

CALL FOR SPEAKERS

What is IPRA?

The International Public Relations Association (IPRA) was founded 60 years ago, when in the late 1940s several Dutch and British public relations (PR) practitioners discussed the idea of organizing public relations professionals into a transnational society. The objective was to raise standards of public relations practice worldwide and improve the quality of PR practitioners. IPRA was formally established in London on 1 May 1955.

Today, IPRA is a worldwide organization with thousands of members in both established and emerging countries. It is governed by a geographically representative Board and run by a Secretariat. IPRA represents individual professionals, not agencies or companies. IPRA is recognized as an international non-governmental organization by the United Nations and has been granted consultative status by the Economic and Social Council. More at www.ipra.org

For the first time, hosted in the Americas by SQPRP

This very first edition in the Americas will be hosted by the Société québécoise des professionnels en relations publiques (SQPRP). SQPRP brings together professionals in public relations and works to recognize the professional nature of their practice. Representing the public relations industry in Quebec, the Corporation is the most credible network of professionals and public relations managers in Quebec. More at <http://sqprp.ca/>

What is this event?

In addition to its regional events programme, every three years since 1958, IPRA has held a World Congress. The Congress is a unique showcase for the development of international public relations at that moment. Recent Congresses include Johannesburg in 2015, Dubai in 2012, Lima in 2010 and Beijing in the year of the Olympics 2008. These events attract high level government participation.

A central location in Montréal

The 2018 Congress is being held in Montréal, Québec, Canada at the Delta Hotels by Marriott Montréal (475 Avenue du Président-Kennedy, Montréal, Québec H3A 1J7). It is expected to attract around 400 – 500 participants from all corners of the globe, with a preponderance from North America. Montreal's draw as a pre-eminent tourism destination will boost the attractiveness of the Congress for international participants. It will run from Sunday 13 May to Wednesday 16 May at the Delta Hotel Montreal (Marriott Collection) under the theme **PR: Rising to the Challenge of Turbulent Times.**

International Public Relations Association Limited.

Tel: +44 1634 818308 info@ipra.org www.ipra.org

Registered in England & Wales No. 3744532.

Registered Office Munro House Portsmouth Road, Cobham, Surrey KT11 1PP

Société québécoise des professionnels en relations publiques (SQPRP)

Tel: +1 514 845 4441 info@sqprp.ca <http://sqprp.ca/>

2001, Robert-Bourassa, bureau 1700, Montréal (Québec) H3A 2A6

Why is this Congress special?

Under this theme of turbulence, we will explore four sub-themes impacting global PR today:

- **The decline of accuracy** (exploring gullibility, fake news and the rejection of science)
- **PR's external turbulence** (understanding Artificial Intelligence, measurement and fickle social media)
- **PR's internal turbulence** (comparing influence to success and the skills demanded of today's PR practitioner)
- **How to become guardians of the information temple** (calming the turbulence and re-establishing trust).

Contribute as a Speaker

If you have a compelling and insightful perspective to present that is related to the proposed content in our preliminary program* and are interested in speaking at the IPRA World Congress event, we encourage you to register by emailing a one page abstract of your presentation as well as a brief bio including your name, title, organization, type of organization, and area of expertise to info@sqprp.ca.

This is a great way to share your knowledge and experience, earn recognition as an industry leader in public relations and communications, gain personal exposure, and network with industry peers. As a speaker, you can move audiences in an impactful way by cultivating innovative thinking that can inspire and motivate PR leaders to rise to the challenge of turbulent times and advance the sustainability of the industry. A great speaker can provide the impetus for action and be the catalyst for change.

As a speaker, you:

- Work in public relations, communications, journalism, media relations, issues management, stakeholder engagement or a related field;
- Have an interesting or innovative idea/topic, specialty, case study or lesson story to tell related to one of the fields noted above; and
- Are energetic and experienced at confidently presenting to a large audience

The Call for Speakers will run through August 25th, 2017. If you have any questions please do not hesitate to let us know by emailing info@sqprp.ca.

International Public Relations Association Limited.

Tel: +44 1634 818308 info@ipra.org www.ipra.org

Registered in England & Wales No. 3744532.

Registered Office Munro House Portsmouth Road, Cobham, Surrey KT11 1PP

Société québécoise des professionnels en relations publiques (SQPRP)

Tel: +1 514 845 4441 info@sqprp.ca <http://sqprp.ca/>

2001, Robert-Bourassa, bureau 1700, Montréal (Québec) H3A 2A6