

New IPRA President ready for South African congress

The new International Public Relations Association (IPRA) President for 2015, Dr Amybel Sánchez de Walther, held her inauguration in London this week.



Sanchez commented, "January 2015 marks not only the beginning of my presidency but also the start of celebrations for the 60th anniversary of IPRA, the core activity of which will be the World Congress in Johannesburg, South Africa in September. That event, a significant point of convergence can be summarised in a short but powerful phrase, 'The way we trust.'"

"I am the 51st President in an organisation that spans six decades. Two things remain key, education and information. The former is related to our own academic achievements and the latter nourishes our daily professional practice in the field and in the office."

IPRA will host its World Congress at the Sandton Convention Centre on 27-29 September 2015. The organisation expects 500 delegates or more from all over the world. For more information, go to www.ipra.org.

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