

An Introduction to  
The 5<sup>th</sup> International Conference on  
Public Relations  
&  
Abstracts of Speakers

Iran-Tehran  
IRIB Int'l Conference Center  
3-4 Nov 2008

Kargozar Public Relations Institute  
(KPRI)

Forget the best practice, think about the next practice

Coincident with the year of innovation and prosperity

Title: An Introduction to the 4<sup>th</sup> International Public Relations Conference in Iran  
and Abstracts of Speakers  
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## Introduction

5<sup>th</sup> International Conference on Public Relations in Iran will be held on 3-4 Nov. 2008 in Tehran, Iran. Considering the experience of the four previous conferences, it is expected that the public relations professors, researchers, managers, and experts endow the public relations community with their achievements, opinions and the findings of their research by sending their practical and scientific articles to the conference.

## The Message of Conference Secretary General

The International Public Relations Conference was held for the first time in 2004 as a turning point in the history of public relations with the aim of creating an international wave pivoting around Iran public relations and in cooperation with pr associations and societies, institutes, organizations, ministries and public and private companies.

This was a difficult movement which we interpreted as a campaign for presenting the name of Iran's public relations. Achieving this aim was difficult and the difficulties were also present in the second, third and fourth conferences.

But we are still determined to continue this course of action. Now we have many friends and comrades who support us in this campaign.

Our goals are much more precise now.

Fortunately, many of the people who share this responsibility with us are still determined in pursuing our goals. In preparing for the 5th conference, under pr scholars' expert experience and benefiting from previous experience, considering the new needs of public relations field we are trying to hold it as practical as possible so that the attendants will be able to use their learning in their professional life.

After holding 4 International PR Conference, the atmosphere of the conference has been expanded considerably and we are seeking to host more interested people in public relations.

Along this we are seeking to prepare the plans so that the broad spectrum of attendants of conference including the experts, managers and scholars will be able to achieve their purposes.

Today, by generalizing and analyzing the events occurring in the four previous conferences, we are taking steps more purposefully than ever.

We hope that our companions in the four previous conferences and the interested people who will join us in the fifth conference benefit from this progressive movement and we will be able to pave the way for the improvement of Iran's public relations.

Any helpful suggestions would be welcomed.

Mehdi Bagherian  
Conference Secretary General

#### Conference purposes

- Providing ground for research and opinion exchange of experts and managers
- Providing an appropriate atmosphere for different academic and executive sections to familiarize and interact with each other and work in unison
- Making the effort to realize path to improvement of public relations status in social and organizational decision making
- Introducing and clarifying the role of public relations managers in social and organizational planning and decision making
- Exhibiting the achievements and capabilities of Iran public relations units
- Exhibiting practical patterns and models on the basis of domestic instructions and national values

#### Co Conference educational features

- Sharing the experience of Iranian and foreign companies and organizations in public relations field
- Presenting case studies, examples and objective instances
- Allocating time for asking and answering
- Presenting practical achievements and opinions of the conference as a guidance and instruction

### In commemoration of eminent figures of PR PR Award

#### First – regulations and supporters:

##### **a) Cultural and promotional supports**

Creating culture (40 scores max)

- 1) Efforts made for developing the culture of public relations
- 2) Publications, publicity, information, and ... about public relations

Education (60 scores max)

- 1) Education provided on the field of public relations
- 2) Education provided on the other skills of public relations

**b) Sponsorship**

Sponsorship (70 scores max)

- 1) The amount and number of investments in support of scientific conferences
- 2) The amount and number of investments in support of pr activities and programs
- 3) The criteria for investment in support of pr activities and programs
- 4) Feasibility of payment and access to the allocated financial resources

Support (30 scores max)

- 1) Providing the venue for pr conferences
- 2) Allocated facilities for public informing
- 3) Other presentable facilities for supporting pr trends

**c) Executive –legal subcategory**

- 1) Making use of regulations, bylaws, circulars, and ... in supporting pr activities and programs
- 2) Formulating regulations, bylaws, circulars, plans, ideas, and projects and ... in supporting public relations

**d) Scientific subcategory**

- 1) Number of published books on public relations
- 2) Number of published articles on public relations
- 3) Number of delivered speeches in scientific conferences on public relations
- 4) Number of translated and published books on public relations

**e) Research subcategory**

- 1) The amount of researches done in the field of public relations
- 2) Degree of making use of researches in this field

Second – awards

Coincident with Iran International PR Conference, the excellent managers and practitioners of public relations receive acknowledgement:

- 1) **Dr. Notghi Prize, father of Iran's public relations**

Dr. Hamid Notghi (1920-1999), founder of modern public relations in Iran, has changed our view to public relations forever. He educated and trained many resourceful youth through Faculty of Social Communications Sciences, which he was one of its founders.

The permanent secretariat of Iran International PR Conference and Kargozar PR Inst. presents Dr. Notghi Prize recognizing his values.

This prize was announced in 2004 and was awarded to Prof. Motamednjad, father of modern communication in Iran, in the first International PR Conference in Iran.

This prize was awarded to Prof. Games E. Grunig, the eminent pr professor of communication department of Maryland College Park University, Dr. Jasbi, president of Azad Islamic University, Prof. Hesamodin Bayan and Mr. Motaharinejad, vice president of Iran PR Association, in the second, third, and fourth International PR Conferences respectively.

## **2) Superior Media Prize**

This prize is awarded to the media and authors that allocate the most space to specific information and activities of public relations.

## **3) Prize for transcendental practitioners of public relations**

This prize is awarded to the facilitators of public relations mass programs that improve public relations in Iran.

## **4) Prize for promoters of public relations**

This prize is awarded to the conference representatives in provinces who promote knowledge of public relations within different layers of society through media and local facilities.

This prize was first awarded in the third International PR Conference to Kajar Ekhtiarodin, Shabir Daemi, and Jafar Mezjat, representatives in Kordestan, Golestan, Semnan, and Hamedan Provinces respectively.

In the fourth International PR Conference, it was awarded to the representatives of Kordestan, Golestan, and Hamedan Provinces.

## Dr. Hamid Notghi International Prizes Father of Iran Modern Public Relations 2006



Dr. Hamid Notghi (1920-1999), the father of Iran modern public relations, has changed our point of view on public relations for ever. He trained many young, ingenious, philanthropic, and familiar with social and human communication practitioners through Social Communications Science Faculty, which he has himself played an important role in its establishment.

These prizes were established in 2003 and it has been awarded to Dr. Kazem Mo'tamednejad, the father of Iran modern communications and Dr. James Grunig, the prominent professor of public relations in Communications Department, University of Maryland College Park in 2004 and 2005 respectively.

The Prize winners are chosen by the panel of judges and shall be invited to the 3<sup>rd</sup> Annual Prize-giving Ceremony and Iran International PR Conference in 2006.

### Commending the Prominent Figures of Public Relations

This year, on the contrary of last years, the excellent PR practitioners shall be commended in 8 levels as:

1. The deans of public relations
2. Authors of public relations

3. Public services
4. Courage Prize
5. The Young Prominent Innovator
6. The Best University Student Prize
7. Promoters of public relations
8. Promotion of Public Relations Prize

The Prize of Deans of Public Relations is awarded to those with long sincere services to public relations profession.

The Prize of Authors is awarded to who plays an important role in enriching the literature of public relations.

The Prize of Public Service is awarded to an entrepreneur. Public relations should not underestimate the importance of job creation. In this ceremony an entrepreneur who played an important role in entrepreneurship advancement.

Courage Prize is awarded to those pr practitioners who have successful job pattern and have rendered outstanding service in their fields. Defending the philosophy of public relations, professional and revolutionary practices, protesting against the uncritical atmosphere of organizations, disagreement with unprofessional regulations, establishing a transparent communication system, expanding the atmosphere of criticism and freedom of speech, and institutionalizing the culture of courage in public relations are the goals of awarding Courage Prize.

The Prize of Young Prominent Innovator is awarded to a business owner under 30 who has been successful in setting up a business and has practiced according to the latest entrepreneurship standards. Persuading the youth to accepting social responsibility, promoting the culture of entrepreneurship are the goals of awarding this prize.

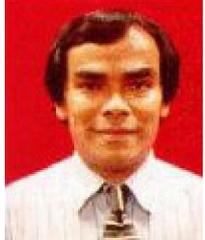
The Best University Student Prize is awarded to a student who has created a really important thing. In this section the faculties and panel of judges shall choose the winner together.

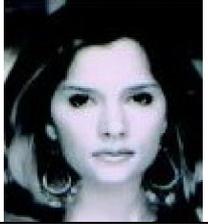
The Promoters of Public Relations Prize is awarded to who facilitate public relations programs by their financial and moral supports.

The Promotion of Public Relations Prize is awarded to the Conference Official Delegates in provinces who is trying to institutionalize the culture of public relations in their provinces.



## International Speakers (Alphabetically)

Row	Name	Position	Speech Title	Photo
1	Governmental Public Relations	Head of IPRM	Prof. Dato Mohd Hamdan Adnan	
2	THE CHALLENGE OF PUBLIC RELATIONS PROFESSION IN INDONESIA	Public Relations Association of Indonesia Chairman	Moslem Basia	
3	Time for a Radical Change in the PR Firm Structure	Director & CEO	Jai Xavier Prabhu David	
4	Emerging Trends in Public Relations: the Malaysian Story	MD & Partner, Prestige Communications SDN BHD	Hamidah Karim	
5	From Relationship Management to Hidden Order Recovery	Dept. of Marketing Communications Dongeui University, Busan, Republic of Korea	Prof. Ilchul Kim	

6	PR – An Integral Part of Marketing Communications	AVP, Global Marketing & Corporate Communications, AppLabs	Reema Sarin	
7	Planning for Strategic Communication	President of IECIE	Sander Schroevers	



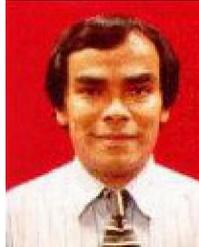
Prof. Dato Mohd Hamdan Adnan

Head of IPRM

## Governmental Public Relations

Profile

Abstract



## Moslem Basia

Public Relations Association of Indonesia Chairman

### THE CHALLENGE OF PUBLIC RELATIONS PROFESSION IN INDONESIA

#### Profile

Born/birth date/place: 21 June 1956/Aceh, Indonesia

Education : BBA, 1978,  
State College of Business Administration, Jakarta  
B.Sc, 1981  
University of Krisnadwipaya, Jakarta  
MBA, 2001  
University of S GAMA, Jakarta

Experiences : 1981 - 1983 Loan Officer; BNI Bank  
1984 - 1999 C&B Manager, Field Relations Manager,  
Public Affairs Manager;  
Mobil Oil Indonesia Inc.  
2000 - 2004 Public Affairs Manager, Government  
Relations Manager, ExxonMobil, Indonesia  
2004 - 2006 Director, AviarWhetstone Ltd, a HR and  
PR company  
2006 - now VP External Relations & Ops Support  
Transworld Exploration Inc.

Professional Organizations: 1998 - 2003 Economist Association of Indonesia (ISEI)

2002 – 2005	Vice Chairman, Aceh Chapter Indonesian Petroleum Association (IPA) Communication Committee
2004 – 2007	Public Relations Association of Indonesia Secretary General
2007 – now	Public Relations Association of Indonesia Chairman

## Abstract

A country's political system influences its social structure. The role of Public Relations in non democratic country is less strategic to those of democratic country.

Globalization generated demand for and changes in the practice of public relations in many countries. Public relations thrives on public opinion, which lead one to conclude that only pluralistic societies offer an environment that is conducive to practicing strategic public relations. Indonesia is undergoing a major political change from authoritarian to a democratic society since 1999, the process in turbulent times and that effective public relations is greater demand than ever before. Today, the practice of public relations is being tested in times of democracy where politician is competing in winning people confidence. Democracy and globalization then, is the primary underpinning on which strategic public relations thrives.



Jai Xavier Prabhu David

Director & CEO

## Time for a Radical Change in the PR Firm Structure

### Profile

#### Current responsibilities

Director & CEO of PRHUB - a fast growing and differentiated Integrated marketing and communications firm

Regular speaker/guest lecturer on PR and Internet at various institutes in India and globally

Occasional speaker/trainer on leadership, branding, entrepreneurship & motivation

Member - Board of Governors of ISB & M, Pune

#### Additional responsibilities undertaken in the past

National brand advisor to AIESEC India, an international student organization

Founder-Editor of businessgyan, Bangalore's business handbook

As editorial consultant for Express Computers, a leading IT publication wrote extensively on the BPO, HR and technology segments

PR Consultant for End-to-end communications/Intercept Consulting

Content Consultant for a Singapore-based e-commerce portal

Creative and PR Consultant for an automotive portal

Member of Board of studies of COMMITTS, a new Convergence media institute in Bangalore and Member Board of Studies, Symbiosis Institute of Mass Communication

Visiting Faculty at Jain Institute of Management Studies/Symbiosis Institute of Mass Communication/Cochin Institute of Mass Communication

#### Achievements

Named Lifetime achiever by The Leadership Institute, USA for outstanding social contribution

#### Professional programs attended

Time Management workshop by Accord Management Consultants

Achievers workshop by Shiv Khera

### Abstract

" It is time we reinvented the PR business model for us to be valuable to businesses in the next millennium and grow faster"

The existing business model adopted by PR firms across the world while being profitable does not led itself to huge scaling and being relevant and considered valuable in a fast changing marketplace. It also constrains the growth opportunities we can offer to potential employees leaving us often not with the best talent inside. The presentation will showcase the flaws in the current model and will offer a view and ideas on what can be done to address the flaws.

The presentation is not any market centric and can be applied to any market across the world.



## Hamidah Karim

MD & Partner, Prestige Communications SDN BHD

### Emerging Trends in Public Relations: the Malaysian Story

#### Profile

B.A. (Hons) English, University of Malaya [1970]

M. Arts Interpersonal Communications, Ohio University USA [1974]

Fellow, Institute of Public Relations Malaysia (IPRM)

Member, International Public Relations Association (IPRA) [1980 – 1997]

Board Member, International Association of Business Communicators (IABC) [2006]

Panel Advisor for MARA School of Mass Communications, Shah Alam 1990

Managing Editor of the Malaysia Tatler 1990 – 2008

Panel Advisor to International Islamic University Malaysia (IIUM) 2008

Board Advisor to Institute of Marketing Malaysia (IMM)

Media Advisor to Yayasan Kajian & Strategi Melayu (YKSM) 2008

#### Current Position

Managing Director & Partner, PRESTIGE COMMUNICATIONS SDN BHD

– A public relations consultancy offering a wide spectrum of communications services and public relations counselling.

#### Academic Background

Primary School : Haig Road Girls' School, Singapore

Secondary School : Sultanah Zainab Secondary School,  
Kota Baru, Kelantan [Forms 1-3]  
Treacher Methodist Girls' School,  
Taiping, Perak [Forms 4-5]  
King Edward VII Secondary School,  
Taiping, Perak [Lower & Upper 6]

Higher Education : University of Malaya, Kuala Lumpur [1970]  
Ohio University, Ohio, USA [1974]

#### Former Positions

1970 - 1972	:	Lecturer English, School of Engineering, ITM
1974 - 1978	:	Lecturer School of Mass Communications, ITM
1979 - 1981	:	Head, School of Mass Communications, ITM
1981 - 1987	:	Director, Corporate Affairs Eric White Associates Sdn Bhd (a member company of the Hill & Knowlton Group)
1987 – till now	:	Managing Director Prestige Communications Sdn Bhd Prestige Communications Sdn Bhd is today longest serving local public relations both home-grown and Established in ranked as the consultancy serving multinational companies. late 1987, the company is currently 20-strong with several media trained consultants in its employ.
2006	:	Board Member, International Association of Business Communicators (IABC).

## Work Experience

### Early Years (1970 - 1981) in UiTM (formerly ITM)

- Teaching of English  
Organising Language programmes  
English Language proficiency counselling
- Lecturing mass communications subjects such as public relations theory, planning and programming, writing in public relations, intercultural communication, and organisational communication.
- Managing the School of Mass Communications, ITM.
- Pioneering and designing new mass communications curriculum for the School of Mass Communications, ITM including counselling public relations projects in the private sector.
- Blueprinting public relations curriculum for the Institute of Public Relations Malaysia (IPRM) i.e. its Diploma programme.
- Made Fellow of Institute of Public Relations Malaysia.

### Middle Years (1981 - 1987) in the Private Sector

- Managing public relations needs of various clients.

- Designing and conducting public relations training programmes for various audiences or groups.
- Monitoring bumiputra affairs under the New Economic Policy (NEP) for clients with emphasis on Government Relations.
- Organising and editing a bulletin (watch) on bumiputra affairs and guidelines for investment restructuring and related areas of implementation.
- Serve on the Board of Institute of Public Relations Association (IPRA).

Years Beginning 1988 till to date as Entrepreneur and Public Relations Practitioner

- Setting up of a public relations consultancy and managing it.
- Conceptualising and designing communication programmes for companies and organisations.
- Implementing public relations & publicity programmes for a diverse range of clients.
- Conducting communication audits and issue research.
- Organising publicity programmes for companies intending for Initial Public Listing Offering (IPO)
- Planning and conducting training programmes on interpersonal skills and related subjects.
- Giving talks to various audience-groups including professionals and technical staff on corporate identity, image building and brand PR.
- Writing and editing corporate & coffee table books
- Presented several papers on Asian PR at local and world conferences.
- Writing and organising publications including the Malaysia Tatler.
- Conducting opinion and attitude surveys

Prominent Papers Presented (International)

1. Malaysia : Inter-cultural Harmony : 8<sup>th</sup> Public Relations World Congress, Bombay (1982).
2. “The Way Ahead” Development of Public Relations in Asia-Pacific Region 11<sup>th</sup> PR World Congress, Melbourne (26-29 April, 1988).
3. Presented case study on Community Relations for ICI Agrochemicals. Won award from International Public Relations Association (IPRA) in 1994.
4. Panelist for Public Relations Forum held in Helsinki on “Issues of the Era” (IPRA Congress) 1987.
5. Presented Communications Model and Theory on newly-liberated countries in Central Asia – in transition from a central command system to a free market economy (1994).

Papers Presented (Local)

- Several over the years, too many to itemise, but largely to university students on “Public Relations and Communications Skills” and, students of the Institute of Public Relations Malaysia (IPRM) on a variety of PR-related topics.

- Conducted workshops for adults on various PR skills and tools of communications including PR measurement and crisis communications.
- Currently Panel Advisor to the Faculty of Communications & Media Studies, UiTM.
- Currently teaching 8-10 hours a week – UiTM students specialising in public relations.

#### Communications Advisor to UNESCO [1994]

Co-conducted a one-month research programme into the communications needs of a group of newly independent states in Central Asia -- Turkmenistan, Krgystan, Uzbekistan, Kazakstan. The study included Turkey and Iran.

Final Findings were presented to UNESCO. Recommendations were made to UNESCO on Communications Infrastructure, Training, Manpower and Communication Policies for implementation in these Central Asian states.

#### Professional Membership

- Fellow, Institute of Public Relations Malaysia (IPRM) 1980 (fully accredited)
- Member of International Public Relations Association (IPRA) 1980 - 1997
- National Coordinator for IPRA 1983 - 1986
- Panel Advisor for MARA School of Mass Communications, Shah Alam 1990
- Managing Editor of the Malaysia Tatler 1990 – 2008
- Panel Advisor to International Islamic University Malaysia (IIUM) 2008
- Board Advisor to Institute of Marketing Malaysia (IMM)
- Media Advisor to Yayasan Kajian & Strategi Melayu (YKSM) 2008

#### Abstract

The 21<sup>st</sup> century has brought in several new scenarios that require us to search for new and creative approaches, strategies and methods of communicating with our publics. The generic public relations design may not work so effectively anymore.

This is the distinct case with Malaysia, a fast developing country with great potential for achieving success in all fronts. Being on the threshold of this very exciting phenomenon, public relations practice has taken on a new hue and ‘face’, giving rise to new components and service areas in both the private and public sectors.

In understanding these emerging trends, this paper will present a country overview of Public Relations demands in business, industry and government. What we do, how we do it and staying relevant are now all under focus.

This paper aims to provide and share the Malaysian story and experience– how practitioners meet these challenges in order to take public relations to a new and higher level.



## Prof. Ilchul Kim

Dept. of Marketing Communications  
Donggeui University, Busan, Republic of Korea

### Speech Title: Intercultural PR differences in Europe

#### Profile

Professor Kim is a local and regional expert in the areas of marketing communications both practical and academic. Prior to joining the University to teach advertising, P.R. and other various sales promotion curriculums, he worked for over 20 years, ranging from PR Manager, Overseas Promotion Manager, Marketing Director, President to CEO with customer focused enterprises like - LG Electronics, Tupperware Korea, Woongjin Group and Rexall Korea.

He received a doctoral degree in IMC from Hanyang University in Seoul, Korea. He now teaches at Donggeui University in Busan, Korea since 2000. He was a visiting Professor at Northwestern University Chicago and Beijing University in 2004 and 2005 respectively. He published several papers in the Journal of Advertising Research, Journal of Advertising Education, European Journal of Marketing and other qualified journals on matters of advertising and PR. He is also an author for four books and translated nine books in the academic areas of marketing and communications. He was a former board member of the Korea Advertising Association, Korea PR Academy, and president of Busan Advertising & PR Association. He is currently Adviser for PR Agencies and the Chairperson of the Korea Academy of IMC (KAIMC) founded in 2003.

#### Abstract

How many of us, especially at the management level and/or marketers, still believe that we can control the market, media or various stakeholders in accordance with what we

planned? Where is the market in the era of 'the death of distance'?<sup>1</sup> Is mass media still powerful than CGM's?<sup>2</sup> Who can make distinction between an organization and its public; i.e., producers and consumers?

As reiterated and confirmed, we are living in the drastic paradigm shifting period. PR can not be an exception. It is located just at the core of the profound change around the message, media and market like the eye of typhoon.

We can not explain most of current incidents in communication occurring with nonlinearity, multiplicity, and simultaneity with the traditional mechanical materialism. We are entering the 4th Dimensional management period emblemized with emotions, followed by price, quality, and service.

The futurist Naisbitt(1982) pointed out earlier that more we pursue the life of High Tech society, more we depend heavily on High Touch. From the Complexity Adaptive System perspective, we can explain how the public opinion emerged with the former trendy views.

CAS presumed that the open system(organization), which is sensitive to initial condition, enables to occur emergence eventually through fractal, positive feedback, and self-organization process by some active agents.

PR 2.0 argues that we, PR experts, need to focus on the hidden order and (active) agents rather than traditional relationship or the public with the complexity frame (not simplicity), thereby to cope with the unpredictable and accelerating future.

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<sup>1</sup> F. Cairncross(1997), "The Death of Distance", McGraw-Hill

<sup>2</sup> Citizen generated Media



Reema Sarin  
AVP Marketing & Corporate Communications, AppLabs

## PR – An Integral Part of Marketing Communications

### Profile

Reema Sarin heads the Global Marketing, Corporate Communications & Public Relations function for AppLabs, the world's largest independent testing, quality management and certification solutions company. She also leads the Corporate Communications function for FXLabs, the leading end-to-end game company in India. In her role at AppLabs, she is responsible for managing and supporting marketing activities for the company in India, UK / Europe and USA. She is also the Head of Corporate Social Responsibility (CSR), wherein she is leading all CSR initiatives of the company with a volunteer group of over 300 employees, with a focus on education, health and other charitable programs.

Reema Sarin has over 16 years of experience in the field of Marketing, Business Development & Corporate Communications with large global organizations in India and overseas, including the United Nations headquarters in New York.

Prior to taking up her current position at AppLabs, Reema worked as a Brand and PR Consultant with luxury brands like Bentley and Lamborghini India, and with Frazer & Haws, the renowned UK silver-ware brand. Reema also worked with Intelligroup Asia, a leading ERP and global technology solutions & outsourcing company, based out of Hyderabad as Global Director Marketing & Partner Alliances, and with the Halcyon Asia Group, a financial services company as Regional Marketing & Business Development Director. Prior to that, Reema was based in Singapore, where she worked as the Regional Marketing & Business Development Manager Asia Pacific for an American multinational company FreeMarkets, (now known as Ariba, an IT based global e-Sourcing & Supply Management company). She was the Marketing Manager at The American Fair Credit Association, based out of San Francisco, where she handled the Latin-American Community clientele, and was ranked among the highest revenue earners for the company.

One of her greatest achievement is her position as a Special Protocol Officer in the Public Relations Department of The United Nations, New York (1993 –1997), where her responsibilities included managing protocol and Public Relations Functions for Presidents and high-ranking dignitaries (English and in Spanish), as well as strategizing and disseminating Information to the press, on international issues and functioning of the UN. Prior to that she was the Marketing and Business Development Manager for Europe, at VRK International, a high fashion and apparels company.

Over the years, Reema has established her position as a thought leader in Brand Management, Public Relations and Corporate Communications. She has contributed many articles for Mainline, Business, Technology and Lifestyle publications, as well as presented at Conferences and Industry events globally, including the recently held 'Marketing Summit 2008' organized by UBC in Hyderabad as well as at events organized Public Relations Council of India.

She was the only women executive selected from Southern India, to receive the 'Indira Super Achievers' Award and Trophy, presented by the Shree Chanakya Education Society and the Indira Group of Institutes in 2005. She received the 'Best International Foreign Student' Award and Trophy at the University of Complutense, Madrid, 1991 and was selected in the 15 top students from class of 1995, Fashion Institute of Technology, New York, to work for 3 months in Hong Kong with one of the premier women's retail apparel brand, Liz Clairborne.

Her strengths include excellent communication skills (both written and verbal), forming strategic business alliances to capture the market opportunity offered by different target audiences of the company, good people management, organizational and team building skills. Corporate Communications and an in-depth exposure to the international business environment are an added advantage that she brings to the table.

Reema has an MBA from University of California, Berkeley, an Associate Degree in Marketing & Merchandising from The Fashion Institute of Technology, New York and a Master of Arts in Spanish Philology and Hispanic Studies from Jawaharlal Nehru University, New Delhi. She also received a Diploma in Spanish Literature and Language from the University of Complutense, Spain. She is a US certified fitness trainer and consultant, an avid traveler, music lover and a reader.

## Abstract

The Public Relations (PR) industry in India has seen a robust growth and change in the last few years. In its latest report, the premier industry body ASSOCHAM (The Associated Chambers of Commerce and Industry of India) has pegged the growth of PR in India at USD \$ 3 billion, growing to USD \$ 6 billion by 2010. Over the years, PR has undergone several changes and it has now become an integral part of marketing function, and thus the evolution of 'Integrated Marketing Communications'. The presentation will focus on a holistic and societal view of marketing communications within a framework that encourages creativity and gives you an awareness of contemporary and real-world practices.

The presentation will highlight the key components in the integrated marketing communications function like PR, Direct Marketing, Sales Promotion, Brand Management, as well as a number of supporting subjects like Marketing Research, Employee Engagement initiatives and CSR, while stressing the importance of an integrated approach.



Sander Schroevers

President of IECIE

## Planning for Strategic Communication

### Profile

Sander Schroevers is trainer and adviser on Public Relations and international communication. Sander has written about fifteen books on PR, and is presently serving as President of the board of IECIE: the European Institute for International Business Communication, based in Paris.

### Abstract

## Iranian Speakers (Alphabetically)

Row	Name	Position	Speech Title	
1	Dr. Behzad Abolalayi	Instructor and Advisor of HR Management	the Appointment System of PR Managers with “Capabilities Management” Approach	
2	Dr. A.Reza Azmandian	Founder of the Technology of Thought in Iran	Leadership, Empowerment, and Guidance of Human Resources with the Public Relations Approach	
5	S. Masoud Homayounfar	Head of Human Resource and Productivity Institute	PR Managers and CSR	



Dr. Behzad Abolalayi

Instructor and Advisor of HR Management

## the Appointment System of PR Managers with “Capabilities Management” Approach

### Profile

Instructor and Advisor of HR Management

### Abstract

Staff suitability for a job is among the elements of success in performing their duties and consequently the success of their organizations. The studies of successful organizations, especially those leading to production of valuable books such as “Building for Surviving” and “Better than Good”, show the significance of people’s suitability for the roles they play and the responsibilities they take in organizations.

“Each person has been created for a special job” is an accepted principle in human resource management. Therefore, leading organizations try to know the capacities, skills, interests, and talents of their staff better, so that they could devolve them the suitable responsibilities, roles, and jobs.

“Capabilities management” has been an effective and prevalent approach in most successful organizations during recent decades. Within the framework of this approach, a list of necessary capabilities for successful performing of a job or organizational role (e.g. pr manager) is provided. In the next step, by making use of the approach and a standard method namely, evaluation center, evaluate the candidates for the job to be sure that in each process such as recruitment, appointment, promotion, training, etc the best decision has been taken.

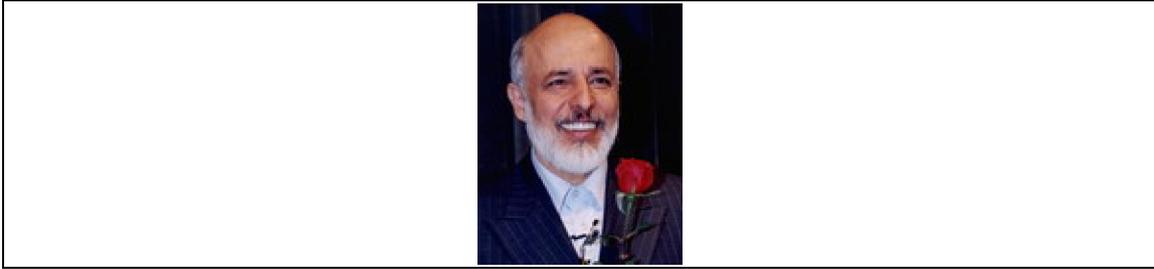
Capabilities could be categorized into two groups:

Group1: the capabilities that could be acquired easily even in adulthood.

Group2: the capabilities that could not be acquired, changed, or quitted easily in adulthood and after the characteristics and habits stabilization.

Public relations jobs have a high level of sensitivity. People accepting these kinds of jobs should enjoy special abilities and capabilities in areas such as communication, media, public opinion gratification, dissemination of information, environmental analysis, politics, speed of conveyance, wordplay, self-confidence, emotional intelligence, perceptiveness, and personal skills, some of which belong to Group2 and could not be taught easily to everyone. In fact, as pr jobs have no specific structure, the role and character of people are more determinative in performing them.

This article tries to familiarize pr managers and experts with the concept, measurement, and evaluation of “capabilities”, review the necessary skills and capabilities for successful operation in pr jobs, and equip the audiences with necessary knowledge for self-evaluation and awareness about their weak and strong points so that they could achieve greater success through reinforcing their capabilities and play a more important role in their organizations' success.



Dr. A.Reza Azmandian

Founder of the Technology of Thought in Iran

## Leadership, Empowerment, and Guidance of Human Resources with the Public Relations Approach

### Profile

THE WALL STREET JOURNAL — When Hassan Bakhtiar couldn't find a job last year, his mother told him to pray and read the Quran.

Instead, the 25-year-old aerospace engineer dropped in on a packed appearance by Alireza Azmandian, Iran's most famous motivational speaker and self-help guru.

Now, he meditates by staring at a flickering candle and chants Mr. Azmandian's inspirational catch phrases.

"Religion doesn't offer me answers any more," Mr. Bakhtiar says, after listening to Mr. Azmandian at a public auditorium in a shabby neighborhood of South Tehran. But, he says, "this seminar changed my life."

The self-help craze — long part of life in the Western world — is taking the Islamic Republic by storm. Iran is one of the world's youngest nations, with 70% of its 65 million under the age of 30. There's widespread disenchantment among young people with Iran's strict theocratic regime, which requires headscarves for women and bans alcohol. And jobs are scarce.

In other Middle East countries with similar demographics, like Egypt and Turkey, young people are increasingly turning back to their Muslim identity for solace. But Iran's mostly well-educated youth are more likely to seek other remedies — such as self-help seminars, New Age theories, meditation and yoga.

"The regime presumed it could mold the society into whatever shape and form it wanted, but we are seeing the opposite take place," says sociologist Hamid Reza Jalalipour. The younger generation is "turning away from conventional religion and tradition."

Every day, dozens of self-help seminars take place, some underground at people's homes and others in public venues, all around the sprawling capital and in some of Iran's bigger cities. "The Secret," the self-help tome by Australian author Rhonda Byrne and featured on Oprah Winfrey, tops the best-seller lists here. The Farsi translation is in its 10th printing.

State-owned television Channel Four has broadcast the book's companion video, shot in documentary style and distributed world-wide on DVD, four times in the past six months.

At newsstands in Tehran, over a dozen magazines are dedicated to the art of happiness with a New Age twist. Their pages are packed with ads promoting lessons about how to use feng shui to decorate your house; how to open your chakras; and how to awaken the financial genius hidden inside you.

At Book City, a popular bookstore here, Hiva Mohammadi, a 21-year-old interior-design student, clutched a stack of self-help books as she shopped with her mother, Vida Bahrami, 50. "It wasn't like this when we were young," Ms. Bahrami says. "I don't know what's gotten into this generation, but they are certainly not into religion."

Elham Sarmadi, editor-in-chief of the popular "Happiness" magazine, says the title's circulation has steadily increased every year for five years. A recent article: How to enhance your body-language skills.

Each issue of the magazine carries serialized excerpts of Ms. Byrne's book. In March, the magazine dedicated a cover story to Mr. Azmandian, the self-help guru.

Ms. Sarmadi sends her small staff to his seminars, which are inspired by "The Secret."

The book's overarching philosophy is that human beings can transform their lives through their thoughts and that positive thoughts work like magnets, attracting wealth, health and happiness.

A father of three, with a Ph.D. in industrial engineering from the University of Southern California, Mr. Azmandian, 55, says he was drawn to the motivational-speaker circuit when he was a graduate student in the U.S., after reading a few self-help books and seeing how his own life improved.

He returned to Iran in 1995 to teach at Tehran University and bought a small private office to promote positive thinking and self-help. He began by giving lectures to his immediate family and friends, then passed out fliers at parks. Now, his office has grown to an entire floor of a commercial building with 12 telephone lines that constantly ring. His business is called "The Center for Technology of Thought," and like his American counterparts, he has marketed his brand. Disciples can purchase Mr. Azmandian's two self-help books, flash cards, calendars, CDs and DVDs with motivational phrases.

His seminars draw tens of thousands in auditoriums and theater halls every week. On stage, he favors white suits — no tie — and holds a bouquet of yellow roses. At a recent session, about 1,000 attendees packed the large auditorium, swinging left and right to an upbeat Persian pop tune. Clapping, they chant his slogans to the music: "Yes, I can!" and "Tomorrow is ours to make!"



Mr. Azmandian says he studies American counterparts such as Marshal Silver, a renowned hypnotist, and Anthony Robbins, the motivational speaker and self-help writer. He stomps his feet forcefully on stage, snapping his fingers rapidly and roars his commands laced with humor. "I have control over my life, not God and not the regime," Mr. Azmandian bellowed at one recent session.

"Think of yourself as an eagle and not as a pigeon," he told the crowd, many of whom had traveled hours by bus from across the country to attend.

Iran's government routinely cracks down on behavior deemed un-Islamic, such as women eschewing headscarves and men sporting unconventional hairstyles and clothes. But officials have so far left Mr. Azmandian and the New Age trend alone.

The ultraconservative newspaper, Jomhori Islami, or Islamic Revolution, last year criticized the airing of the movie version of "The Secret," calling it sacrilegious. It left no room for "God's will," the backbone of Islamic values, the paper said. But it ran on state TV several times more.

Mr. Azmandian says he's given lectures to commanders of Iran's elite Revolutionary Guard, to clerics who lead Friday prayer sermons across Iran and to managers employed by Tehran's municipality. He is routinely invited to lecture at universities and factories, which are mostly state-owned.

He shapes his lectures according to his audience, he says, and steers away from political talk.

"No other movement has received this kind of mass social endorsement in Iran," he says.

"This will inevitably transform our society and the next generation."

Bakhtiar Khazaee, a 38-year-old maintenance engineer, has been attending Mr. Azmandian's seminars for a year. Every morning before starting work he slips the guru's DVD into his office computer. "I used to think every thing was God's will," he says. But "now I don't think this way any more. I know that whatever I set my mind on achieving will happen."

(Jun 30, 2008. pg. A.1

Positive Thinking in Tehran: Youth

Embrace Self-Help Movement

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New Age Devotees, Chanting 'Yes, I Can,' Flock

to Unlikely Guru; 'The Secret' in Farsi

By Franaz Fasshih)

## Abstract

In modern times, management and guidance of human resources towards the achievement of goals in organizations, factories, and institutions are considered fundamental in running organizations. In many pioneering organizations, the concept of managing human resources has given its place to the leadership of human resources. The characteristics of leadership are considered more profound than that of management. The most important difference between a leader and a manager is that a manager is just appointed by others, whereas a leader is a position that is attained through a person's qualifications and capacity. Therefore, leadership is a self-belief, a personality, a habit, a vision, and a true love towards self and other human beings. Thus, a capable leader is necessarily a deserving manager, whereas a manager may not have the qualifications of a leader. In this article, we discuss the characteristics of a divine, capable leader and how we can become a powerful and efficient leader by being put in this position and increasing our abilities. This way, we can not only become a successful person and guide ourselves, our family and our organization, but by way of effective communications we can also create relationships with people, organizations, and authorities through which we can achieve our personal and organizational goals. Incidentally, these are the characteristics of communicators in the field of public relations.

We begin the discussion by describing how we can become a divine, capable leader and become successful in the important field of public relations. First of all, we must know that leaders are not born; rather, they are developed over time. Therefore, this is the story of the development of a human being through training and education, because leadership is a paradigm and a belief and personality-shaping label. Leadership is the symbol of a successful, competent, and self-built human.

Indeed, great leaders begin their lives from within because they believe success, prosperity, wealth, and spirituality are internal matters, not external issues. Therefore, all of the attention of true leaders is directed towards their current self, in order to accomplish their desired self. Hence, the process of leadership is a matter of personality-shaping and a substantial internal movement towards a fundamental transformation in order to create a change in a mental paradigm and become a great and self-built human with a world of merit, courage, bravery, glory, patience, love, motivations, and efforts.

The life of divine, successful leaders is the reflection of their beautiful internal character which is presented as the achievement of goals, successes, and the serving of humanity. Ultimately, it can be said

that a divine leader is a servant and a human that affects the life of others. In other words, divine leaders are artistic and loving humans who gather the hearts of people around the existence of God, because the most beautiful art among people is the art of connecting one heart to another.

One of the other characteristics of great divine leaders is that they really care about people and they believe people to be the source of their blessings. Therefore, they try to play a great role in people's lives. They consider serving people to be equivalent to serving God. So in the context of leadership, failure has no meaning and every service that a leader performs is considered a success. They perform their duties with no worries regarding the outcome (they look to God for their reward).

Divine leaders have no prejudgments regarding anyone and they deeply care about people, in order to achieve their spiritual and human goals. They generate a burning desire within themselves, through which not only do they warm the hearts of others, but with the flame of their desire they burn all the obstacles in their path and create masterpieces of their own and others' lives.

Divine leaders develop and construct themselves through constant learning and training. At the same time, they duplicate themselves in their society through conveying their knowledge to others.

From childhood, great leaders have big dreams and one of these dreams is serving humanity. Leaders believe that it does not matter where they came from; what matters is who they are going to be and where they are going to go. They just learn lessons from their past and they focus on the future. Great leaders always learn from other experienced leaders and they consider great people to be their role models, because they know well that if they do what successful people did, they will attain the same result. Incidentally, this is called the "Rock-Solid Law of the Universe".

Indeed, great leaders always have great dreams and their vision shows them the most beautiful horizons in life. They believe their goals can truly be achieved, because what matters for human beings is their beliefs. Great leaders attract all of creation through their positive thoughts, because the universe reacts to the thoughts of humans. So what matters for a leader is his thoughts.

Great leaders of the world are attractive and popular people, whose greatest assets are other people. They utilize them well, because the meaning of leadership is mobilizing all the thoughts, beliefs, emotions, and hearts of people towards obtaining a common goal. Also, great leaders are patient individuals who show tolerance when faced with resistance to change. These outstanding people foresee their future in the present and live out their remarkable future, today. They live well today, hoping to have great days in the future. So they live happily and prosperously.

One of the other characteristics of great leaders is their commitment to themselves, their families and others, as well as their commitment to their profession. Commitment is the driving force behind the successful efforts of leaders, who with seriousness and effectiveness attract others to themselves, bringing glad tidings of a better life in the future.

They summon people with such cleverness and ingenuity that they touch people's hearts and cause them to willingly accept their request. Indeed, they call others with their love, honesty, and caring. Through conviction and faith, they sell enthusiasm to others. They have so much faith in what they do, that they command others' respect. For this reason, they are very successful.

Now if the agents of public relations, whose main job is communicating, would put themselves in the framework of leadership, this would seem to be a shortcut towards obtaining great success in this profession; a profession which mainly consists of the interaction of thoughts and feelings of human beings. These are the same human beings who, by creating a good relationship with them, we can achieve great goals and objectives and obtain vast success in public relations.



## S. Masoud Homayounfar

Head of Human Resource and Productivity Institute

## PR Managers and CSR

### Profile

#### Born in 1958

Head of Human Resource and Productivity Institute

Head of Iran Human Resource Management Association

Secretary of Productivity & Organizational Elevation National Award

Assessor of Europe Foundation for Quality Management for assessing European companies applicant for Europe Elevation Award

#### Degrees

MBA, Management and Economy Faculty, Sharif University

MS in mechanics engineering, Sharif University

#### Professional background

Manager of companies under Iran Industries Renovation & Development Organization from 1982

General director of engineering services, Ministry of Industries & Mines, 1994-2000

Manager of UNIDO (United Nations Industrial Development Organization) office

Faculty member of Technical Faculty, Azad Islamic University

Head of Productivity & HR Institute, 2001- till now

### Abstract

In the middle of 20th Century, the concept of corporate social responsibility (CSR) was proposed by business management experts such as Peter Draker in America, thus CSR entered the business culture.

During the last decades, the concept of CSR has been an important issue in management, marketing and investment in developed countries.

Today, CSR is not only an important part of management culture and literature; it is discoursed seriously about by academies, professional communities, private organizations, consumers, employees, suppliers, stakeholders, and investors.

In today's world, the concept of CSR has been accepted widely and includes several semantic areas:

- Product safety
- Truth in advertising
- Employees' rights

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## An Introduction to the Conference and Abstracts of Speakers

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- Environment protection
- Ethical behavior
- Global responsibilities

And an extended range of people benefit from it: employees, customers, societies, environment, competitors, business partners, investors, stockholders, governments, etc.

Why don't we trust the entities whose goals are maximizing their market values?

Is social responsibility considered a principle for business?

If yes, how extended is its scope and what kind of responsibilities does it include?

What is the role of organizations leaders, senior managers and specially pr managers in dealing with CSR?

## Selected Articles to be delivered in Conference

1	Dr. Fereydoon Verdinejad	Public Relations and Crisis Management	
2	Dr. Ahmad Yahyayi	A Model for Professional PR Management	



Dr. Fereydoon Verdinejad

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## Crisis Management and Public Relations

### Profile

Fereidoun Verdinejad was born in 1956 in a middle class proletarian family in west of Iran. He ended his elementary, secondary and high education in Isfahan, Borujerd, Arak and Tehran. Verdinejad has educated in Mathematics, Language, Literature and Management. Ph.D. in Management with Policymaking is his last academic document.

Before Islamic Revolution he was one of political and cultural active champions in university and also in years after revolution he played role with his presence in academic, cultural and social associations. By commencement of imposed war, he undertook several responsibilities in cultural, media and supporting fields and collaborated with war staff, Sepah and Basij. Verdinejad during these days was teaching communication sciences, Information and management. The result of his learning and researching activities in this period is his several books and articles in management, communication, Information flow and training affairs.

His main activity in recent decades was management of Islamic Republic News Agency (IRNA), directorship of several publications and diplomatic career as the ambassador of Iran to People's Republic of China. Laying the foundation and The head of Iran publications newspaper (Persian), Iran Daily (English), Alvefagh (Arabic), Iran Sport, Iran Sepid (in Braille for blinds), Iran Young magazine, Iran Azin monthly magazine (Decoration) and establishment of Iran Publications institute for printing books and formation of news faculty was some of his efforts during his managerial period in Irna.

Verdinejad from fall of 2001 assigned as the Islamic Republic of Iran's ambassador in People's Republic of China and with his departure in Beijing remained in this obligation till 2005.

He is already a membership of the scientific mission of Tehran University and is teaching in faculty of management.

### Abstract

In this article giving various definitions of crisis, we initially proceed different crisis related approaches. Then crisis communication as a common necessity in all approaches and also the role of public relations in crisis communication and management has discussed.

In these paper different methods of managing the crisis communication has proposed. "Teamwork" in public relations is one of these methods for crisis conditions.

In continuance, crisis communication as a basic necessity in any type of management has emphasized and various problems and issues managers confront in any crisis has described with three approaches; Planning before crisis, during crisis, and after crisis. Then, executive efforts of public relations for planning in accordance to crisis communication have come into account.

Also in some part of this article, solutions for compiling different scenarios in crisis communication sevenfold aspects namely spiritual operation in notification, victims, organizational credit, managerial

behavior, professional standards and expectations in communication, ethics and crisis accustomed, has presented. In continuance, challenges that organizations face in crisis conditions has explained. In this section we become aware of crisis prediction manner by Medias, backgrounds and its special conditions. Steps that Medias should follow in crisis news cover as their professional task, has expounded in the final section.



Head of Hum Ahmad Yahyae Ilee  
(PHD in Communications)

## A Model for Management of Professional PR

### Profile

PH D in communications (Researcher and instructor in public relation).

15 years of service in field of public relations, media, advertising and training management.

### Abstract

If use base the quality cycle of every activity on needs analysis, planning, execution and evaluation (evaluation and effectiveness), public relations is not an exception, in that quality development of activities is not possible unless we pay attention to this important matter and otherwise actions taken will be repetition of previous actions.

Considering these, the model we propose for professional PR is executable in four stages:

needs analysis  
planning  
execution  
evaluation

#### A: Needs analysis (identifying needs of PR)

Needs analysis is identifying and collecting information which is usually referred to as finding information, in this stage PR should try to collect and produce information in other words, PR should do its best to prepare and produce information.

#### B: Planning

After needs analysis, planning is the second stage for an academic and high quality activity. Although a sizeable part of PR activities is formulated and then made operational, formulation of certain plans must be taken into account by managers and authorities of PR.

#### C: Execution (practical activities)

The stage, which more than other stages the model involve PR employees, is the stage of actions and execution of activities. Although this stage is in fact the most important part, if you don't pay attention of other stages, use will repeat and experience common (humanistic and media activities) is done.

#### D: Evaluation (Evaluation or quantitative measurement and effectiveness or qualitative measurement of the effects of PR)

In this stage aims to see to what extent PR has been effective in terms of quality. In this stage we aim to see how much activities of a PR have been effective and what affects it has had (effectiveness of PR activities). Millions of dollar is spent for communications and advertisements messages, gatherings, etc. Is the effect positive or negative?