

PRISA conference in June looks at reputation management

The annual Public Relations Institute of Southern Africa (PRISA) conference will take place at Emperor's Palace on 9-10 June 2014, under the theme "'Managing Reputation on a threatened planet - Communication: trust: Sustainability'".



Jonathan Jansen

The keynote speaker is Professor Jonathan Jansen, vice-chancellor and rector of University of the Free State, who will focus on the opportunities created by the green economy and will address the bigger picture, issues and trends affecting the role of the communication professional as the anchor in ensuring the professional communication and management of reputation.

The opening address will set the stage for a line-up of expert speakers that address this year's theme of managing reputation and will explore how public relations and communication professionals can contribute to the ever-changing public relations and communication landscape.

Practical sessions

Concurrent practical sessions will share experiences, knowledge, present best practice and case studies on such topics as:

- Stakeholder interventions
- Brand awareness through sponsorship
- Legislation affecting social media and the use of personal data
- Measurement of on-line reputation
- Media progress over the past 20 years
- Integrated reporting, including sustainability reporting
- Connecting practitioners and academics in research projects

- Redefining today's media messaging mix

The conference is open to both members and non-members of PRISA, with early bird registration closing on 20 May 2014. For more information, go to www.prisa.co.za or email Susan Richardson at info@prisa.co.za.

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