellow of the Higher Education Academy. In 2009, she won a UCLan Livesey Award to facilitate internal communication research. In the same year, she won a UCLan Arnoux Award for a PhD studentship in rethinking internal communication measurement. Currently supervising the PhD project at UCLan on internal communication measurement and is a member of the supervision team for a PhD project at the Université Catholique de Louvain on internal communication and organisational commitment in crisis situations. Acts as a reviewer for communication, marketing and management journals. Research interests and publications focus on internal communication, stakeholder relationship management, and the communication implications of employee engagement.

Betteke van Ruler  
University of Amsterdam, Amsterdam



Betteke van Ruler is em. professor in Communication Science at the University of Amsterdam and member of the Amsterdam School of Communications Research (ASCoR). Prior to that she was an associate professor in communication science and communication management at the Free University of Amsterdam. In 2002-2004 she simultaneously held a funded chair at the University of Twente, focused at professionalism of communication management. She earned a Ph.D. in Social Sciences from the University of Nijmegen.

Her research focuses on the influence of public relations on journalism and the mediatization of organizations, on the practice of communication management, and on the organization of the communication of the organization. She is a noted consultant on questions of professionalism of public relations and communication management in the Netherlands and Flanders.

Van Ruler is Past President of the European Public Relations Education and Research Association (EUPRERA) and Past Chair of the Public Relations Division of the International Communication Association (ICA). She has been Chair of the Department of Communication Science (90 faculty) of the University of Amsterdam during 2004-2006. She is published in Public Relations Review, Journal of Communication Management, Journal of Public Relations Research, and in many Dutch scientific and professional journals. One of her European publications is Public Relations and Communication Management in Europe, that she edited in conjunction with Dejan Verčič, published by Mouton DeGruyter in Berlin. This book contains a nation-by-nation introduction of public relations in 29 European countries and presents an overview of the state of the art of public relations in Europe. Another more recent publication is Van Ruler, Verčič and Verčič, Public Relations Metrics, Research and Evaluation, published by Routledge; Ihlen, Van Ruler, Fredriksson, Public Relations and Social Theory, Key Figures and Concepts, published by Routledge; and Zerfass, Van Ruler, Sriramesh, Public Relations Research, European and International Perspectives and Innovations, published by VS Verlag für Sozialwissenschaften. Her most recent books in Dutch are Communication Management, a communication scientific approach and Career in Communication.

Lisa Dühring  
University of Leipzig, Germany



Lisa Dühning is a PhD student and research assistant of Prof. Dr. Ansgar Zerfass at the Department of Communication and Media Science, University of Leipzig, Germany. She graduated from the University of Leipzig with a dissertation on complexity in communication management. Her current research interests are in the fields of strategic communication, communication management, and the philosophy of sciences. In her PhD thesis she is reassessing the relationship of marketing and public relations from a historical and philosophical perspective.

Margalit Toledano  
Waikato Management School, New Zealand



Dr. Margalit Toledano is currently a senior lecturer in the Management Communication Department of the Waikato Management School in New Zealand. She has been accepted as a member of the College of Fellows of the Public Relations Society of America (PRSA) in 2007, served as PRSA International Delegate-at Large and had been a co-chair of the PRSA Educational Affairs Committee (CEPR) since 2010. An MA in Communication from the Hebrew University, she studied Public Relations at Boston University on the Hubert H. Humphrey Fellowship Program (1984-85), became an accredited member of the PRSA in 1985 and served as President of the Israeli Public Relations Association in 1993-1995. As a practitioner in Israel she worked in both the public and private sectors and ran her own firm. While managing her PR firm she continued to teach public relations in Bar Ilan University, the Hebrew University of Jerusalem, and Tel Aviv University. Her Ph.D. thesis supervised by Paris 8 University, France is titled "The evolution of public relations as a profession in the changing socio-political, economic, and cultural environment of Israel". She is a member of the editorial board of Public Relations Review in which she has also published a number of articles, and is serving on the board of PR Inquiry and PRism.

David McKie  
Waikato Management School, New Zealand



Dr David McKie is Professor of Management Communication at Waikato Management School. His co-published (with Dr Debashish Munshi) 2007 book on Reconfiguring Public Relations: Ecology, Equity, and Enterprise won the prestigious international NCA PRIDE award for "Innovation and Education" and he also had a chapter in the 2009 NCA PRIDE award-winning book. He has published, or co-published (including forthcoming), five books (three on public relations), over 25 book chapters and over 50 refereed journal articles. As CEO of RAM (Results by Action Management) International Consulting David also works as a leadership, change, and strategic communication consultant in Asia, Australasia, Europe, and the U.S.

Caroline Wehrmann  
Delft University of Technology, Netherlands



Caroline Wehrmann is assistant professor in Science communication at Delft University of Technology in The Netherlands. With a colleague, she developed a master program in Science Communication. Currently, she combines three tasks: lecturing in (science) communication, co-ordinating the master and a minor program and doing research. Her research focusses on professionalization in (science) communication. In her research projects she works very closely with communication consultants, educational institutes and with the Association of communication practitioners in the Netherlands (Logeion).

After graduating in Dutch language and literature she was affiliated with various universities in The Netherlands. For a long period she also worked as a communications consultant for a variety of clients.

Mojca Drevenšek  
University of Ljubljana, Slovenia



Mojca Drevenšek has graduated in Marketing Communications (Faculty of Social Sciences, University of Ljubljana, 1999) and holds a M.Sc. in Sociology (Faculty of Social Sciences, University of Ljubljana, 2004). In 2012 she graduated in Business Law (Law Faculty, University of Maribor) with a thesis on regulatory aspects of integrated sustainability reporting.

For her Master's degree paper entitled "The Importance of Trust in Environmental Risk Communication" she was awarded the Jos Willems 2005 Award by EUPRERA (European Public Relations Education and Research Association).

She is consultant and partner at Consensus Communications for Responsible Society, working in the field of sustainability communications since 1997. She is a co-author of the books *Citizenship, Environment, Economy* (edited by Andrew Dobson and Ángel Valencia Sáiz, Routledge, 2006) and *Community Relations* (together with Darinka Pek Drapal and Andrej Drapal, GV Založba, Zbirka PR, 2004).

Savina Djurin  
University of Novi Sad, Serbia

Savina Djurin MSc, Teaching Associate at Dpt. of Management, was born on 27 August 1987 in Zrenjanin, where she finished her higher education. She has a BA Degree in Business Communications and MEM in Engineering Management. Having graduated from both of them at Technical Faculty "Mihajlo Pupin" Zrenjanin, she stayed there as a lecturer. At the moment, she teaches the following subjects: Economics, Financial Management, Management, Human Resources Management, Business Plan, Marketing. Today she is a PhD Student at Faculty of Technical Sciences at the University of Novi Sad, with B2B Marketing and Competitiveness Improvement as a main field of interest. Particularly fond of languages, she obtained a Certificate of Proficiency in English in 2010 and is fluent in Italian.

Jelena Vukonjanski  
University of Novi Sad, Serbia



Jelena Vukonjanski was born on 13th September 1979 in Zrenjanin, Serbia. In September 2005 she graduated at the Technical Faculty "Mihajlo Pupin" in Zrenjanin in Department of Management. The Master's degree thesis she defended in March 2008 at the Technical faculty "Mihajlo Pupin" in Zrenjanin at the Department of management. The Master's degree thesis titled: *Research of state and perspective of organizational culture in companies in Serbia*. Areas of research and theoretical interest include Organizational Culture, Human Resource Management and Knowledge Management. Jelena Vukonjanski published about 15 papers in these fields.

Alexander V. Laskin  
Quinnipiac University, United States



Alexander V. Laskin, Ph.D., is an assistant professor at the Department of Public Relations, Quinnipiac University. He received a higher education degree in economic geography and English (1998) from Moscow State Pedagogical University; MA in communication studies (2003) from the University of Northern Iowa; MA in international business (2008) from the University of Florida; and Ph.D. in mass communication (2008) from the University of Florida. Dr. Laskin is an author of over 20 scholarly publications with a predominant focus on investor relations as well as measurement and evaluation issues. His research on the value of investor relations was recognized by the Institute for Public Relations with 2006 Ketchum Excellence in Public Relations Research Award. Dr. Laskin also had significant industry experience in investor relations, international mergers and acquisitions, and marketing research.

Ryszard Ławniczak  
Poland

Ryszard Ławniczak is a professor at the University of Economics, Poznań, Poland and former Head of the Department of Economic Journalism and Public Relations. He was visiting professor at University of Melbourne (1991) and California State University, Fresno (1984 and 1991). He is an expert in the fields of international public relations, international business, foreign economic policy, and comparative analysis of economic systems. He coined the concept of transitional public relations., and promotes the "econo-centric approach" to public relations. In the years 1997 -

2005 he served as the economic advisor to the President of the Republic of Poland and is the President of the Western Chapter of the Polish Public Relations Association. He has presented research papers and invited talks in: Argentina, Austria, Australia, Belgium, China, Czech Republik, Danemark, Dubai, Estonia, Hungary, Japan, Kenia, South Korea, Monaco, Mongolia, Netherlands Norway, Romania, Ukraine, Lithuania, Russia, Singapore, Slovenia, Spain, Sweden, Switzerland, Mexico, Norway, Germany, United Kingdom, United States and Vietnam. In 2007. Lawniczak has been mentioned by the Communication Director among the 50 leading academic experts in the field of communication in Europe, as the only one from Poland.

Wilhelm Okresek

Dr. Okresek is one of the guests of the round table at Bledcom Corporate 2012 and managing partner at Port Consult



Dr. Okresek attended Vienna University of Economics and Business where he received both his MBA and PhD. Starting in 1977 he worked in various positions at Lloyds Bank, Morgan Grenfell, Creditanstalt and Fischer Francis Trees & Watts, predominantly in the areas of international finance and capital markets with postings in London, Paris, Lisbon, Barcelona, Tokyo, Vienna and New York.

Returning in 1998 to Vienna Dr. Okresek set up PortConsult, a consulting firm offering services in the areas of finance and communications parallel to which he served for five years as Board Member of Vienna Portfolio Management AG.

Current Board positions are held in oekostrom AG, Eine Welt Handel AG, Langhammer Foundation (Cineplexx/Constantin Film) and as part of his social engagement in the Franz Klammer Foundation.

Winni Johansen

Aarhus University, Denmark



Winni Johansen (PhD) is a Professor of corporate communication since 2012, and the Study Director of the Executive Master's Program in Corporate Communication since 2003, at Department of Business Communication, School of Business and Social Sciences, Aarhus University. She earned her PhD from Aarhus School of Business in 1999, with a dissertation on the (inter)cultural dimensions of corporate communication. Johansen has (co)authored and (co)edited more than 85 books, book chapters and journal articles. Her primary research areas include strategic communication, crisis management and crisis communication, and environmental communication. Her research has been published in international journals and handbooks such as Corporate Communications: An International Journal, International Journal of Strategic Communication, Public Relations Review, Management Communication Quarterly, LSP and Professional Communication: An International Journal, Handbook of Crisis Communication, Handbook of Pragmatics, Handbook of Professional Communication, and the SAGE Handbook of Public Relations. Johansen has served as visiting professor at ICN Business School (Nancy), Dakar Business School, BI Norwegian Business School (Oslo), Aalto University (Helsinki), IULM University (Milan), CELSA (Paris-la Sorbonne), and Copenhagen Business School. She is on the editorial board of Corporate Communications: An International Journal.

Ansgar Zerfass

University of Leipzig, Germany



Ansgar Zerfass is a Professor of Communication Management at the University of Leipzig. He serves as Executive Director of the European Public Relations Education and Research Association (EUPRERA), Brussels, and as Editor of the International Journal of Strategic Communication, Routledge Publishers, USA. Ansgar Zerfass holds a university degree and doctorate in business administration and a postdoctoral lecture qualification (Habilitation) in communication science. He has worked in management positions in corporate communications and political consulting for ten years and received several awards both for his academic work and his communication campaigns. He was elected "PR Head of the year 2005" by the German Public Relations Association (DPRG) and named "most innovative PR researcher in the German-speaking region" in a survey by Newsaktuell/dpa in 2010. He is author and editor of 28 books and more than 150 articles and book chapters, ranging from Strategic Communication, Corporate Communications, Leadership in Communication Management, Communication Controlling and Evaluation to Online Communication and Social Media.

Larissa A. Grunig  
University of Maryland, USA



Dr. Grunig's research interests center on public relations, development communication, communication theory, gender issues, organizational response to activism, organizational power and structure, and scientific and technical writing. In 1995, she was elected to the Honor Roll of Women in Public Relations. In a 1990 Survey of the Profession, conducted by pr reporter, she was one of seven educators nationwide named most often as a role model and mentor who has helped shape and share the body of knowledge in public relations. In 1999, she was named to the Hall of Fame of the National Capital Chapter of the PRSA. That same year, she was listed in PR Week's 100 most influential public relations people of the century and one of the country's Top 10 educators. In Fall 2003, she was honored with the Alumni Achievement Award of North Dakota State University.

Krishnamurthy Sriramesh  
Massey University, New Zealand

Krishnamurthy Sriramesh is Professor of Public Relations at the School of Business, Massey University, Wellington, New Zealand. He is the most internationally recognized expert when it comes to research in international, global, or intercultural public relations, which is a research area that is growing and is becoming more and more central in line with the globalization. Sriramesh is (co) author of more than 50 journal articles and book chapters as well as (co) editor of a number of major international handbooks such as The Handbook of Global Public Relations: Theory, Research, and Practice, revised and expanded 2nd edition from 2009 (awarded the PRIDE Award from NCA) and Public Relations Research: European and International Perspectives (2008).

He is also (co) editor of the Journal of Communication Management and a member of the Editorial Board of several major international journals, including Journal of Communication, Public Relations Review, Journal of Public Relations Research and Management Communication Quarterly.

Fabio Ventrizzo

The Italian Federation of Public Relations and he is in charge of the implementation of its associative projects



Fabio Ventrizzo is a board member of Ferpi, the Italian Federation of Public Relations and he is in charge of the implementation of its associative projects.

He is also Managing Partner of Methodos, an Italian Change Management consultancy in which he manages stakeholder engagement and issue advocacy programs. He was researcher in Public Relations at the University of Udine and now he is teaching Public Relations and Communication Management at the Business School of IISole24Ore. He is also founding member of CerpMed, the European Center of Public Relations Research in the Mediterranean Area.

James E. Grunig  
University of Maryland



James E. Grunig is a professor emeritus of public relations in the Department of Communication at the University of Maryland College Park. He is the coauthor of *Relações públicas: Teoria, contexto e relacionamentos* (Public relations: Theory, context, and relationships), *Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries*, *Managing Public Relations*, *Public Relations Techniques*, and *Manager's Guide to Excellence in Public Relations and Communication Management*. He is editor of *Excellence in Public Relations and Communication Management*. *Excellent Public Relations and Effective Organizations* received the 2002 PRIDE award of the Public Relations Division of the National Communication Association as the best book in public relations in the previous two years. In addition to his books, Grunig has written 246 other publications such as book chapters, journal articles, reports, and papers. He has won seven major awards in public relations: The Arthur W. Page Society Distinguished Service Award; The Pathfinder Award for excellence in public relations research of

the Institute for Public Relations Research and Education; the Outstanding Educator Award of the Public Relations Society of America (PRSA); the Jackson, Jackson and Wagner Award for behavioral science research of the PRSA Foundation; the Alexander Hamilton Medal for Lifetime Contributions to Professional Public Relations of the Institute for Public Relations; the Lloyd Dennis Award for Distinguished Leadership in Public Affairs (with Larissa A. Grunig) from the Public Affairs and Government Section of PRSA; and the Dr. Hamid Notghi Prize for Career Achievement in Public Relations from the Kargozar Public Relations Institute, Tehran, Iran. He also won the most prestigious lifetime award of the Association for Education in Journalism and Mass Communication (AEJMC), the Paul J. Deutschmann Award for Excellence in Research. He was the 45th annual Distinguished Lecturer of the Institute for Public Relations in 2006. He has been awarded honorary doctorates by the Universidad San Martin de Porres in Peru, the University of Bucharest in Romania, Istanbul University in Turkey, and the University of Quebec at Montreal in Canada.

Jerry Swerling  
USC Annenberg, USA



Jerry Swerling was named "Public Relations Person of the Year 2000" by the Los Angeles Chapter of the Public Relations Society of America and has more than 40 years of experience as an educator, consultant, policy advisor, and communicator. He is a frequent speaker on trends in public relations and the state of the profession. He serves as professor and Director of Public Relations Studies at USC Annenberg School for Communication and Journalism and as Director of the USC Annenberg Strategic Communication and Public Relations Center. The Center's best-known project is the biennial Communication and Public Relations Generally Accepted Practices (GAP) Study, which is widely recognized as a leading source of management-related information for the profession. Jerry Swerling holds a BA from the University of Massachusetts and an MS in Communication from Boston University. He is past president of the Counselors Section of PRSA-LA and is currently a member of the Arthur W. Page Society, the European Public Relations Research and Education Association (EUPRERA), PRSA, the Educators and Counselors sections of PRSA, the Association for Education in Journalism and Mass Communication (AEJMC), and the Public Relations Section of AEJMC.

Giancarlo Panico  
The Italian Federation of Public Relations, Italy



Since June 2011, he is Vice President of Ferpi, the Italian Federation of Public Relations. He is responsible for the website ([www.ferpi.it](http://www.ferpi.it)) and is Editor in Chief of Ferpi's Magazine "Relazioni Pubbliche".

Currently he is communication strategy advisor for the Italian Government, mainly for the Under-Secretary for Communication and Information. With more than 20 years of experience, he focused on stakeholder analysis and communication for public organizations. He is graduated in Physics with a master's degree in government communication. He is also Senior Partner of Npr Public Relations Agency and he is lecturer of Corporate Communication and Stakeholder Analysis at the Master in Public Relations and Communication Management of the University of Salerno and at the Business School of IISole24Ore.

Michele Toscano  
Udine University, Italy



Michele Toscano is a junior Public Relations professional interested in Digital PR and CSR/Sustainability programs. He is a member of UniFerpi (Ferpi University Students chapter) and he actively participated in the efforts for the Italian implementation of the Stockholm Accords by coordinating the educational community working group.

He has worked in different Italian organizations focusing on stakeholder analysis and communication programs. After an Italian bachelor-level degree in modern languages he got a first level master in Public Relations in collaboration with Ferpi and Assorel (Italian association of public relations agencies). He is currently about to obtain a Public Relations master-level degree at University of Udine.

Riccardo Illy  
Chairman Gruppo illy S.p.A.



Riccardo Illy joined the family company, Illycaffè S.p.A., in 1977 and mainly focused on the re-organisation of the commercial structure.

During the second half of the 80's, he became the Sales director and chose to reassert the uniqueness of the blend, returning to producing a single blend. In those same years, he reestablished and started up a network of Sales Organization in Italy as well as abroad. He also developed marketing and communication activities and redesigned the business logo. He extended product sales to the alimentary channel and, with the industrialization of the coffee pod/serving, in the workplace channel.

Subsequently, he raised to international sales director and re-organised the structure of the subsidiary companies. In 1992, he became managing director and in 1995, vice-president.

Riccardo Illy is also journalist and author of a book, "Dal Caffè all'Espresso" published by Mondadori and translated in English, French and German, for which publication his brother Francesco produced the iconographic content.

In 2006 he writes "La Rana cinese" ("The chinese frog") and in 2008 "Così perdiamo il Nord" "So we lose the north".

In the past he has held the position of vice-president of the Associazione degli Industriali di Trieste (Industrialist Association of Trieste) and of president of the Seminario Permanente Veronelli

From 1993 to 2000, he was Mayor of Trieste and in 2001 was elected MP in the Italian Parliament. In 2003, he was elected President of the Regione Autonoma Friuli-Venezia Giulia, in charge until April 2008. In 2004, he was elected President of the Assembly of the European Regions. From 1997 to 2002, he was president of the Comitato Promotore della Direttrice Ferroviaria Europea Transpadana (a committee dedicated to promoting a fast trans-European railway line via Northern Italy).

In 2000, the President of the Republic of Austria conferred him the "Golden Honorary Title". In the same year, he was awarded the degree Honoris Causa in Political Sciences at the University of Trieste.

In 2009, Riccardo Illy was appointed Grande Ufficiale by the President of the Italian Republic.

In the same year he is nominated IEDC-Bled School of Management Supervisory Board member.

Since 2004, is Chairman of Gruppo Illy, the Illy family holding. It controls illycaffè, Domori (high quality chocolate producer), Dammann Frères (French tea brand), Mastrojanni (wine farm of Montalcino) and has a share in Agrimontana (leader company in the production of top-of-the-line confectionery products, such as marron glacés and jams).

Rosella Patalano  
Italian Federation of Public Relations professionals



Since 2010, she is active member of UniFerpi the student chapter of Ferpi-Italian Federation of Public Relations professionals. She's now graduating in Corporate Communication, Marketing and Advertising at Vatican's Lumsa University. Since 2011 she is coordinating Ferpi working groups for the Italian implementation of the Stockholm Accords.

In 2012 she also attended the High Professional Course in "Business Conversations" promoted by the Storytelling Observatory from University of Pavia and Ferpi.

Toni Muzzi Falconi  
Methods Spa, Italy



Toni Muzzi Falconi is Director of Methodos Spa, an Italian based operative management consultancy specialised in change management programs. Accredited member of Ferpi-Italian Federation of Public Relations, since 1962 he is involved in public relations activities. He teaches Global Relations and Public Affairs at NYU's Master of Science in Public Relations and Corporate Communication; Public Relations at Vatican's Lumsa University of Rome and International Public Relations at Milan IULM University's Master in Corporate Public Relations.

Finn Frandsen

Aarhus University, Denmark



Finn Frandsen (Mag. Art.) is a Professor of corporate communication since 2004, and the Director of Centre for Corporate Communication since 2001, at Department of Business Communication, School of Business and Social Sciences, Aarhus University. Frandsen has (co)authored and (co) edited more than 200 books, journal articles, book chapters, and encyclopedic entries. His primary research areas include strategic communication, crisis management and crisis communication, and environmental communication. His research has been published in international journals and handbooks such as Corporate Communication: An International Journal, International Journal of Strategic Communication, Public Relations Review, Management Communication Quarterly, LSP and Professional Communication: An International Journal, Handbook of Crisis Communication, Handbook of Pragmatics, Handbook of Professional Communication, and the SAGE Handbook of Public Relations. Frandsen has served as visiting professor at the ICN Business School (Nancy), Dakar Business School, Lund University, BI Norwegian Business School (Oslo), Aalto University (Helsinki), IULM University (Milan), CELSA (Paris-la Sorbonne), and Copenhagen Business School. He is regional editor (Europe) of Corporate Communications: An International Journal. He is member of the advisory boards of Corporate Communication International (Baruch College, CUNY) and the European Communication Monitor.

Emil Tedeschi  
Atlantic Grupa d.d.

The founder and majority shareholder of Atlantic Grupa, one of the largest companies in Croatia. Previously was a director of Meteor Paper Milan, at the time one of the largest paper trading companies in Europe. From 2005 to 2007 he was the President of HUP (Croatian Employers Association). He is a member of the Parliamentary Committee overseeing Croatian negotiating proces with the EU, Croatian Social and Economic Council, Forum Young of the Global Leaders (part of the World Economic Forum), the INSEAD Alumni Association, Program Council of the Zagreb School of Economics and Management; Vicepresident of the Supervisory Board of RTL Hrvatska and a honorary consul of Ireland in the Republic of Croatia. A winner of many rewards - in 2002 Manager of the Year by CROMA (Croatia's Managers Association), in 2005 CEO of the Year by Croatian business paper Poslovni vjesnik, in 2006 and 2008 Businessman of the Year by the expert jury of business television Kapital Network. Made several appearances and speeches at important international conferences and gave lectures at several respectable business schools (such as Fuqua School of Business at the Duke University, IEDC - Bled School of Management and Zagreb School Economic and Management). Present position: President and CEO of Atlantic Grupa d.d.

Zenel Batagelj  
Valicon, Slovenia



Zenel is one of the founders and president of the company Valicon. Primarily he works in developing new products and consulting for key clients. Recently he has begun focusing on brand architecture, positioning and brand portfolio design as well as brand consulting. He graduated in Social Informatics the Faculty of Social Sciences, University of Ljubljana. Still a student, he considered founding his own company. In 1996, he co-founded the Cati company (a forerunner of Valicon).

Zenel is the author of the www.SI Monitor research (the first Slovenian web ratings research) and co-author of the National Readership Survey model. He is also the author of the PGM (Product Group Manager) research study, the largest marketing research project in the area of the former Yugoslavia.

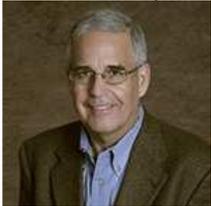
He is an active member of the Marketing Association of Slovenia and a regular speaker at all major marketing events in the region and the world (ESOMAR, AAPOR, ISI, ASA).

Estelle de Beer  
University of Pretoria, South Africa



Estelle de Beer received her BA(Communication) and BA(Communication) (Honours) (cum laude) degrees at the Rand Afrikaans University (now University of Johannesburg). She completed her Masters in Communication Management (cum laude) at the University of Pretoria and is currently working towards a PhD on the topic of the role of corporate communication in corporate governance, sustainability and corporate strategy. Before joining the Department of Marketing and Communication Management at the University of Pretoria in January 2003 as a lecturer, she worked in the communication management field for more than 17 years, among others as communication manager at the University of Pretoria. Other organisations for which she worked, include the Department of Environment Affairs and Tourism, the Department of Health and Population Development, the City Council of Pretoria and Telkom. She is past-president of SACOMM (the South African Communication Association) and represents this association on the Council for Communication Management (the body that represents communication related professional associations in South Africa). Estelle was also part of the research team for the King III Report on Governance for South Africa 2009. This Committee was responsible for writing Chapter 6 (Compliance with laws, codes, rules and standards) and Chapter 8 (Governing stakeholder relationships) of King III. She has facilitated the Governance Working Group for the Stockholm Accords for the Global Alliance for Public Relations and Communication Management, an umbrella body representing professional associations for communication management across the globe. It is foreseen that the Accords will guide the communication management profession on a theoretical and pragmatic level for the next few years. Estelle has presented papers at national and international conferences and has published in national and international academic journals on the topics of the governing of stakeholder relationships as well as contemporary theoretical developments in the academic field of strategic communication management. She is also a founding member of the Centre for Communication and Reputation Management at the University of Pretoria. Her research interest lies in strategic communication management, sustainability, corporate governance, corporate strategy, stakeholder relationship management and corporate reputation.

Donald K. Wright  
Boston University's College of Communication, USA



Don Wright is the Harold Burson Professor and Chair in Public Relations at Boston University's College of Communication, the world's first degree-granting institution in public relations. He is one of the most published public relations scholars and is an internationally known professor, author, speaker, researcher, advisor, and corporate communications consultant. In addition to teaching, conducting scholarly and applied research, and lecturing in more than 30 countries on five continents, Professor Wright has worked full-time in corporate, agency and university public relations, and has been a communications consultant for more than three decades. He has a Ph.D. degree from the University of Minnesota and is PRSA Accredited and a Fellow of both the Public Relations Society of America (PRSA) and the International Public Relations Association (IPRA).

Dr. Wright has worked as a consultant with many Fortune 500 clients including Bayer, FedEx, Fidelity Investments, General Motors, GlaxoSmithKline, Li & Fung, Lockheed Martin, Miles Laboratories, Nortel United Technologies and Westinghouse. He is a former daily newspaper reporter, weekly newspaper editor and broadcast journalist.

PR Week magazine has recognized him both as one of the Top 10 public relations educators in the United States and as one of the "15 Leading Lights" in US public relations. He is a long time member of the Board of Trustees of both the Institute for Public Relations (IPR) and the Arthur W. Page Society and is one of only three full-time academics ever elected President of IPRA. He is past chair of the IPR's Commission on Public Relations Measurement and Evaluation and is the founding Editor of Public Relations Journal, the world's first quarterly open-access peer-reviewed electronic research journal published by PRSA. He is a former Associate Editor of Public Relations Review and currently serves on the editorial review boards of several leading academic journals. He also a member the Board of Directors for the International Public Relations Research Conference (IPRRC).

Urša Golob  
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Dr Urša Golob is an Associate Professor, Faculty of Social Sciences, University of Ljubljana. She teaches Corporate Social Responsibility, Marketing Management, Marketing Communications and Innovations and Economics of Marketing Communications within the Marketing Communication and Public Relations Department. She is also the coordinator for Public Relations Master Study Programme at the Faculty of Social Sciences. Her research interests focus mainly on corporate social responsibility, corporate communications, public relations, and corporate marketing. She has published her works in various international journals, such as: Public Relations Review, European Journal of Marketing, Journal of Business Research, Journal of Communication Management, and Corporate Communications: An International Journal.

Anne Gregory  
Leeds Metropolitan University, United Kingdom



Dr Anne Gregory is Professor of Public Relations and Director of the Centre for Public Relations Studies at Leeds Metropolitan University, United Kingdom. Leeds Metropolitan has the largest public relations department in Europe. An internationally recognized academic researcher, Anne also heads a specialist commercial research and consultancy business from the Centre working for diverse public and private sector clients such as the UK Cabinet Office, The Department of Health, the National Health Service, Nokia and Tesco Corporate.

Originally a broadcast journalist, Anne spent 10 years as a senior practitioner before moving on to academia. She was President of the Chartered Institute of Public Relations (CIPR) in 2004, leading it to Chartered status and was awarded the Sir Stephen Tallents Medal for her outstanding contribution to public relation by the Institute in 2010.

Anne has written and edited books, including the globally available CIPR series of 17 books which she initiated. In addition she has authored 25 book chapters for other collected works and over 50 refereed journal articles and refereed conference papers. She is Editor-in-Chief of the Journal of Communication Management, and on the editorial Board of five other public relations and communication Journals. She appears regularly on national radio and in popular journals and websites and is a recognised speaker at international conferences. A committed internationalist, in 2010, she was convener for the Management section of the Stockholm Accords, an international declaration of the role of public relations in public and organisational life launched at the World Public Relations Congress in Stockholm. In May 2011 Anne was voted Chair-Elect of the Global Alliance of Public Relations and Communications Management, which is an umbrella organisation of over 60 public relations and communication management institutes from around the world.

Kristin Koehler  
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Kristin Koehler, M.A., is a researcher and doctoral candidate with the University of Leipzig's Department of Communication Management, Germany. Her research covers investor relations, social media and online communication, as well as communication management. Additionally, Ms. Koehler is a project manager for the Academic Society for Corporate Management and Communication, a non-profit initiative by blue-chip companies and several universities in Germany. Kristin Koehler holds a degree in communication management, political science and business administration from the University of Leipzig (Germany) and University of Manchester (UK). She has held internships and freelance positions in the field of investor relations, public affairs, and corporate communications.

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Sandra Veinberg is the author of several books on mass media and public relations: *Mediju misija (The Mission of the Media). Trends of the Press Development in Latvia following Reestablishment of the Independent Statehood (1990-2010)*, monograph in Latvian, Publishing House Zvaigzne, Rīga, 2010, 158 pgs., *Censorship - The Mission of the Media. Scientific essays in English*, Publishing House LiePa Publishing Latvia, Liepāja, 2010, 151 pgs., *Publiskās attiecības jeb PR. Teorija un prakse (Public Relations or PR. Theory and Practice)*. Monograph. Publishing House Zvaigzne, Rīga, second revised edition, 2008, 325 pgs., *Masmediji (Mass Media). Press, Radio and Television*. Monograph, Publishing House Zvaigzne, Rīga, second revised edition, 2008, 358 pgs.

Sandra Veinberg is a member of the Swedish Journalists' Association (Publicistklubben), Swedish Association of Media and Communication researchers -Föreningen för svensk medie- och kommunikationsforskning (FSMK), Foreign Press Association of Sweden, FPA. She is also known as writer, journalist and a foreign correspondent in Sweden of Latvian TV.

As a researcher and journalist, she is very familiar with most of the practical and theoretical sides of media and journalism and PR.

Marko Lah  
Faculty of Social Sciences, Slovenia



Dr Marko Lah is professor at the Faculty of Social Sciences , University of Ljubljana. He teaches courses on economics, marketing, and macroeconomics for marketing. Basically he is an economist with special interest in heterodox economics. His interest covers also the relation between economics and public relations. He published several articles on that topic in international journals.

Francesco Lurati  
University of Lugano, Switzerland



Francesco Lurati is a professor of corporate communication at the Faculty of communication sciences of the University of Lugano (Università della Svizzera italiana, USI), Switzerland, where he is also the academic director of both the Executive Master of Science in Communications Management (Executive MScom) program and the full-time MS program in Corporate Communication. He is the vice-director of the Institute of Marketing and Communication Management and the vice-dean of the Faculty. He performs research in the field of corporate communication, in particular, its impact on corporate strategy, and in the areas of organizational identity, corporate reputation and social responsibility. He was educated as an economist at the University of Fribourg, Switzerland where he received his doctoral degree. He completed a post-doc at the University of California, Riverside. He has also held positions in the public and private sectors, and regularly does consulting in the field of communications management.

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Joanne Chen Lu is a Ph.D Candidate in the School of Journalism and Communication at The Chinese University of Hong Kong. Her research interest includes public relations, crisis communication and management, relationship/guanxi management, and Chinese communication. She was awarded to present in the Top Student Papers in the Public Relations Division of the International Communication Association (2012). Her research work has been accepted by refereed journal of Public Relations Review. Previously, she worked in the public relations department of a transnational media corporation for years.

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