

UAE to host 20th Public Relations World Congress

DUBAI: The United Arab Emirates (UAE) will host the 20th Public Relations World Congress of the International Public Relations Association (IPRA) in Dubai from 29 February to 2 March 2012.



The bid for the UAE to host this prestigious event was led by the IPRA-Gulf Chapter (IPRA-GC), which had recently hosted the second Annual International Public Relations Conference in Abu Dhabi earlier this year, attended by nearly 200 PR industry professionals and media executives from around the world.

The last edition of the Public Relations World Congress was held in 2010 in Lima, Peru, and attended by industry representatives from 39 countries, while the 2008 Public Relations World Congress was held in Beijing, China. In both instances, the event brought significant media and industry attention to the host country. The first ever Congress was held in Brussels, Belgium in 1955.

Dubai - PR capital of Middle East

Richard Linning, IPRA president 2011 said: "UAE's hosting of the Public Relations World Congress 2012 has the resounding support of IPRA. It not only marks the growing importance of Public Relations in the Middle East region and the evolution of local PR practice and practitioners, but also underlines the UAE's ability to host truly global events."

Faisal Al Zahrani, president of IPRA-GC said: "We are delighted that IPRA has selected the UAE as a host country for the Public Relations World Congress 2012. This is the first time that this event will be held in the Middle East and marks the evolution of the region as a key player in the PR industry internationally. The congress will establish Dubai as the PR capital of the Middle East, bringing the finest minds in communications to the city."

Sunil John, CEO of ASDA'A Burson-Marsteller, member of the Global Governing Board of IPRA and vice president for Educational Programmes of IPRA-GC, has been appointed as chairman of the Organising Committee of the 20th Public Relations World Congress in Dubai.

Prominent keynote speakers

The congress will witness several prominent keynote speakers addressing a variety of topics that will aim to help government representatives, corporate entities, educators, the media and PR professionals gain a better understanding on the shifts in the sector including the impact and reach of social media.

The IPRA-GC executive board, besides Al Zahrani and ohn, also includes: Sultan Al Bazie (executive VP); Jassim Al Shuwaikh (MD); Nasser Al Jessmi (VP - UAE); Khaled Al Khulaifi (VP - Kuwait); Dr. Fahad Al Shihabi (VP - Bahrain); Hassan Al Saleh (VP - Oman); Jassim Fakhroo (VP - Qatar); Sarah Al Ayed (VP for the Western Region of Saudi Arabia); Homoud Al- Ghobaini (VP for the central region of Saudi Arabia); Etedal Al Ayyar (VP - membership); Ahmed Abed Shaikh (VP of media relations) and Salah Al Dhahri (treasurer).

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