

CSI appointed event manager for PR World Congress 2012

DUBAI, UAE: The International Public Relations Association - Gulf Chapter (IPRA-GC) has awarded the event management contract to host the Public Relations World Congress 2012 in Dubai to Congress Solutions International (CSI) following a closely contested pitch involving the region's leading event organisers.



Faisal Al Zahrani, president of IPRA-GC (left) and Alexandre Lolliot, manager of Congress Solutions International sign the agreement to undertake the event management of the Public Relations World Congress 2012 in Dubai.

The Public Relations World Congress 2012, a biennial event that brings together global PR professionals to brainstorm on the latest trends and challenges in the communications industry, will be held from 28 February to 1 March 2012 in Dubai - the first time the prestigious event will be hosted in the Middle East.

More than 500 delegates from across the world are expected to attend the congress, which will include several sessions centred on three broad themes: 'Political Change & Public Relations,' 'Restoring Trust: The Media & The Message,' and 'Next Practices: Communications in the Digital Age.'

Faisal Al Zahrani, president of IPRA-GC, said: "The Public Relations World Congress 2012 is billed to be the largest-ever industry gathering of global PR and communications professionals in the Middle East. The event will put the global spotlight on Dubai, and it was imperative that we partner with a full-fledged event and congress management organisation to ensure its success. CSI perfectly matched our requirements."

Alexandre Lolliot, manager of CSI, said: "The requirements of the Public Relations World Congress 2012 totally complemented our skill sets as a one-stop conference and exhibition partner." Sunil John, chairman of the Organising Committee of the Public Relations World Congress 2012, added: "Given the vast logistics and event management expertise that will be called for to drive the Congress, we were looking to associate with an organisation that could undertake the full spectrum of operations - from delegate and speaker management to travel and on-site support."

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