

World PR Festival: communicating for sustainability

Edith Wilson, World Bank advisor external relations, is the keynote speaker at the fourth World Public Relations Festival (WPRF) in Cape Town, 14 – 15 May 2007. She will be discussing communicating for a sustainable global society and will be including the challenges the World Bank faced with president Paul Wolfowitz's decision to arrange a promotion and pay raise for his companion.



Western Cape Premier
Ebrahim Rasool

The event is presented by the Public Relations Institute of South Africa (PRISA) as part of its Golden Jubilee celebrations. The WPRF is an established brand of the Global Alliance (GA) for Public Relations and Communication Management, which has a membership of over 60 national and specialist associations worldwide, representing over 200 000 public relations and communication practitioners.

According to Western Cape Premier Ebrahim Rasool, the festival takes place at an important time in the history of our province, country and continent. "South Africa is hard at work preparing to host World Cup 2010, the biggest show on earth. We invite guests to enjoy the breathtaking scenery, multiple cultures and excellent service of the Western Cape and to be ambassadors for our World Cup event. Congratulations, too, to the Public Relations Institute of South Africa on its' Golden Jubilee Celebration," he says.

Senior public relations and communication executives in business, government, academia, marketing, enterprise and consulting will be sharing their views and ideas on a variety of topics, with 20 countries being represented.

Further topics

Other subjects being covered in Wilson's presentation will include social dialogue that takes root, country images that stand out, products that earn loyalty, reforms that are embraced, results that last and economies that grow.

Wilson will further enlighten delegates as to what exactly is it about communication that contributes to sustainability and what are our challenges in creating more support at the highest levels of government and the private sector for effective, strategic and creative communications – that will help create a more sustainable global society at all levels.

Other topics include Opportunity Africa 2010 – Nepad's economic development project for the 2010 FIFA World Cup, the role of public affairs in a democratic society, going global with technology, global strategies for public relations and communication management. A visit to Eskom's Koeberg facility has been planned as part of the crises communication strategy workshop.

Representatives from universities, the Services Sector Education and Training Authority (SETA) and employers will also be discussing a way forward in closing the gap between theory and practice experienced by students.

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