



## **DAY TWO: 30th March, 2021, 12:00 – 19:30 GMT**

### **AGENDA**

**12:00** Introduction and Welcome

Francis Ingham, Director General, PRCA

Maja Pawinska Sims, Associate Editor, EMEA, Provoke

**12:10** Opening keynote

Brad Staples, Chief Executive Officer, APCO Worldwide

**12:40** Hayley Lowe, Expedia

**13:10** Misinformation and the Climate Crisis – why comms is part of the problem

John Brown, Founder and CEO, Don't Cry Wolf

**14:00** Q&A: Turning the climate emergency into an opportunity

Laura Sutherland, Chief, Aura and Founder of PRFest

Dr Martin Valenti, Head of Climate Enterprise at Scottish Enterprise

**14:40** Nitin Mantri, Group CEO, Avian We & ICCO President

**15:10** Panel Session: The Brexit deal is finally here. But will it usher in green economic innovation, new global trade opportunity and a surge in daring start-ups?

- Nina Skero, Chief Executive, Centre for Economics and Business Research
- Mark Lowe, Founding Partner, Third City
- George McGregor, Managing Partner, Interel
- Sarah Ogden, Head of Corporate Brand, Zeno Group

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**16:00** Responding with heart – how to foster a strong company culture in uncertain time

Barby Siegel, Global CEO, Zeno Group

**16:30** Barabino

**17:00** Panel: Education – Universities, students and getting a start in a global recession.

The economic devastation from the past 12 months has been especially harsh on those at the start of their careers. So how can we ensure a new generation of talent isn't lost to the PR and communications industry?

- Fred Cook, Chairman Emeritus, Golin & Director, USC Annenberg Center for Public Relations

**17:50** IABC Roundtable discussion – Connect with IABC's Europe, Middle East, and North Africa Region (EMENA) Region board members and IABC Fellow, Neil Griffiths, as they talk about leadership, diversity, and inclusion

- Dr. Kendi Guantai, IABC EMENA Region Vice Chair
- Neil Griffiths, ABC, Chart.PR, IABC Fellow is Global Head of Diversity, Equality & Inclusion at ERM
- Wendy L. Snyder, IABC EMENA Region board member, communications & chief of public affairs for U. S. European Command

**18:40** Communicating the Global Response to the COVID-crisis and what it will take to achieve a fair and green recovery

Jeremy Hillman, Director of Corporate Communications, The World Bank Group

**19:10** Johna Burke, Global Managing Director, AMEC

**19:40** Tina McCorkindale, President and CEO, The Institute for Public Relations

**20:00** DAY ONE CLOSE