

The first Lithuanian PR conference and awards „PR FORMOS 2007“

April 19, 2007 (Vilnius)

Lithuania at the crossroad of ethical and „black“ public relations

- 08.45 – 09.15 Registration
- 09.15 – 09.25 **Welcome speech**
Laima Kasparavicienė, *Chairwoman of the Board of the Lithuanian Public Relations Specialists' Union*
- Part I – Markets**
Moderator Indre Makaraityte, *chief editor of “Atgimimas”*
- 09.25 – 09.45 **PR Specialist through the Eyes of a Businessperson: a Virtuoso of Information or a Channel of Corruption**
Ignas Zokas, Director of “*Spinter tyrimai*” (*Lithuania*)
- 09.45 – 10.05 **Public relations in Britain: just over halfway to Heaven**
Colin Farrington, General Director of the *Chartered Institute of Public Relations (Great Britain)*
- 10.05 – 10.25 **History and theory of Russian “black” public relations**
Dmitrij Gusev, *political consultant, Director of “Bakster Group” (Russia)*
- 10.25 – 10.45 **Quo vadis? PR in Latvia**
Inga Latkovska, member of the Board of the Association of Public Relations Specialists (*Latvia*)
- 10.45 – 11.00 Coffee Break
- 11.00 – 11.20 **Public Relations in Italy: when 'membership' comes before competence**
Toni Muzi Falconi, President of “*Methodos*” (*Italy*)
- 11.20 – 11.40 **PR in Ukraine - a clash of two PR paradigms**
Jaryna Kliuckovska, *Chairwoman of the Board of the Public Relations Association of the Ukraine (Ukraine)*
- 11.40 – 12.00 **Public relations as a popularity technology. 15 constituents of the success formula**
Igor Sokolov, *Chairman of the Board of the Public Relations Institute (Belarus)*

- 12.00 – 12.20 Coffee Break
- 12.20 – 12.40 Presentation
Andrzej Stolarczyk, Vice-President of the Association of Public Relations Agencies of Poland (Poland)
- 12.40 – 13.00 **PR in Germany - the clean vs. the dirty**
Thorsten Luetzler, member of the German Association of Public Relations (Germany)
- 13.00 – 13.15 **Discussion**
- 13.15 – 14.15 Lunch

Part II – Sessions

Session A – Forms of public relations in companies

Moderator Linas Kontrimas, *Director of “PR service”*

- 14.15 – 14.45 **Successful relationship between the agency and the customer: agency’s attitude**
Saulius Majauskas, Director of “Euro RSCG PR”
- 14.45 – 15.15 **Surveillance scandal 2004: post factum**
Valdas Kaminskas, Director of the Corporative Communications Department of “Teo LT”
- 15.15 – 15.45 **Public relations - not only articles and rising of visibility**
Kestutis Gecas, director of “Viešųjų ryšių technologijos”
- 15.45 – 16.15 Presentation
- 16.15 – 16.45 **Discussion**

Session B – Forms of public relations in public and non-governmental sectors

Moderator Dr. Renata Matkevičienė, *lecturer of the Communications Department of VU*

- 14.15 – 14.45 **NGO public relations today and tomorrow**
Dana Migaliova, Chairwoman of the society “Viltis”
- 14.45 – 15.15 **Efficient work without a budget**
Nika Puteikienė, Head of the Public Relations Department of the Lithuanian Sea Museum
- 15.45 – 16.15 Presentation
Jurga Stabingytė, Head of the Public Relations Department of the National Tax Inspectorate

15.15 – 15.45 **Public relations in governmental organisations: a luxury or a necessity?**
Danguolė Mikutienė, Director of the agency “*Komunikacija raktas*”

16.15 – 16.45 **Discussion**

16.45 – 17.15 Coffee Break

Part III – Awards “PR FORMA 2007”

17.15 – 17.45 **Award ceremony**

17.45 – 19.00 Reception