

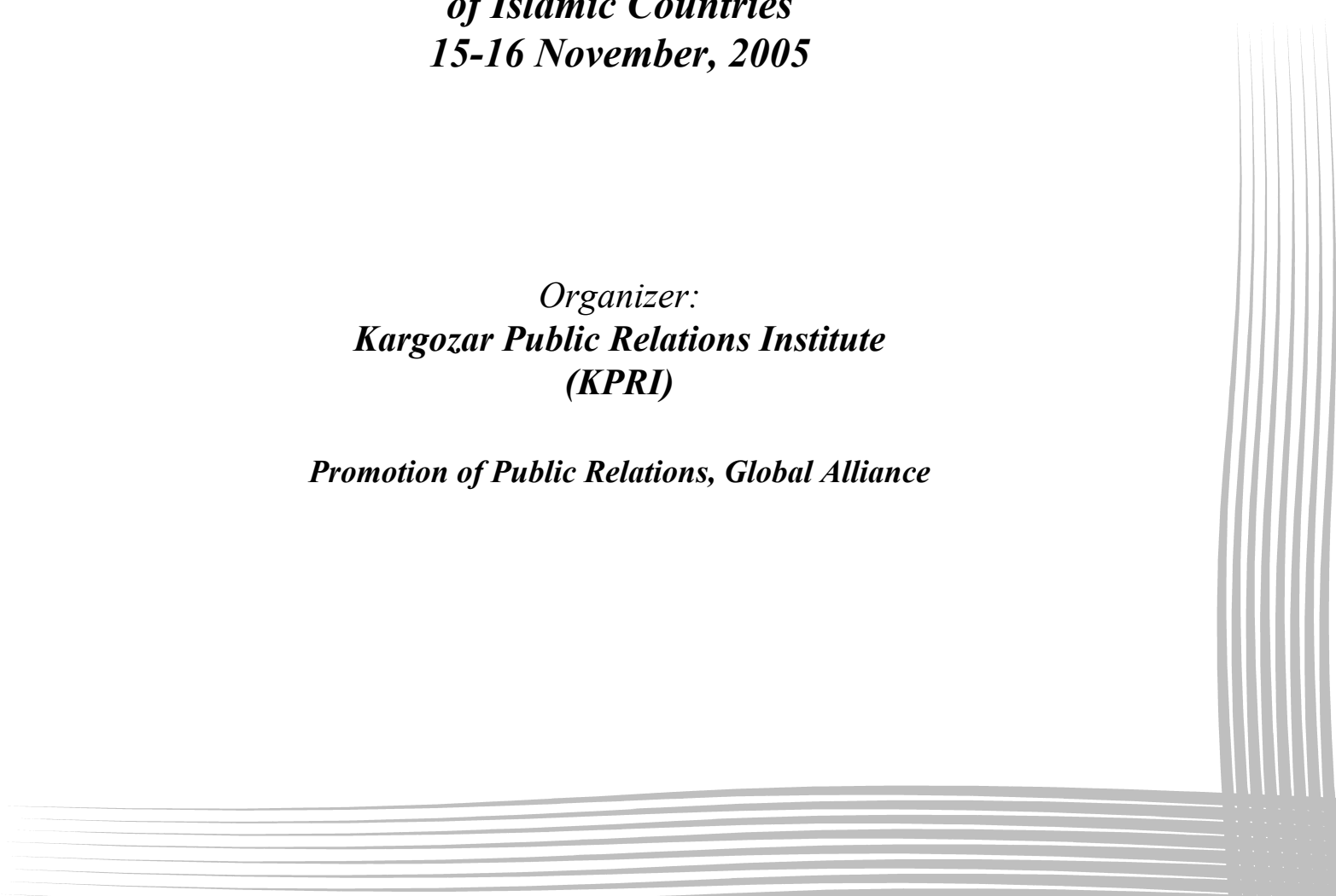
***The 2nd International Conference
on Public Relations in Iran***

Speakers and Presentations Abstracts

***Tehran, Ejlal Saran Saloon
of Islamic Countries
15-16 November, 2005***

***Organizer:
Kargozar Public Relations Institute
(KPRI)***

Promotion of Public Relations, Global Alliance



Title: Speakers and the presentations
Second International Conference on Public Relations in Iran
Kargozar Public Relations Institute Press

With the assistance of:

Seyed Gholam Reza Kazemi Dinan: The Conference Spokesman

Gholam Abbas Afshar: Deputy to the Conference Secretary

Dr. Mostapha Ghoreishi: Directing Manger of Hamayesh Afrinan Javdan Co.

Seyed Aziz Masoumi: Head of International Affairs Committee

Javad Faiyazi: Head of Provinces Affairs Committee

Publisher: Kargozar Public Relations Institute (KPRI)

ISBN:

Conference Secretariat:

3rd Floor, Unit 25, No. 130, Ghaem Magham St., 7th Tir Sq.,

P.O.Box: 19395/ 6986, Tehran, Iran

Tel.: + 98 912 193 84 19 - + 98 21 883 152 70 - +98 21 883 28 123

Fax: +98 21 883 28 124

Conference Website: www.icpr2.com

Kargozar Web Site: www.Iranpr.org

E – Mail: info@iranpr.org

© 2005 Kargozar Public Relations Institute

(KPRI)

Table of Contents

Preface	5
About the Conference	7
Dr. Hamid Notghi, Father of Iran New PR	17
International Speakers & their Papers	19
Iranian Speakers & their presentations	49
International Selected Papers	61
Iranian Selected Ppapers	67



Preface

We are greatly thankful to the All-Mighty who gifted us another year of life to hold the 2nd International Conference on Public Relations in Iran. In the previous year, when the first step for holding the first conference were being taken by the Kargozar Public Relations Institute, no body could imagine such welcome, extension, dimensions and its amazing results.

The successful holding of the first conference in Iran, planted this idea in our mind that *we can*; and now holding the second conference is the observable materialization of this idea which we cling to it and trust as this movement is originated from the Public Relations existence philosophy, local and regional believes and scientific ideas and attitudes on one hand and the idea for continuation of the movement and presenting Public Relations findings and participating in the process resulted from globalization on the other hand.

To finalize, while wishing for continuation of such right movement, I acknowledge the round-the-clock and honest efforts made by all the International and Iranian professors, managers and experts specially Professor Yahya Kamalipour, Prof. of Mass Communication and Head of the Department of Communication and Creative Arts at Purdue University Calumet; Seyed Gholm Reza Kazemi Dinan, the Head of plan and program committee and conference spokesman; Mr. Gholam Abbas Afshar, the Deputy to the conference secretary; Dr. Mustafa Ghoreishi, the Manager of Hamash Afarinan Javdan Co.; Dr. Davood Zarian, the Head of Scientific Committee; Seyed Aziz Masoumi, the Head of International Affairs Committee; Ghorbanali Tnagshir, the Head of Formalities Committee; Ali Barzegar, the Head of Publicity; Javad Faiyazi, the Head of Provinces Affairs Committee and also acknowledge the round-the-clock and honest efforts made by the head of the other committees and also the secretariat members who make holding the conference possible.

Mehdi Bagherian
Conference Secretary



Second International Conference on Public Relations in Iran

The goals of the conference:

- ✓ Studying the process of global evolution on PR and exchanging discoveries and experience.
- ✓ Creating an atmosphere for improving and promoting the profession of PR in country.
- ✓ Getting Familiarized with scientific capabilities and applied experience of PR units.
- ✓ Putting emphasis on importance and role of PR in continuous development.
- ✓ Getting familiarized with the researchers, managers and experts with theoretical and practical aspects of PR.
- ✓ Introducing the necessary structures for developing state PR.
- ✓ Making qualitative and quantitative development of PR practitioners.
- ✓ Developing and extending the culture of research and study in PR.
- ✓ Studying the existing problems and insufficiencies in PR and offering executive solutions toward solving them.
- ✓ Making Proper and intellectual exploitation of modern tools for creating comprehensive changes in Public Relations.

The advantages and features:

- ✓ The presence of world high ranking experts in Public Relations
- ✓ The lecture of professor James Grunig, the prominent Public Relations scientist.
- ✓ Holding scientific, specific and educational meeting.
- ✓ Holding exhibitions.
- ✓ Presenting scientific articles by experts, scientists and opinion makers.
- ✓ Appreciate the prominent figures in Public Relations.
- ✓ Appreciate and introduce a PR practitioner who has presented the best definition of Public Relations in the First Conference.
- ✓ All the participants shall be awarded a certificate for participating in the conference.
- ✓ The names and specifications of participants shall be registered in the conference booklet.
- ✓ Interpreting the presented materials.
- ✓ Issuing the Global Declaration on Public Relations.

Appreciating the luminaries in Public Relations:

- ✓ Pioneers in Public Relations.
- ✓ Authors of Public Relations.
- ✓ Managers and experts of Public Relations.
- ✓ Activists in Public Relations.

Certificate:

Due to the credit and position of this conference, the participants who has a complete attendance in conference, shall be awarded a certificate.

The audience of conference:

- ✓ Experts, managers and practitioners of Public Relations, communications, publicity, IT, management and industries.
- ✓ The employees of PR Adm. of public and private Co. in Iran.
- ✓ Managers and heads of different economic, social and cultural state organizations.
- ✓ Professors and university students.
- ✓ Managers, editor in chief, journalists and authors of AP and mass media.
- ✓ Public Relations associations and organizations.
- ✓ Constitutions, advertising companies, publications and cultural societies.

The language of the conference:

The language of conference would be Persian and English. Therefore, the articles and lectures could be presented in both languages.

Founder and designer of the conference:

Kargozar Public Relations.

Mehdi Bagherian

Secretary of conference

Gholamabbas Afshar

deputy to the Secretary of conference

Dr. Davoud Zareian

responsible of scientific committee

Executors of the conference:

- ✓ Gen. Adm. of publicity and information, deputy of press and information of Islamic Cultural Ministry.
- ✓ Iran Public Relations Experts Association.
- ✓ Isfahan Public Relations Association.
- ✓ Kerman Public Relations Association.
- ✓ Kargozar Public Relations.
- ✓ Iranian and International Group of Hamayesh Afarinan.
- ✓ Public Relations Globat Consultation Company CPRGCC.

Scientific advisors:

- Ali Mir Saied Ghazi
Pioneer and professor of Public Relations
- Kazem Motevalli
Pioneer and professor of Public Relations
- Houshang Abbas zadeh
Academic member of Communications Faculty of Tabatabai University
- Dr. Mohammad Reza Rasouli

Academic member of Communications Faculty of Islamic Azad University

- Dr. Ali Asghar Mahaki
Chief Advisor to the Tehran Municipality
- Dr. Mohsen Hekmat
PR and International Affairs Manager of Tehran Municipality
- Engineer, Mojtaba Alayi
Deputy of formalities and ceremonies of presidency organ.
- Hamed Reza Esmaili
The chief of Coordination Adm. of State Public Relations (Gen. Adm. of Publicity and information of Islamic Cultural Ministry)
- Seyed Shahab Seyed Mohseni
Member of Iran Public Relations Experts Association board of directing

The Committees of Conference

- The Committee of Plan and Program
Head of Committee: Seyed Gholamreza Kazemi Dinan
The counselor to MD. and Gen. director of Public Relations of Iran Melli Bank
- Publicity & Information Committee
Head of Committee: Ali Barzgar
Public Relations manager of Industrial Sharif University
- Formalities Committee
Head of Committee: Engineer, Ghorbanali Tangshir
Public Relations manager of State Veterinary Org.
- International Affairs Committee
Head of Committee: Seyed Aziz Masoumi
The Chief Expert of Iranian Ministry of Economic Affairs and Finance
- Electronic Public Relations Committee
Head of Committee: Houssein Emami Roudsari
The expert of electronic Public Relations
- Enactment Following-up Committee
Head of Committee: Mahmood Eftekhari
Public Relations manager of the State Expediency Council Secretary
- Homage to Public Relations and information martyrs Committee
Head of Committee: Younes Fathi
Public Relations manager of brigade 2 of Sahebazzam
- Supporting Charity Institutions Committee
Head of Committee: Ahmad Ghavidel
MD. of Iran Hemophilia Association
- Executive secretariat
Head of Committee: Dr. Hamid Javan
- Executive Committee
Head of Committee: Alireza Khari

- Financial Committee
Head of Committee: Majid Ghoreyshi
- Support Committee
Head of Committee: Mohammad Ghoreyshi
- Welfare Affairs Committee
Head of Committee: Vahid Yeganeh Yousefi
Public Relations manager of Zagros Khodro Co.
- Provinces Committee
Head of Committee: Javad Fayyazi
Public Relations manager of PR GCC. Co.

Members of Plan and Program Committee:

- Dr. Mostafa Ghoreyshi
MD. of Javdan Hamayesh Afarinan Co.
- Saied Maadi
Public Relations manager of State Cooperation Fund
- Mohammad Ali Karimi
Public Relations Gen. director of Tourism and Cultural Heritage Org.
- Mohammad Khojaste nia
Public Relations Expert
- Ali Forouzfard
Professor of Public Relations
- Ali Kamsari
Head of Kerman Public Relations Association
- Ebrahim Darbanian
Public Relations deputy to Social Security Org.
- Reza Rezai
Coordination manager of Public Relations, Representative of Islamic Republic of Iran Broadcasting (IRIB)
- Ali Sadegh Moghadasi
Management of communications Adm. with organizations associations of Public Relations Gen. Adm. of IRIB Org.
- Houssein Houssein Zadeh
Public Relations manager of overseas deputy to Islamic Republic of Iran Broadcasting (IRIB) Org.
- Niloufar Ghasemi Vash
Public Relations deputy to Tehran municipality
- Mehdi Sharafoddini
Public Relations manager of Kerman Civil Org.
- Zolfaghar Amirshahi
Public Relations deputy to Foreign Affairs Ministry
- Hamid Shokri khanghah

Professor of Public Relations

- Hamid Reza Akbari Moghaddam
Public Relations manager of Tehran City Council
- Hasan Mohammadi
Public Relations manager of Iran Khodro Diesel Co.
- Rahim Ahammadi
Head of cultural and communications section of Iran Khodro Diesel Co.
- Hamid Reza Ghaznavi
Secretary and deputy to Isfahan Public Relations Association
- Ali Akbar Khodabakhsh
Public Relations manager of Culture channel of Islamic Republic of Iran Broadcasting (IRIB) Org.

Members of Provinces Committee

Province	Name	Position
East Azarbayjan	Javad Douzdouzani	Public Relations manager of Tabriz Petrochemical
West Azarbayjan	Davoud Manouchehri Kia	Public Relations manager of Espouta Food Industries Complex
Ardabil	Hasan Ali Beheshti	Public Relations manager of Ardabil Gen. Adm. of Technical and Professional Education
Khouzestan	Karim Karimi Tabar	Public Relations manager of Ahvaz Oil Industry Faculty
Ilam	Amir Mohammad Amini	Public Relations manager of Nedaye Ilam Journal
Boushehr	Seyed Najaf Kazerouni	Public Relations manager of Boushehr Municipality
Boushehr	Ali Bohrani	Public Relations manager of Gonaveh Municipality
Khorasan razavi	Mohammad Amin	Public Relations manager of Khorasan Newspaper
North Khorasan	Amir Erfani	Iran Representative in Youth International Parliament
South Khorasan	Mohammad Ghorbani	Public Relations supervisor of Kavir Tayer Co.
Chaharmahal bakhtiari	Esmail Karimian	Public Relations manager of Chaharmahal bakhtiari Governance ship
Tehran	Vahid Agha Sharifi	Public Relations manager of Karaj Municipality
Tehran	Yasin Jafarzadeh	Public Relations expert of Islamshahr Municipality
Tehran	Majid Serche Peyma	Public Relations manager of Robotkarim Municipality
Zanjan	Saied Maleki	Public Relations manager of Gen. Adm. of Zanjan Health Service Insurance
Semnan	Zohreh Goudarz Parvari	Public Relations manager of Semnan Province management & planning Org.
Semnan	Seyed Amir Reza Housseini Nejad	Public Relations manager of Shahroud Azad University
Sistan Balouchestan	Houssein Jafari Panah	Public Relations manager of Zahedan Municipality
Fars	Seyed Ali Reza Dihimi	Public Relations manager of Shiraz Municipality

Fars	Ali Shadayi	Public Relations manager of Fars regional electricity exploitation unit
Ghom	Moslem Ahmadlou	Public Relations manager of Imam Khomeini educational & research Institute
Ghazvin	Sefatollah Salehi	Public Relations manager of Ghazvin Municipality
Ghazvin	Mostafa Kazemi	Public Relations expert
Ghazvin	Mehran Safar Khanlou	Public Relations manager of Takestan Municipality
Lorestan	Mohsen Zahedi Naser	Public Relations manager of IRIB center of Lorestan
Kordestan	Kajal Ekhtiarodin	Public Relations manager of Sanandaj Payame nour University
Kerman	Mohammad Basirian	Public Relations manager of Kerman Islamic & Cultural Gen. Adm.
Kerman	Gholamhossein Eslami	Public Relations manager of Sirjan Azad University
Kermanshah	Amir reza Dolatshahi	Public Relations manager of Kermanshah Municipality
Kohkilouye Boyerahmad	Goudarz Niknam	Public Relations manager of Kohkilouye Boyerahmad Governance ship
Golestan	Darvish Ali Hasan zadeh	Public Relations manager of Golestan trading Org.
Golestan	Engineer Shabir Daemi	Public Relations manager of Golestan Azad Universtiy
Gilan	Abbas Ghasemi	Public Relations manager of Anzali port trading- industrial free rejoin
Mazandaran	Isa Ardeshiri	Public Relations expert
Markazi	Touraj Paymardi	Member of board of directing of Markazi Province Public Relations Coordination Council
Hormozgan	Seyed Mohammad Ali Mojtahed zadeh	Public Relations manager of Bandar abbas Oil Refinement Co.
Hamedan	Seyed Ahmad Masoumi	Public Relations manager of Hamedan Medicin University
Hamedan	Mahmoud Hazrati	Public Relations manager of Hamedan Municipality
Yazd	Javad Mazloumi Ardakani	Public Relations manager of Yazd Housing and Urban Org.

Supervisor of the secretariat:

Pooya Manoochehri Kia

Site Manager:

Samira Ataee

Translators:

Zahra Babazadehgan

Maryam Salehi

Member of the executive secretariat:

- 1- Mona Amirani
- 2- Hasan Anbardaran
- 3- Seyed Mohsen Basiri
- 4- Sare Taleshi
- 5- Heshmatollah Housseini
- 6- Siroos Dehghan
- 7- Mehdi Shah Mohammadi
- 8- Tohid Ghahremani
- 9- Maryam Kasaei zadeh
- 10- Afsaneh Milani
- 11- Davood Manoochehri Kia
- 12- Zeynab Feyzbakhsh
- 13- Tahrehe Khatoon Mirzaee
- 14- Nazpari Nafeie

Suggested themes and pivots of conference:

- 1) The philosophy of Public Relations
- 2) Studying the modern theories and patterns of Public Relations
- 3) Competitive strategies of Public Relations in new world.
- 4) The status of research in Public Relations
- 5) Application of IT in Public Relations learning atmosphere
- 6) Comparative study of learning patterns and principles of Public Relations
- 7) Capacities of job opportunity creation in Public Relations
- 8) Job Finding & Entrepreneurship in Public Relations
- 9) Features and strategies of ethical Public Relations in 21st century
- 10) Ethical Public Relations in Iran
- 11) Public Relations and strategic management
- 12) Reciprocal responsibilities of organizations and Public Relations managers
- 13) The role of Public Relations and its management in continuous development
- 14) Crisis management in Public Relations and recognizing them
- 15) Principles and applications of electronic Public Relations

- 16) Web logs and their role in development of electronic Public Relations
- 17) A perspective on future development of electronic Public Relations in the world
- 18) Development process of electronic Public Relations in Iran
- 19) New publicity strategies and tendencies
- 20) Public Relations, marketing and electronic business
- 21) International Public Relations
- 22) The role of government in Public Relations development
- 23) The role of society and specialty constitutions in Public Relations development
- 24) The strategies of cooperation development between Public Relations units and media
- 25) Political Public Relations
- 26) The role of Public Relations in imposed war to Iran

Specific plans of conference:

- 1) Paying homage to the martyrs of Public Relations and information:

Concurrent with holding the Second International Conference on Public Relations in Iran, it will be paid homage to the martyrs of Public Relations, information and publicity to maintain and extend the culture of altruism and endurance.

Due to the fact that, Public Relations has had a valuable role in internalization of culture of Islamic revolution and imposed war, it is planned to pay homage to the martyrs who through Public Relations or communications, tried to spread the Islamic revolution and holy defense by sacrificing themselves.
- 2) Special facilities of conference for charity Org.

The secretariat of the Second International Conference on Public Relations has allocated special facilities, along principles of „devotion and social justice“ and presence of charity Org. Since these kinds of organizations need close communications with other organizations to do their duties and responsibilities and attract the cooperation and participation of them, the secretariat has allocated special facilities.
- 3) Granting special facilities of conference for web log writers of Public Relations

Web log writers of Public Relations, have at least one year experience in the field of writing web logs, shall have a 80% discount on participating in the Second International Conference in Iran.

For esteeming the activities and services of web log writers in the field of Public Relations, bloggers can participate in this conference just by paying 20% of the whole price.

Since Public Relations writers and bloggers, by producing the content in the field of scientific Public Relations issues, have taken a major step forward in extending the culture of electronic Public Relations, these facilities have been allocated to them.





Dr. Hamid Notghi

Father of Iran Modern Public Relations

Dr. Hamid Notghi is known as Father of Iran modern Public Relations due to his writing and compiling the first articles on Public Relations, defining and determining the related concepts, teaching the first periods of PR courses in Iran. Composing the prominent book of “PR Management”. delivering speeches at the first seminar on Public Relations in Iran Higher Education System and other numerous works on PR and promoting this skill and new art in Iran.

Dr. Notghi was born on 1st September 1920 in Tabriz. He passed his primary education at his town and then emigrated to Astara with his family and Continued his study in “hakim Nezami School” and at the same time was acquainted with Ali Esfandiari (Nima Youshij). Then he continued his education at College of Law, University of Tehran and then got his Ph.D. in Law from Istanbul University.

He was interested in literature and poem, so he began to cooperate with literary Publication of Istanbul University and through this began his way to Communication World.

Dr. Notghi came back to Iran in 1948 and was employed in Oil Consortium, then at the Iran – British Petroleum Company. In this regard, he himself says “in 1948, the Iran – British Petroleum Company has encountered with a huge crisis after changes including establishing Public Relations in this sector and this was simultaneous with my graduation”.

At that time head of Iran Oil Company PR was Marshal Montgomery who supervised selecting the members of the first group of Public Relations.

“He recognized my education, writing background and my taste as suitable for this Job.

We were responsible to compare the principles of Public Relations in Iran or perhaps in the Middle East for the first time”.

He was teaching as the director of Public Relations in 1967 after establishing the High Institute for Journalism. After victory of the Islamic Revolution in Iran and due to removing of Public Relations field of study, he continued his research and educational activities.

In 1990, as a result of Dr. Kazem Motamed Nejad’s efforts and the cooperation and co-ordination with the Ministry of Higher Education, the course of Public Relations was approved as a course of university study.

Dr. Notghi took a trip to U.K because of his hard illness in 1990. There, he continued his

study and research and cooperated with Edinburgh University on Middle East Movements and the role of communications in emerging of such movements.

Dr. Notghi returned to Iran in November 1998 and was welcomed in a ceremony by his friends, students and cooperators, who appreciated his efforts on his scientific activity.

Dr. Notghi paved the way for establishing Public Relations Departments in Public and private institutes and make it for his students known.

Dr. Notghi was the first person who established the new plan of Public Relations in Iran.







He was one of those who initiated establishing Iran Public Relations and compiled the Articles of Association of PR Association.







Dr. Notghi had considerable knowledge in law, history, political sciences, literature and poem, despite of his knowledge in communication sciences and Public Relations. He was fluent in Persian, English, French, German, Italian and Turkish.

He passed away on 17 July 1999, aged 79.

Dr. Notghi was Elite in our time but, what a pity! We didn't understand his elegance.

International Speakers (Alphabetically)

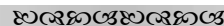
Row	Name	Position	Speech Title	
۱	Thomas Achelic (Germany)	President of European Public Relations Confederation (CERP)	Evaluating the PR Success	
۲	Nikos Avlonas (Greece)	Executive Director, Center for Sustainability & Excellence, Professor of Management	The Importance of Corporate Social responsibilities to Brand Image reputation	
۳	Milenko Djuric (Serbia)	Managing Director of Public Relations Consulting Group Based in Belgrade, Serbia	The Lemon is “sweet” – Ethical and Professional responsibilities	
۴	Dr. Guangpeng Dong (China)	Senior Lecture of Political Communications, Assistant Dean and Head of International Affairs, Tsinghua University, China	Popular News Channel as Government Public Relations Tool	
۵	Prof. James E. Grunig (USA)	Professor emeritus of Public Relations in the Department of Communication at the University of Maryland College Park	The Status of Research in Public Relations	
۶	Prof. Larissa A Grunig (USA)	Professor emerita in Public Relations Department , University of Maryland, College Park	Ethical Dimensions of Public Relations	
۷	Prof. Yahya Kamalipour (USA)	Professor of Mass Communication and Head of the Department of Communication and Creative Arts AT Purdue University Calumet	Communications, culture and public Relations	

٨	Zelimir Kesetovic (Serbia)	Assistance Professor of Crisis Management, Teaching Assistant, Head of Research and Development Unit	Public Relations in Police Agencies	
٩	Tian Li (China)	Assistant professor	Basic Elements of Chinese Nations Image	
١٠	Prof. Hamid Mowlana (USA)	Director of International Communication Program, American University, Washington D.C.	Public Relations in the Age of Globalization	
١١	Dr. Sharzad Saderi	International Facilitator, Trainer, & Consultant	Open Space Technology	
١٢	Haroon Sugich (UAE)	TRACCS-SACCS Executive Vice-President and Chief Operating Officer of the TRACCS-SACCS network	Building a Public Relations Practice from zero	
١٣	Gopal Sutar	Associate Professor, Manipal, Institute of Communication, MAHE, Manipal, Karnataka, India	Public Relations Scene in India: Past, Present and Future	



Thomas Achelis

President of European Confederation of PR (CERP)



Speech Title: Evaluating the PR Success

Biography

A well respected PR practitioner with nearly thirty years of experience in the communication industry. He has been president of the German Association of Market Researchers (BVM), a Board member of the German PR Association (DPRG) and is president of CERP, the European Public Relations Confederation (CERP), the umbrella organisation of more than 25 European PR associations. He is also a member of the British Institute of Public Relations (IPR), honorary member of the Russian and the Romanian PR association and a director of the Institute for Quality in Public Relations (IQPR), a task force set up by IPRA, CERP and ICCO. Since 2002 he is a member of the steering committee of the German PR Academy (DAPR), and president of the European PR Academy (EAPR), a subsidiary of DAPR.

After graduating from the University of Film and Television in Munich (1972) he started his professional career in the most prestigious German market research institute, Infratest, where he was responsible for clients in the financial market, such as banks, insurance, leasing, credit card companies etc. and their advertising agencies. He left the company as group manager in 1975 to found Achelis & Partner GmbH in Munich, an agency for all kind of activities in connection with marketing and publishing business, especially market research, marketing consulting, advertising and public relations. The agency is specialised in the international automotive, road safety, health and insurance sectors.

As president of CERP Thomas was a co-founder of the Romanian PR Association (ARRP) in 1975, and he started immediately his Romanian business. End of 1996 he won the tender of the Phare project "Technical Assistance for Improving Communication for Promoting Romanian Economic Opportunities" for the Romanian Development Agency.

In 1999 he set up Achelis & Partner Relatii Publice Internationale S.R.L. in Bucharest. This company organises since several years practical Public Relations training courses - between 10 and 15 per annum - in the country to improve the practitioner's knowledge of modern communication. In 2003 he established the "Forum for International Communications", a Romanian foundation, which has created the Romanian PR Award, a yearly best practice

competition, 2003 under the patronage of the EC Delegation in Bucharest.

Because of his excellent knowledge of the Romanian market and the developments in this market he was involved in 2003 as international consultant in the Phare project: "Research Centre for the communications and public relations abilities development for the persons working or willing to work in public relations area in Timis County".

Both agencies in Munich and Bucharest are managed by a team of dynamic young people, that learned from Thomas communication and management skills, analysing clients needs, team work and time management following the famous "HelfRecht method".

Besides managing his PR business, he has lectured in public relations practice at the University of Munich since 2000. At present he prepares a guest lectureship in the Babes-Bolyai University of Cluj, Romania.

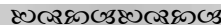
Abstract

- How PR can improve the bottom line, and how you can prove it
- The PR briefing
- Research and evaluation - an integral part of the public relations process
- Why measuring Public Relations?
- A practical guide to measurement
- The benefits of measurement
- Using existing market research resources
- Avoiding unnecessary costs
- Setting measurable objectives
- The preparation
- What input do you need?
- How do you want each audience to react?
- Break down the communication objectives into specific and measurable objectives
- PR objectives and the organisation's business goals
- Working together with the client or internal customer
- Engaging others - including senior management - to demonstrate the strategic role of public relations
- The art of Planning



Nikolaos Avlonas

Executive Director of the Centre for Sustainability & Excellence –CSE



Speech Title: Importance of Corporate Social Responsibility to Brand Image Reputation

Biography

Nikos Avlonas is one of the founders & Executive Director of the Centre for Sustainability & Excellence –CSE (a Think Tank & Business Consulting Network), specialized in Business Excellence Performance -TQM, Corporate Social Responsibility & Governance, Change Management. He has carried out numerous projects in leading organizations in Europe including Fortune Global 500 Companies BP plc (UK-Ireland –Italy –Russia –Greece), Lloyds TSB(London), Dell Computers, Mc Cain, TNT, DHL, Lafarge, Eurobank Ergasias, Deutsche Post, Famar Peiraus Bank, Bank of Cyprus, Infoquest. Additionally he is advising Lloyds TSB bank in Corporate Social Responsibility & he had a Consulting cooperation with Coco-Mat the 2003 European Quality Award Winner & European Role Model Organization in the field of TQM & Corporate Social Responsibility

Nikos is additionally Part -Time Professor at the American College Of Greece (Deree College-The Largest American Education Organization in Europe) teaching since 2000, Corporate Social Responsibility(CSR), Total Quality Mng & Supply Chain Mng. Additionally he was a lecturer at the French International College of Business and Management (ESCEM) executive MBA programs & visiting lecturer to the European Master TQM program in Sheffield Hallam University U.K.

He is initiator and Vice President of the Greek Institute for Business Ethics (Member of the European Business Ethics Network -EBEN) & Scientific Advisor to the European Foundation for Quality Management (EFQM), based in Brussels, in the field of Business Excellence & Corporate Social Responsibility. Also he has cooperated as project leader with major European organization including Siemens, TNT, ORACLE, Lloyds TSB, BT for the development of a CSR European Framework & relevant tools/methodologies supported by the United Nations and Secretary General Cofi Annan. Additionally he participated as an expert in the EFQM Excellence model Executive Review Committee, which provided the ‘‘ Business Excellence Model Ed. 2003’’ for the European Enterprises. He is an Senior Assessor of European Enterprises (European Quality Award, since 1997 with inter-

national experience in evaluating best class European companies around the world.)

Nikos Avlonas was an independent member of the Board of Directors at two Greek organizations both listed in the Athens Stock Exchange & he also had a scientific cooperation with the User Group of the European Standards Telecommunication Institute (ETSI) participating in the formation of European Standards as well as being on the Hellenic Telecommunications and Postal Commission.

He has extensive international experience in Executive training (in more than 15 countries), having taught over 1500 managers in Public & private sector organizations /foundations including EFQM(Brussels), BP, Coca-Cola, Mobistar, Rolls Royce, Total, Deutsche Post, Pioneer Europe, Swiss Institute for applied Sciences, International Airport, DELL, Tasty Foods, Hellenic Bank Association, Bank of Valetta, Lloyds TSB, British American Tobacco, Cosmote, Dubai Airport, Volvo Group, Bosh Turkey, Deloitte & Touch, EDF. He is a member of the EFQM Education Community of Practice, American Society for Quality, the Hellenic Quality Forum and the International Foundation for Customer Focus.

He has been invited, as a key note speaker, to many international scientific conferences all over the world (in Peking, Istanbul, London, Paris, Cairo, Madrid, Barcelona, Brussels, Rome, Budapest, Lisbon, Frankfurt, Hague, Moscow, Luxemburg, Athens) promoting CSR & Excellence & contributing as chairman and Advising member, to the organization and coordination of workshops and international conferences on a variety of Business topics. He also joined the Euroidentity Caravan (An initiative to bring closer together the original 15 with the Ascending 10 countries of the E.U through visit to and join activities with the latter) as the leader of the CSR & Sustainable development section.

Finally he has published numerous articles & surveys in International & Local magazines/ newspapers on issues related to Corporate Social Responsibility & Governance, management of customer complaints, CRM, the European Business Excellence Model, Customer Loyalty, e-business etc and he has given many interviews relevant to the above issues to local & international channels including CCTV (China Central TV –the channel with one of the largest audience in the world)

Abstract

In recent years the changes to the economic environment are governed by both social and financial inequality. Already, within the European Commotion a dialogue is being conducted concerning the importance of Corporate Social Responsibility (CSR) which is bound to affect the policies of both governments and enterprises

CSR is incorporated, at different levels of course, into contemporary business agendas, but also that the positive influence it has on both brand value and business results, is recognized by all the participating organizations in the latest Centre for Sustainability & Excellence Research. More specifically, although, through this survey, it becomes evident that the positive results of CSR on brand value are indeed recognized, there exists a serious lack of alignment with company strategy and policy. Furthermore, another important outcome regards the obvious lack of practices and methodologies in order to evaluate and measure the needs and opinions of Stakeholders, with view to a more effective strategy concerning CSR.

In regards to the question whether CSR contributes to the long-term improvement of brand value and business results, the main inference is that the development of CSR activities and strategy are directly related to the long-term of both.

In addition one must stress that the application of a CSR strategy seems to characterize organizations which follow contemporary management practices, whereas organizations with large profits seem to spend more on CSR activities and practices. It is worth noting that according to all the surveys carried out in recent years, concerning the social and financial performance of organizations, statistically CSR was found to be directly connected to financial performance. Based on the results of the present survey and taking into consideration the fact that the majority of organizations seems to recognize this positive influence, it is inferred that CSR represents, in most cases, a characteristic of a very well-managed organization.



Milenko Djuric

Public Relations Consultant



Speech Title: „Sour Lemon is Sweet“ Professional and Ethical Standards in PR Practice

Biography

Milenko D. Djuric, M. A. is managing director of Public Relations Consulting Group based in Belgrade, Serbia. With more than 20 years of professional experience he is one of pioneers in the field of PR business and education in Yugoslavia. In 1989 he has written the first M.A. thesis and has conducted the first research study on PR in former Yugoslavia. He is a founder member and president of the Public Relations Society of Yugoslavia – PRSYU.

Mr. Djuric has published more than 200 feature articles on PR in Yugoslav and international publications and magazines. He is the author: “ Public Relations – The Key to a Successful Appearance on the Market”, published by MRI in 1992, as the first book on PR in Serbian language. In 1991, he was the initiator and coordinator in establishing the first PR School in Belgrade, together with Yugoslav Institute of Journalism – JIN Centar and the International Public Relations Association – IPRA. He has an extensive lecturing experience in PR and currently lectures at the post-graduate PR Specialization Course at the Faculty of Economics, University of Belgrade, Brothers Karic University and English School of Business in Belgrade. He acquired broad international experience during his study visits and was a guest lecturer at the University of Maryland and at the San Diego State University, U.S.A. (1995) and Escuela Nacional de Relaciones Publicas, Santiago de Chile (1998).

Mr. Djuric is specialized trainer in the field of Public Relations, Marketing and Communication Management. He conduct internal trainings for PR practitioners, personnel and top managers in banks, hotel and travel business, tourist agencies, trade industry, community sector and governmental institutions. Also, he conduct seminars and conferences for specific and general public and issues.

As a managing director of Public Relations Consulting Group Mr. Djuric has served as a consultant in public relations and lobbyist to many Yugoslav and international clients, including: Philips - domestic appliances; Philips Lighting - lighting equipment; Coca-Cola Balkan Region - soft drinks; ICN Pharmaceuticals – pharmaceutical industry; Lafarge S.A.

- building material; Western Union - money transfer; British Airways - air transport; NatWest Markets – financial consulting; Brno Trade Fair / INVEX Computer Fair – Fairs; Via Expo Ltd. - fairs; ANEM - Association of Independent Electronic Media; Hyatt Regency Beograd - hotel business; S.O.S. EVASAN S.A. - medical assistance; UNICEF – non profit organization; Continental banka - banking business; Zepter Banka - banking business; Sartid – metallurgy corporation; Sever – electronics industry; BK Group - Holding Company; Delta - Holding Company etc.

Mr. Djuric is a member of CERP – European Public Relations Confederation, Brussels; EUPRERA -European Public Relations Education and Research Association, Brussels; IPR - The Institute of Public Relations, London; IPRA - The International Public Relations Association; IABC – International Association of Business Communicators, San Francisco; PRSA – Public Relations Society of America, New York; GAPRCM -Global Alliance for Public Relations and Communication Management, New York and PRSSE - Public Relations Society of Serbia, Belgrade.

He is awarded with: UEPS - Serbian Advertising Association Award for the academic work in PR (1991);

UEPS - Serbian Advertising Association Award for the development of the PR profession (1998);

UEPS - Serbian Advertising Association Award for the development of creativity in PR profession (2000);

Yugoslav Public Relations Professionals Award for development of PR profession in Yugoslavia (2001).

Abstract

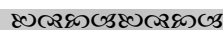
In the new millennium old dilemma still exists: is Public Relations (PR) the profession, or just „gin and tonic business“? We can hear opinion that practitioners more depend on their personal charm and „good connections“ in the society, then on specific professional know-how and scientific strategies. The main role is to „chat“ with public, take care of protocol and build good image by keeping relations with media. Measure of success is level of publicity and coverage in media.

In the world of fast changes and globalization, practitioners are forced to choose whether they would act as professional communicators, or play the role of professional manipulators. Rising number of „spin doctors“ demonstrate old and new propaganda, clearly against professional and ethical standards established by professional PR organizations. Close connections with (in) dependant global media is base for creation of virtual reality. They create unreal events and stories and form separate reality, far from real facts and truth. It is becoming almost impossible to investigate stories, or check validity of sources and facts. General public is often persuaded that „the lemon is sweet“ and misled in their perception of the reality of information, facts, events and issues. In order to keep dignity of PR profession practitioners should demonstrate high level of personal responsibility for implementation of professional and ethical standards.



Guanpeng Dong

The Assistant Dean and Head of International Affairs
School of Journalism and Communication



Speech Title: Popular News Channel as Government Public Relations Image

Biography

Steven Guanpeng Dong is currently the Assistant Dean and Head of International Affairs at the School of Journalism and Communication. Academically, he is a senior research fellow at the Tsinghua Centre for International Communications Studies and Director of Research, Tsinghua-Ogilvy Institute for Public Branding within the University. He was appointed the co-chair and advisor of Governmental Spokesperson Training Seminar Series by China State Council Information Office since 2001 and has lectured formally to more than 3,000 ministers, mayors and senior governmental officials for media strategies and public relations. His research covers political communications, public relations and crisis communications for the government. Steven first studied his LLB in Diplomatic Studies and International Law at Peking University and received intensive training in foreign affairs at the University of Lausanne in Switzerland. He also received an MA Political Communications with distinction at Sheffield University and an MPhil in Development Economics from Cambridge University before he started teaching and conducting a PhD research on Media and East Asian International Relations at the University of Durham. Steven returned to China in 2001 and was appointed senior positions including assistant mayorship in local politics in Liaoning and shortly moved back to the capital as active political public relations strategist. He is among the first scholars lecturing on public image and political communications for Chinese high-ranked politicians and leaders of the state owned enterprises through the Central Party School, National Academy of Administration of the State council and the Chinese Central Academy of Socialism. He has memberships of a number of senior advisory boards and strategy committees of varied government and regulatory organization as well as registered and non-executive senior public relations advisor. He holds membership of several internationally renowned associations of public relations research in China, UK and the US. Steven has also been a reporter, presenter and producer of political news and current affairs on national TV in China and the UK. He has interviewed leaders of several countries, transnational firms and the most influential think-tanks.

Recently, he was the chairman of the worldwide televised dialogue between the British Prime Minister Tony Blair and Tsinghua Students in 2003. He has published a number of books and articles including: International Communications History and Theory, Effective Public Relations through Media for the Governmental Sectors, Political Implications of 24 Hour News Channel and is completing book drafts on the Chinese Harmonious Society and Political Communications.

Abstract

Following a lengthy ten-year consideration period within the decision-making circle of the CCP, China's first 24-hour News Channel (CCTV-NEWS) entered the media scene on the 1st May 2003. However, this new development has not necessarily been matched by an increase in quality of news provision. It's argued that implications of this channel have been far beyond a simple expansion of the national television network and it is actually effectively acting as the powerful tool of public relations for the government.

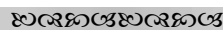
This paper is examine how the governing party in China has successfully manipulated the agenda of the news media effectively for building and maintaining a harmonious society with consensus and stability. A full-scale description will be provided through scanning the television news channel directly supervised by the Party, overseas-based television with public relations interaction with the Party and those individual production units. Case studies of the SARS and the introducing new standing committee members of the politburo of Chinese Communist Party will be dedicatedly analyzed through the traditional R-A-C-E model. The conclusion is to be drawn to witness the weakness of an increasing awareness of public relations for the government leaders in China. Several challenges and limitations also existed for example to threaten the PR tools -- CCTV-NEWS, including competition with other media providers – such as Rupert Murdoch's Phoenix Television; the growing impact of the internet; and the increased numbers of channels that now compete with each other for their share of viewers.

Indeed, the prevailing attitude within Chinese media circles and the party's publicity administration is that this intense competition will probably impinge on the whole governmental public relations' success while processing the economic and social development of China.



James E. Grunig

Professor emeritus of Public Relations in the Department of Communication at the University of Maryland College Park



Speech Title: The Status of Research in Public Relations

Biography

Prof. James E. Grunig is a professor emeritus of public relations in the Department of Communication at the University of Maryland College Park. He is the coauthor of *Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries*, *Managing Public Relations*, *Public Relations Techniques*, and *Manager's Guide to Excellence in Public Relations and Communication Management*. He is editor of *Excellence in Public Relations and Communication Management*. *Excellent Public Relations and Effective Organizations* received the 2002 PRIDE award of the Public Relations Division of the National communication Association as the best book in public relations in the previous two years. In addition to his books, Grunig has written 219 other publications such as book chapters, journal articles, reports, and papers. He has won three major awards in public relations: The Pathfinder Award for excellence in public relations research of the Institute for Public Relations Research and Education, the Outstanding Educator Award of the Public Relations Society of America (PRSA), and the Jackson, Jackson and Wagner Award for behavioral science research of the PRSA Foundation. He also won the most prestigious lifetime award of the Association for Education in Journalism and Mass Communication (AEJMC), the Paul J. Dutchman Award for Excellence in Research.

Abstract

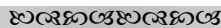
This article traces the origins and continuing development of a research tradition that conceptualizes public relations as a strategic management function rather than as a messaging, publicity, and media relations function. The tradition began serendipitously with the development of the situational theory of publics in the late 1960s, followed by the application of organization theory to public relations, the symmetrical model of public relations, and evaluation of communication programs. The Excellence study, which began in 1985, brought these middle-level theories together and produced a general theory, a theoretical edifice, focused on the role of public relations in strategic management and the value of re-

relationships with strategic publics to an organization. Since the completion of the Excellence study, scholars in this research tradition have continued to improve and furnish the edifice by conducting research to help public relations professionals participate in strategic decision processes. This research has been on environmental scanning and publics, scenario building, relationships, ROI, evaluation, relationship cultivation strategies, specialized areas of public relations, and global strategy. I conclude that the greatest challenge for scholars now is to learn how to institutionalize strategic public relations as an ongoing, accepted practice in most organizations.



Larissa A Grunig

Professor emerita, Faculty of the University of Maryland, College Park



Speech Title;

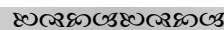
Biography

Larissa A. Grunig, professor emerita, recently retired from the faculty of the University of Maryland, College Park, where she had taught public relations and communication research since 1978. She has received the Pathfinder Award for excellence in research, sponsored by the Institute for Public Relations; the Jackson, Jackson, and Wagner Behavioral Science Prize; and the Outstanding Educator Award of the Public Relations Society of America. She was co-founder and co-editor of the *Journal of Public Relations Research* and has written more than 200 articles, book chapters, monographs, reviews, and conference papers on public relations, activism, science writing, feminist theory, communication theory, and research. She was a member of an international grant team, sponsored by the IABC Research Foundation, investigating excellence in public relations and communication management. The newest Excellence book won the 2002 PRIDE award sponsored by the Public Relations Division of the National Communication Association. She co-authored the first book about women in public relations. Dr. Grunig serves as a consultant in public relations.



Yahya Kamalipour

Professor of Mass Communication and Head of the Department of Communication and Creative Arts at Purdue University



Speech Title: communications, culture and public Relations

Biography

An internationally prominent scholar, Prof. Yahya Kamalipour is the professor of mass communication and the head of the Department of Communication and Creative Arts at Purdue University Calumet, Hammond, Indiana, U.S.A. His areas of research include globalization, media impact, international communication, public relations and advertising, stereotyping, and new communication technologies. Prof. Kamalipour has 10 published books, including *Bring 'Em On: Media and Politics in the Iraq War* (with L. Artz, 2005); *War, Media, and Propaganda: A Global Perspective* (with N. Snow, 2004); *Globalization and Corporate Media Hegemony* (with L. Artz, 2003), *Global Communication* (2002); *Media, Sex, Violence, and Drugs in the Global Village* (with K. Rampal, 2001); *Religion, Law, and Freedom: A Global Perspective* (with J. Thierstein, 2000); *Images of the U.S. Around the World: A Multicultural Perspective* (1999); and *Cultural Diversity and the U.S. Media* (with T. Carilli, 1998).

In addition to serving on the advisory and editorial boards of several prominent communication journals, Prof. Kamalipour is the founder and managing editor of a groundbreaking electronic publication, *Global Media Journal* (www.globalmediajournal.com), with editions in Arabic, English, Chinese, and Spanish. He is editor of two web portals *Global Media Monitor* (www.globalmediamonitor.com), *My Global Village* (www.myglobalvillage.com), and also editor (with K. Rampal) of the *Global Media Studies Book Series* for the State University of New York Press.

Prof. Kamalipour has given presentations in Egypt, Canada, China, Iran, Kenya, Mexico, Slovenia, United States, and taught courses at universities in Ohio, Illinois, Missouri, Indiana, Iran, and Oxford (England). In addition to numerous mass media appearances and interviews, his articles have appeared in professional and mainstream publications in the U.S. and abroad.

Prof. Kamalipour has been profiled in the 2000 Edition of *Contemporary Authors*, *Who's Who in the World*, and *Who's Who in America*. He has also received significant awards,

including the Distinguished Scholarship Award in International and Intercultural Communication from the National Communication Association (USA); Certificate of Recognition, Tsinghua University (China); the Edgar Mills Award for Outstanding Service in Communication from the Communicators of Northwest Indiana; including various Achievement and Recognition Awards from Purdue University Calumet, Public Relations Society of Iran, Allameh Tabataba'e University (Tehran), Kargozar Public Relations Institute (Tehran), Center for Education and Culture (Tehran), Education Department (Ravar), and Kerman Public Relations Society (Kerman).

Prof. Kamalipour earned his Ph.D. degree in Communication (Radio-TV-Film) from University of Missouri-Columbia, M.A. degree in Mass Media from University of Wisconsin-Superior, and B.A. degree in Mass Communication (Public Relations) from Minnesota State University. He has been at Purdue University Calumet since 1986. For additional information, visit his personal web site at www.kamalipour.com.

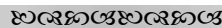
Abstract

As the public relations profession is poised to establish its proper place and legitimacy within a culturally rich and largely traditional society, this presentation will focus on the obstacles and challenges that lie ahead of PR practitioners in Iran . One of the oldest civilizations and yet youngest nations (in terms of age of its citizens) in the world, Iran is in the process of transitioning from a traditional society—bound by old rituals and customs—to a modern society—bound by new rituals and customs. Also, in tandem with globalization, Iran is transitioning from a traditionally closed and paternalistic system to an increasingly open and democratic system in which privatization of commerce and industry and diversification of media and viewpoints tend to emerge—although with trepidations. These and other developments point to the fact that public relations practitioners and organization can (and should) become pivotal forces throughout the transitional periods and beyond. If planned carefully, public relations practitioners can modify norms, mend relationships, enhance communication, and ascertain the needs of citizens and customers. They can also play a key role toward promoting self-reliance, economic advancement, cultural integrity, international cooperation, and global image of Iran . These and other related issues will be discussed in this presentation.



Zelimir Kesetovic

PHD PR of the PA with special regards to Police PR
MA Censorship in Serbia



Speech Title: Public Relations in Police Agencies

Biography

Education:

- PhD PR of the PA with special regards to Police PR, Faculty of Political Sciences, BGD, 1999
- MA Censorship in Serbia, (FPS), 1994
- Graduated at FPS, 1984
- Scientific associate at Institute for Political Sciences, 2000

Working experience:

- Faculty of Civil Defense 2005
 - Assistant Professor of Crisis Management
- Police College 1995 _ 2005
 - Teaching Assistant
 - Professor of Sociology and Criminology
 - Head of Research and Development Unit
- Ministry of Interior 1985 _ 1994
 - Analyst
 - Chief Analyst

Major publications:

- "Ethics of Police Profession _ Contribution to police deontology" , Science, Security, Police, No1, 1998
- Sociology, textbook, Belgrade: Police College, 1999
- Police PR, monograph, Belgrade: Police College 2000
- " Police professional sub culture, "Sociological review, No 1_2, 2001
- "Police training and education in Republic of Serbia", Police training and education: Global perspective, IX International Police Executives Symposium, Antalya, 2002 .

“Police Public Relations in Function of Crime Prevention”, Policing in Central and Eastern Europe: Deviance, Violence and Victimization, Visoka varnostno- policijska sola, Ljubljana, 2002 .

Projets

- Civil sector of National defence “ at Faculty of Civil Defence, 1999
- Hard cases of Crime in Serbia “, Institut for Criminology and Sociology, (2002-)
- Member of Think Tank for Reform of Serbian Police – Project of Ministry of Interior- Leauge of Experts, Serbian NGO-Danish Institute for Human Rights, (2001)
- Reorganisation of Police Forces in context of Stabilisation of ex Yugoslav countries GRISP (Groupe de Recherche Interdisciplinaire pour la Securite et la paix) CIRPES (Center Interdisciplinaire de Recherche s sur la paix et d’Etudes Strategiques) Paris (2002-2003)
- World Police Encyclopedia, Routledge, associate editor for Slovenia, Croatia, Bosnia and Herzegovina, Albania, Macedonia, Montenegro

Seminars and study visits

- public Administration Reform, Weraltag Akademie des Bundes & Civil Service Coucel of Serbia, Wien, 2001
- Study visit to English police ,2002
- Managing Project for Success, Wervaltug Akademire des Bundes, Coverdale & Civil Council of Serbia, Wien, 2002
- Results Based Management, UNDP I Faculty of Organisational Scienes, Beograd, 2002

Abstract

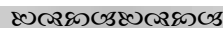
Good relations with local community and general public are of essential importance for successful operating of modern police organizations. That refers to repressive, and, even more, to preventive police function. Being aware of that fact, contemporary police organizations, especially in countries of Anglo-Saxon tradition, use new concepts and styles of policing (e.g. community policing) and develop a number of public relations activities in order to obtain public understanding, trust and support. Police organizations in many countries in transition become aware of these facts, trying to improve their image. During period of Miloševićs system of personal rule (1989-2000), Serbian police was militarized, politicized and criminalized, being one of the main pillars of totalitarian regime. Due to that, and to the fact that its main goal was not to serve and protect the citizens, but political regime, sometimes in a very brutal way, public trust in police become very low. On the other hand the Ministry of Internal Affairs believed that it was only important to be legitimate in eyes of ruling elite. The level of crime significantly increased and crime prevention work was derelict. After democratic changes in October 2000, the situation has changed. Serbian society is on the way from totalitarian toward democratic society. In a new social environment fundamental police reform is indispensable. In new circumstances some dents in police public

relations have been made, but the public trust in police is still low. Conclusion of the paper is that reform process must be stepped up. A new public image of Serbian police can be achieved only with a new identity. That will be followed by increase of public trust in the police, and preventive programs that are about to be launched will be more effective.



Tian Li

Assistant Professor of mass media
International Communication
Tsinghua University



Speech Title: Basic Elements of Chinese Nations Image

Biography

Tian Li has been the Research Assistant at the Center for International Communications Studies of Tsinghua University (CICS), Beijing, China. This center is one of China's leading think tanks for press and politics. He has been also the Secretor for the state image research-Ogilvy Program for Public Branding. The purpose for the program is to assist Chinese officials with issues that directly related to China's continued progress.

He has been the Research Analyst of Guangxi Press Office Program, Nanning, China. This program aims at the Public Relations strategy of Guangxi Province.

His other professional activities and positions include: Co- founder & CEO of Media Observer Studio, editing the Journal of Media Observer Studio, writing Media Observer Column for Qianlong News Net, translating books, e.g. International Communication: Continuity and Change.

Tian Li is Assistant Professor of mass media and International communication in Tsinghua University.

Abstract

The marketing of a state or government's image is a unique form of marketing. In an era of economic globalization, it is absolutely necessary that China increase communications with the international community to foster a better understanding and better image within the community.

The presentation is intended to clarify, in a cross-disciplinary way, those basic factors of state image. The dissertation reviews the history of the academic study and practice of state image and public brand in different countries first, and then proposes a three-step strategy of Analysis-Establishment-Management for the establishment of a successful state image. To illustrate those factors, the dissertation also provides several cases which includes both domestic ones and foreign ones.



Hamid Mowlana

Professor of International Relations and the founding director of International Communication Program at the American University

⋄⋄⋄⋄⋄⋄⋄⋄⋄⋄⋄⋄

Speech Title: Public Relations in the Age of Globalization

Biography

Hamid Mowlana is professor of International Relations and the founding director of International Communication Program at the American University in Washington D. C. He served as president of the International Association of Media and Communication Research (IAMCR). He is recipient of a number of national and international awards including the International Studies Association's Distinguished Senior Scholar Award. A pioneer in the field of International Communication, professor Mowlana is the author of numerous books on international relations and communication. He has been on the faculty of American and other international universities for the past 40 years.

Abstract

Until recently, the closest thing to a universal goal in the international and contemporary world was "development", the post World War II embellishment of the myths of "progress." Today it is the term "globalization" that has become in fashion. Much of the popularity of the term globalization, like the term development, can be attributed to the fact that it can mean anything one chooses. In the field of communication and persuasion, the term "public relations" has acquired similar common and wide-spread use. All three terms, development, globalization, and Public Relations although somewhat ambivalent have three common characteristics: (1) an ancient history throughout human civilization; (2) a somewhat western based, modern and especially American and contemporary dimensions; and (3) an integrated and interrelated chain of methodologies and activities.

This study attempts to analyze the world of Public Relations in the context of globalization. The three essential structures of the world power that are typically in the hands of governments, corporations, and international and non-governmental organizations and are involved in the so-called globalized world of Public Relations will be discussed: the control of technology, the control of finance capital, and the control of marketing and the dissemination of ideas through communication.

On a policy making level, Public Relations professionals are expected to counsel top management with respect to the early identification of significant social, economic, political, cultural, and military issues that might adversely affect their operations. In the field of foreign policy, Public Relations techniques have been used as a process of image making and modifications often called “Public diplomacy.”

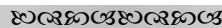
No one knows exactly how much money is spent each year on Public Relations in the world, but 100\$ billion would be a conservative estimate. The top ten Public Relations firms in the world not only have global operations but their income alone will qualify them as a group of giant global corporations. Global corporations imitate nation-state in their effort to develop company allegiance and corporate citizenship; they must not only sell concepts alone with its products but they must continually sell and resell themselves.

If the field of Public Relations is in the business of informing the public, manufacturing our consent, and reshaping our perspectives about this world and its institutions, then what values, ethical, and moral considerations influence and cover their work and activities? To command worldwide understanding, legitimacy, and respect, this study makes a number of proposal that suggest alternative concepts and methods in reshaping the diversity of this phenomenon.



Sugich Haroon

Executive Vice President and Chief Operating
Officer Of the TRACCS – SACCS network



Speech Title: Builing a Public Relations Practice from Zero

Biography

Haroon Sugich is the co- founder of Saudi Creative Communications Services (SACCS), the leading public relations practice in the Kingdom of Saudi Arabia and Trans- Arabian Creative Communications Services (TRACCS), the regional extension of SACCS. As Executive Vice President and Chief Operating Officer of the TRACCS- SACCS network Sugich leads one of the largest and fastest growing public relations practices in the region. With corporate headquarters in Jeddah and regional headquarters in Dubai Media City, the TRACCS- SACCS network has branch offices in Riyadh, Cairo, Amman, Kuwait City, Beirut, Damascus and affiliate offices in London, New York, Chicago, Los Angeles, Frankfurt, Montreal, Toronto, Stockholm, Manama, Mumbai, Karachi and Doha. TRACCS serves a wide range of regional and international clients, including AEG, Electrolux AB, The Savola Group, Zurich International Life, BUPA Middle East, Jeddah Economic Forum, Saudi Arabian Airlines, the Supreme Commission for Tourism for the Kingdom of Saudi Arabia, Bank Al Belad, Jordan Commercial Bank, Misr International Bank, Kuwait and Middle East Bank, King Abdullah II Design and Development Bureau, among many others.

Abstract

The public relations industry in the Middle East region and in the Islamic world as a whole is still in its infancy. While public relations is one of the fastest growing communications sectors in our region, public relations activities in more developed markets like Dubai are still largely carried out by foreigners imported from the West or from more Westernized Middle Eastern countries like Lebanon. Multinational public relations companies do operate in our part of the world but they can only do so in partnership with local practitioners, who understand the language, culture, religion, customs and sensitivities of the societies they are communicating with. The challenge before us is to create a local public relations industry with local practitioners who can operate according to the highest international standards and

practices. Academic education is a valuable beginning but practical hands-on, on-the-ground experience is the key to building a successful and effective public relations practice from zero.

The 2nd International
Conference on Public
Relations in Iran
15-16 November, 2005

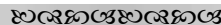
Public Relations

Speakers and Presentations Abstracts



Saderi Shahrzad

International Facilitator, Trainer, & Consultant



Speech Title: Open Space Technology

Biography

Shahrzad Saderi plants seeds of “Radiating Possibilities,” which taps into the positive and creative energy that is necessary to overcome the challenges in today’s global business environment. For more than 15 years, she has helped organizations bridge the gap between goals and performance by sharing tools, insights and expertise as a training and development consultant.

In her travels Shahrzad has presented hundreds of workshops and training session in the U.S. and abroad. As a bilingual professional, she has a rich background and knowledge of Farsi & Arabic language, culture and history that creates a significant advantage when it comes to sharing challenging, innovative ideas. The significant advantage results in interactive training that develops capable managers, effective teams, and a strong workforce possessing the skills and knowledge to produce sustainable economic growth. She believes that the effective way to learn is to have fun in learning since a positive environment contains the nutrients to enriched learning. Shahrzad persuades, motivates, and inspires participants to excel—and gives them the tools to do so in their work.

Her background includes extensive experience as a human relations program manager and coordinator for the largest state tax agency in the United States. In the Middle East Shahrzad has worked with hundreds of managers and staff at organizations including: Edison, Statoil Iran, the Canadian Embassy, OMV, Butane Gas, Damavand mineral water and Saziba Atrineh. In addition to providing training and communication consulting services, she has facilitated company strategic planning sessions that clarify goals and set the stage for future growth, while engaging and empowering staff and management to work together effectively.

Shahrzad offers facilitation, training and consulting services. She has her Ph.D. in Cultural Studies from University of California, Davis and holds a Masters degree from University of Missouri, Columbia. She is a certified Franklin Covey Facilitator and a certified trainer with the Institute of Cultural Affairs and International Association of Facilitators. She is an adjunct professor at Los Rios College and communication chair for the Organizational

Development network. For additional details, contact her at ssaderi@earthling.net. Or visit her website at www.rpcs.com.

Abstract

In this program two organizational tools will be described. Appreciative inquiry and Focused conversation. Both tools are useful for PR practitioners, facilitators, and managers working with large or small groups. The underlying theory and philosophy as well as benefits will be discussed. I will also share personal experiences in using the tools trying to help people have conversations that create a new way of thinking and understanding. In short demonstrating a simple process to facilitate communication in communities, organizations, teams and with individuals.





Gopal Sutar

Master's degree (two year full time course) in Mass Communications & Journalism, Karnatak University (1987), Karnataka, India.

∞∞∞∞∞∞∞∞∞∞

Speech Title: Public Relations Scene in India: Past, Present and Future

Biography

Gopal Sutar is employed as Associate Professor (Communications) since June 13, 2005. His responsibilities include: preparing and implementing Corporate Communications syllabus as specialization course for the Master's Degree in Communications. Teaching and training encompass all aspects of Corporate Communications which he has broadly classified as Internal and External Communications with corporate communication structure in industries in mind. He is in-charge of MIC's placement and internship committee.

He was with the Middle East's highly reputed corporate entity Saudi Basic Industries Corporation (SABIC) as Media Editor. SABIC is one of the top ranking petrochemical/fertilizer/steel companies in the world. It is a pillar of the Saudi economy sphere-heading the Kingdom's diversified industrial growth. SABIC's sales revenues were at US \$ 18.4 billion with net profit at US \$ 3.8 billion for the year 2004.

His job involved writing and reporting aspects in relation to the company's communication requirement including inputs to the CEO's secretariat for articles, speeches and SABIC's Intranet and Internet. He did the company's publication work and this included bringing out Annual Reports / Highlights under statutory time pressure, corporate booklets / brochures. He wrote the company press releases.

His other corporate communications activities related to advertising, exhibitions and coordination with SABIC's PR and Corporate Communications consultants Hill & Knowlton.

At IPCL, he worked at Senior Executive level with corporate communications group. He was number two in the group and reported to EA to CEO. Apart from writing for the CEO's secretariat, as assistant Editor, he wrote editorials in IPCL house journal and contributed articles for the publication. He also supervised layout and designing of the newsletter.

He had to prepare Corporate Communications budgets for publications (Newsletters, Annual Reports etc.), exhibitions, and advertisements. The tenders were prepared and floated with my signature and later bids were evaluated with the Finance personnel.

On external front, he coordinated with key media persons at local and national level. He

had an important role in organizing press conferences and press meets. He was given the basic responsibility of drafting press material / releases for such occasions.

He was also given the task of company's audio-visual and exhibition requirement. This involved script input and documentation of shots/films/Q sheets.

He gave creative inputs for IPCL corporate advertisements and tender releases. These ads were edited at my end for clarity and presentation.

He contributed in the company's exhibition related work like production of key literature, blow-ups / vinyl prints and issuing of press releases.

He was with Bharat Heavy Electricals Limited (BHEL), Bhopal, a blue chip public sector company in India for about four years as officer with similar job profile as in IPCL.

BHEL is a world-renowned Heavy Engineering Power company. Here, he dealt with external media besides preparing speeches for the chief. The other work included exhibition and audio-visual assignments (corporate films, advertisements).

He had about 18 months hard-core reporting experience with The Times of India (Bangalore) and other English dailies, Free Press and Newlink.

He has written several articles and features in the best of Indian and overseas publications on various topics ranging from environment, business, politics, humor to films.

His recent projects on SABIC's Annual Reports have been widely acknowledged, especially in the Middle East.

One of the publications Timeless Motif brought out with my editorial and supervisory input won the prestigious award from Association of Business Communicators (India).

He have participated and worked in international exhibitions like Plastindia, (New Delhi).

Participated in workshop on reporting environment organized by Center for Environment Education, Ahmedabad (India) and on Graphic Design by Indian Institute of Mass Communications, New Delhi (India).

He was a visiting faculty at M.S.University's (Baroda, India) faculty of communications and journalism.

Evolved communication strategies and implemented them successfully for his employers.

Currently he is also providing my editorial and other communications inputs to Saudi Arabia's new and upcoming e-commerce global network www.saudicommerce.com as their consultant.

Abstract

The public relations profession has come a long way in India. About 10 years ago a few practitioners might have imagined such a sea change. The country's position as front-runner in information and technology and rising economic and industrial activities has impacted many professions including public relations. Today, the way information is disseminated is totally different when compared to the practices that existed a decade ago. Internet has changed the very concept of management of 'knowledge information'. The IT has integrated the functioning of PR with all the stakeholders such as customers and investors in a most impressive way.






The change has affected the Government of India too. It has become PR conscious as it has to propagate its new policies and activities in the new and competitive world. On the other hand, the fundamentals of Corporate India are much talked and written about within India and outside the country. India is definitely shining.

India's image has never been better. Part of the credit should go to the public relations professionals who are entrusted with the onerous job of projecting the image of their organization whether in private, public or the government itself. There is little doubt that their dedication and professionalism have gone a long way in projecting India as one of the fastest progressing and progressive countries in the world.

But there are challenges on the path ahead. The paper 'Public Relations Scene in India: Past, Present and Future' focuses on the work of PR professionals in India, the rapid changes that have affected the profession, and the future PR challenges.



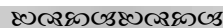
Iranian Speakers (Alphebetically)

Row	Name	Position	Speech title	
١	Dr. Aliraza Araf	The Head of Global Center for Islamic Sciences, The Head of Hawzeh and University Research Center	Public Relations Role in Religion Development	
٢	Dr. Hesameddin Bayan	The Head of Directorate of Iran Industries Research Center and certified member of SAM	Public Relations and Knowledge Management	
٣	Dr. Ali Mohammad Goudarzi	Faculty Member of Academy of Science Islamic Republic of Iran	Role of Intelligence in Public Relations Managers Performance Improvement	
٤	Dr. Gholamreza Haji Hosseinnejad	Academy Member of Tarbiat Moallem University	Role of Public Relations in Social Behavior Organizations	
٥	Dr. Bagher Sarowkhani	Academy Member of Tehran University	Social Responsibility and Public Relations	



Dr. Alireza Arafī

The Head of Global Center for Islamic Sciences,
The Head of Hawzeh and University Research Center



Speech Title: Public Relations Role in Religion Development

Biography

Dr. Alireza Arafī was born in 1969 in a clerical family, in Meybod, a city of Yazd Province.

He has started his clerical education in year 1971 in Ghom, and in 1977 has begun attending in classes out of Hawzeh and took several courses on Kharej¹, Feghh, Osoul instructed by masters such as Vahid Khorasani, Tabrizi, Fazeli and Haj Sheykh Morteza Haeri Yazdi, and enjoyed classes of Martyr Motahari, Ayat Ozam Javadi Amoli, Mesbah Yazdi and Hasanzadeh Amoli on philosophy, theosophy and logic for over 15 years.

He has been teaching Bedayatolhekmah, Nahayatolhekmah, Asfar va Mantegh, Erphan va Falsapheh-e Akhlagh for Kharej, Feghh, and Osoul from 1994 in Hawzeh Elmieh Ghom and Hawzeh related institutes.

He teaches theology in Allameh Tabatabai University, philosophy in Sepah University, Osoul in Ghom, philosophy of education in Holy Quran and Ravayat in Tarbiat Modarres University and Tehran Tarbiat Moallem University in MA and PhD level.

Writings:

- Philosophy of Teaching & Preaching;
- Methods of Teaching & Preaching of Holy Prophet Mohammad and Ahle Beyt, 3 volumes;
- Moslems scientists' opinions about teaching & preaching, 3 volumes;
- An introduction to human's talents;
- Islamic teaching & preaching system, 3 volumes;
- Tens of articles.

1. The Special Top Level of Islamic Education

Executive experience:

- Head of Islamic Sciences Global Center;
- Head of University & Hawzeh Center;
- Member of General Cultural Association of Islamic Cultural Ministry;
- Member of Social Cultural Association of Sciences, Research and Technology Ministry;
- Member of Planning & Research Organization of Education Ministry;
- Member of State Scientific Research Association;
- Head of University & Hawzeh monthly;
- Head of Economic Negotiations and Islamic Teaching & Preaching monthly.



Dr. Hesameddin Bayan

The Head of Directorate of Iran Industries Research Center and certified member of SAM

XXXXXXXXXXXX

Speech Title: Public Relations and Knowledge Management

Biography

Born: 1934 in Savadkouh.

Education:

- MA from administrative science and business management faculty, Tehran University;
- MA in governmental management from U.T.L University, America (South California);
- Ph.D. in philosophy of administrative and governmental management public affairs, U.T.L University, south California, 1970;
- Ph.D. in philosophy of Agronomy engineering and Human science, Lolia technology University, Swede, 1993, UTLS.

Scientific activities:

He has written over 250 articles and papers in fields of strategic and general leading management. He has been selected as the first top scientist on Dec.15.2004, in the „Research Week“.

Professional experiences:

- Professor, heading the chair “strategy”, State Defense High University;
- Professor, heading the chair “information strategy”, Farabi Technique & Science University;
- Chief of board of directors and board of trustees of Iran Industries Research & Education Centre and affiliated faculties and technical schools;
- Deputy of board of directors of Iran Agronomy Association;
- Professor and academic member of governmental management education center (state management education high Institute);
- Teaching in domestic and foreign universities for 40 years.

Memberships:

- Official member of Advanced Management International Association (SAM);
- Official member of Association of Quality Controlling (ASQC);
- Member of Advanced Research Group of developing countries Agronomy Centre (CEDC);
- Nonofficial member of Universal & International Productivity Confederation in Canada (WCPS).

Specialty education:

After graduation, he entered the Officer's College². He took Joint and high courses of echelon, command and headquarters college, fight college, National defense strategic management college, strategic information, high course of management, engineering management, controller and analysis in Iran, America, Germany. He attained the badge of emirate and generalship in military.

Abstract

Wisdom, Reason, Knowledge: In ontology, human wisdom in search of knowing the reason of being and existence, has founded the bases of philosophical thoughts. The indicator of wisdom theory, knowledge of treatise composing, pose these questions:

What is existed in the world? What should one know? How can one know? what do we know? And finally, after these questions, the key question is araised. What is our purpose of knowing? What is wisdom? In late 20th century, with the help of an audacious professor, Philips Griffiths, the scientists in Oxford University could answer these questions from a scientific point of view in a book named "wisdom and beliefs".

Knowledge is based upon realities; one should investigate. Clarification of concept and nature the word "wisdom" is not possible unless through thinking, suspecting, believing, and researching till be assured and call it knowledge. If we want to know what the knowledge is, we should first know what understanding is. The purpose of asking these deep questions and the intellectual replies is to know, the knowledge is applied for whom and for what?

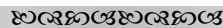
Form historical point of view, each era is in search of realities, along with contemporary needs. In the period of forth dimension of time- place, what was dominant in past, is not congruent with the existing circuital conditions which is called the Age of Immediacy and Spontaneousness. The world huge analysts, by comprehensive studies, tracking exactly the beliefs, values, norms for paving the cultural ground of wisdom management. Along with allying the beliefs with great changes and accepting novel and transformer systematic thoughts, the dominance of single powers are no more accepted by the public and different groups. Violating the cultural balance needs the challenge of knowledgeable managers and wisdom management of thoughts and tools.

Hence, this paper is an attempt to analyze the role of Public Relations in this age comprehensively and to study the status of wisdom, reason, and knowledge.



Dr. Ali Mohammad Godarzi

Faculty Member of Academy of Science Islamic Republic of Iran



Speech Title: Role of Intelligence in Public Relations Managers Performance Improvement

Biography

Education:

- BA in Clinical Psychology;
- MA in Psychology;
- Graduate of Psychotherapy – Vienna –Austria;
- Graduate of Strategic Management – Industrial Management Institute –Iran Graduate of

Human;

- Resources Management – Germany – Koln.

Scientific Experience:

- Faculty Member of Science Academy of Islamic Republic of Iran;
- Faculty Member of Islamic Azad University(1994- 2004);
- Faculty Member of Industrial Management Institute (MBA);
- Methodolgy professor in Iran Industry and Science University;
- Chief of Asian Federation for Psychotherapy;
- Founder Member of Graduates of APO – IRAN;
- Association Member of American Psychologists;
- Member of human Resources Management Association;
- Secretary and faculty member of the first human resource development conference;
- Chief board member of global counseling society;
- Member of politician association of International management congress;
- Faculty member of performance management congress;
- Faculty and politician council member of Indian – Asian Psychotherapy congress

2. Daneshkadeh (2003);

- Secretary and faculty member of Asian Psychotherapy Congress Iran – Tehran (2004).

Executive Experience:

- Communication Director of Kish Development organization - Kish Shipbuilding company;
- Communication Director of Science Academy of Islamic Republic of Iran;
- Secretary of Science Academy of Islamic Republic of Iran;
- Research Manager of Academy of Islamic Republic of Iran;
- Communication & International Affairs Director of Iran khodro Diesel company;
- Human Resources Development Deputy of Iran khodro Diesel Company;
- Human Resources Development Counselor of Iran khodro Diesel Company;
- Human Resources Counselor of Iran khodro Company;
- Performance Evaluation Manager – Ezam Investment Group;
- Performance Evaluation and productivity promotion Manager – Industrial and Renovation

Organization of Iran;

- Recruitment and Training Manager - Industrial and Renovation Organization of Iran;
- Counselor and Secretary of culture and high training minister deputy;
- Iran national petrochemical Industry company management development counselor;
- CEO of Lorestan machinery company;
- Managing director of Boroujerd industry and agriculture product protect company;
- Member of professional health association of of ministry of foreign affairs;
- Human Resources Deputy Godakhtar company;
- Chief of Physical Education Psychology Team - National Iranian Olympic committee.

Research Experience:

- Writing 4 book in management and psychology field;
- Translating 6 books in field of Psychology Management field.

Essays:

- Editing of more than 20 Iranian internal essay and 10 external essay.

Contribution in International Congress:

- Austria, Portugal, China, Indonesia, Emirate, Germany, Greece, Australia, India, South Korea, Argentina.

Contribution in social and scientific projects:

- Attendance in more than 100 TV and Radio programs (internal & external) in family;

- Psychology field, Information management, Industry, moral and Islamic psychology;
- Contribution in writing Globalized Psychotherapy diploma;
- With cooperation of more than 150 world psychotherapists;
- Iran Engineering Training magazine technical Manager: Science Academy;
- Editorial Board member of Psychotherapy magazine;
- Editorial Board member of Iran Human Resources Management magazine;
- Executive Manager of Science Academy seasonal magazine.

Abstract

In the 3rd millennium of sciences and techniques development, particularly psychology, has had a tremendous growth. We are not exaggerating, if we say, psychology is the king of sciences in the current era. Most of scientific fields, particularly in the practical area, are indebted to behavioral sciences, but the relation between social psychology and communication knowledge, is a very close and direct relation.

The application of psychology knowledge in the practice of communications managers, seems a necessity and definite affair, so that for defining the competence criteria for attracting communications managers in the world large organizations, a good command of psychology in theoretical and practical area has been paid attention to a lot. But, it is necessary to notify that knowledge of psychology has been divided into 52 branches and one of the most important of them is communications psychology.

Human brain is one of the most complex, sensitive and powerful organ of the body. In the age of technology, human has problems communicating with his own brain, let alone communicating successfully with the brain of others. It seems a heavy task.

People, gifted with a high Social Intelligence, should be able to use all of their mental and physical power to communicate effectively with others. They should have a character to influence others and the power of creativity for communicating effectively, has been grown in them. Social Intelligence should be able to get along in the peak of involvements, discussions, mistakes and other critical situations. This intelligence is the same Social Intelligence. The enhancement of Social Intelligence helps one to be a good companion and listener and communicate with others powerfully. People, who their Social Intelligence has grown in them, can communicate with people of all ages, with any culture or from any layer of society, and the people encountering them, are more comfortable.

All social groups such as managers, particularly Public Relations managers, suppliers, chief of offices, teachers, physicians, marketing managers, social workers, servants of hotels or any one who should communicate effectively with others, needs Social Intelligence.

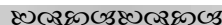
This article studies the theories of scientist, particularly the prominent scholar of social psychologist „Toni Boser“ and tries to indicate 9 strategic issues in the field of Social Intelligence in improving the operation of Public Relations managers. These issues as following:

The definition of Intelligence, Excitement Intelligence, Social Intelligence, nonverbal language, art of listening, communication, shining in group, the effect of feedback or attitude, interaction, social forgiveness, signs of success.



Dr. Gholamreza Haji Hosseinejad

Academy Member of Tarbiat Moallem University



Speech Title: Role of Public Relations in Social Behavior Organizations

Biography

Born in 1950 in Ahvaz – BA in Economy from Shahid Beheshti University; MA in education science from Kentaki university – Eds in educational planning from Columbia university – P.H.D in educational technology from Columbia university Official member of Tarbiyat Moalem university's scientific board – he has written books such as. “Creative image “ and few articles A window to word of colour, world of colow, world of cinema, world of chid – he has been the film and photo judge of 7th and 5th cinema javan international festival and photo.

Abstract

Communicational revolution and its consequences has resulted in forming a society, which the scholars call it networking and informational society. Networking society is a society in which, social and media networks form the important methods of Organization and very important structures.

“A little more than a decade ago, the phrase of general literacy, meant the ability to read and write, but nowadays it is not like that. Because by expanding the concept of communication, the meaning of literacy in its real form, is a skill that enable one to manage the tools and facilities of mass communication. Although, reading and writing have not lost their status, but in a global informational society, it is an inadequate tools.” (Nil Postman).

The growth of informational society, entails informed citizens, because one for living healthily needs to be informed. Study the human evolution process, reveals the fact that contemporary societies have undergone a series of changes.

IT an communication have opened new horizons to Humane Society, and this means that renovation and reconstruction of all processes are related to humane life.

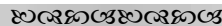
Information and knowledge exchange are regarded as a prerequisite and one of the most substantive elements in achieving human development, so that the development programs pivot on wisdom or the economy pivots on knowledge have replaced the programs pivot on manufacture in industry age.

In communication age, scientific development has increased the volume of generated information so much that nowadays, we encounter phenomenon such as informational explosion and pollution and too much fast growing information. The information, per se, does not have any value, unless optimize it. In fact, information has expiry date and well- timed use and transform it to knowledge and transfer it fast, is considered a skill in present.

The main vocation of public relations, is establishing a relation conjoint with good faith and consensus with its clients in order to create and change the ideas and tendencies to its own organization. Therefore, efficient and applied PR is testing the interests, worry and different attitudes of it's customers and in order to satisfy this need, it is necessary to collect programs for achieving target groups through publication in the press, brochures, booklets, video tapes, and other professional tools.



Dr. Bagher Sarowkhani
Academy Member of Tehran University



Speech Title: Social Responsibility and Public Relations

Biography

Education:

- BA in French Literature and educative sciences from Tehran high faculty. 1961 (top student);
- MA in social sciences from Tehran University 1963;
- Dispatched to France as the top student;
- BA in sociology from Sorbonne University, Paris;
- PhD in sociology from Sorbonne University (very successfully) and publishing paper in Paris in year 1968.

Writings:

Over 90 books, articles and studies.

Awards:

About 20 letter of appreciation and rewards for publication of the yearbook, the best research of the year, and holding scientific seminars.

Research projects:

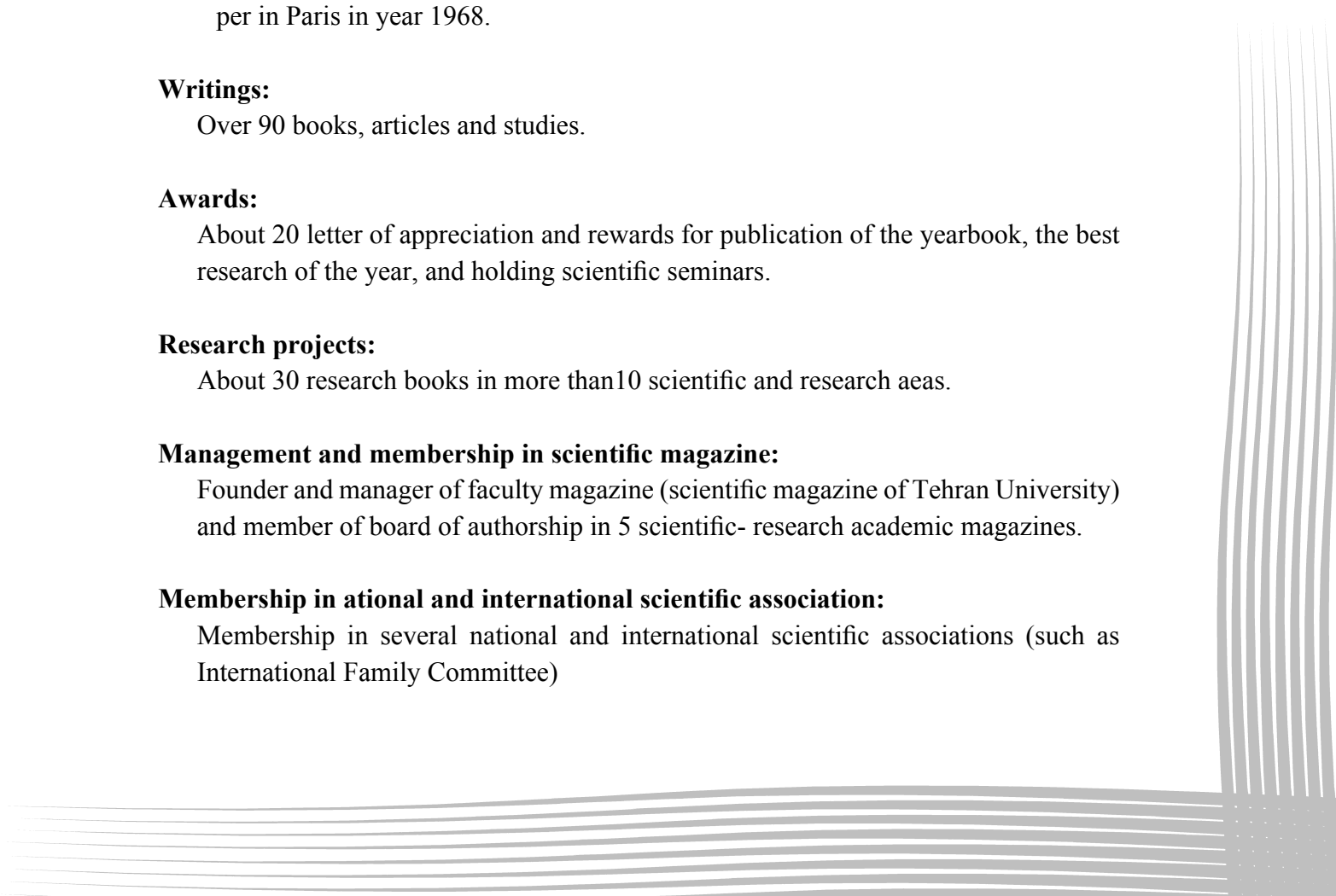
About 30 research books in more than 10 scientific and research areas.

Management and membership in scientific magazine:

Founder and manager of faculty magazine (scientific magazine of Tehran University) and member of board of authorship in 5 scientific- research academic magazines.

Membership in national and international scientific association:

Membership in several national and international scientific associations (such as International Family Committee)



Fields of teaching:

Research methods in PhD and MA level, communications sociology, family sociology.





Responsibilities:

- 1) Fulltime professor of sociology at Tehran University;
- 2) Head of social psychology section of Social Research and Studies Institute (1970-1973);
- 3) Deputy to the Social Research and Studies Institute (1971-1973);
- 4) Selected manager of sociology department of social sciences faculty, Tehran University (1991- 1995);
- 5) Head of comparative researches of Social Research and Studies Institute (1992-1997);
- 6) Manager of scientific- specialized sociology department of Iran Sociology Association House;
- 7) Selected manager of sociology educational department of Tehran University (1997-2002);
- 8) Best professor at Tehran University (2000).

Abstract

In the modern world, Public Relations plays very important roles in economic, social, cultural and cognitive areas and its most important role is undertaking social responsibility. Therefore, Public Relations is defined by several social callings. This article deals with functions, callings and roles of Public Relations in the realm of social responsibility. The field of discussion are as following:

International Selected Papers

Row	Writer (s)	Country	Position	Title	
1	A) Dr. Mirza Shahid Arshad B) Dr. Shamsi Alami	Pakistan	Scientist of year 2002	Public Relations in Medicine	
2	By Dr. Juan-Carlos Molleda	USA	Assistant Professor Department of Public Relations College of Journalism and Communications University of Florida	The Socioeconomic and Political Impact on Public Relations Practices in Venezuela	
3	A) Dr. Dejan Vercic B) Dr. Betteke van Ruler	The Netherland	A) Assistant Professor of Public Relations and Communication Management at the University of Ljubljana B) chair of the department of Communication Science of the University of Amsterdam	Public Relations in Future	 

The 2nd International Conference on Public Relations in Iran 15-16 November, 2005

Public Relations

Speakers and Presentations Abstracts

61



Dr. Mirza Shahid Arshad

Scientist of the year 2002

Dr. Shamsi Alami

XXXXXXXXXXXX

Public Relations in Medicine

Abstract

It is quite long since „*Public Relations*“ established its place all over the world, but it has not become the standard procedure as yet in the in the field of health and medical devices industries. With my experience for more than 10 years as manager of internationally renowned medical devices industries and local industries, and also as administrator of hospitals and medical centres/wards, we adopted „Public Relations“ actively in this field since many years and we will elaborate our experiences and prove the benefits of „Public relations departments“ over other forms in this arena of medical and health, by the public relations department.

Our prime method is/was to establish/have a web-site which would display the profile of our company, introducing the managerial staff along with their academic qualifications and experiences and their personal photographs, also we show pictures of our manufacturing plants/industries, international and local, on the site. After introducing all this information to our clients and customers and interested parties, we display photographs of our medical products and then movies of their practical use e.g. if they are products used in surgery and the operation theatres we would display by movie from our web-site the complete procedure of the surgery where we are to use/using the products manufactured, thus giving our clients and customers the entire information they require, whereas otherwise, manufacturers of such products have to send medical representatives to customers, hospitals and doctors who would have to take appointments from these customers, which is very time consuming and expensive for the industries, following which these medical representatives would have to go to hospitals and surgeries, where they would have to demonstrate practically in the operation theatres, the practical use of the medical devices on live patients, which may or may not satisfy the customers, as even a small mistake/error during the demonstrating surgical procedure would spoil and destroy the entire reputation of the manufacturing industries, apart from the immense expenses incurred by the industries. After displaying the movies etc. at our web-site, our „Public Relations department“ would inform the customers and interested

parties of the international and local certification standards e.g the „CE“ mark, without which no medical devices manufacturing company/industry in the world can sell in the european markets, at the same time displaying the certificates, showing their validity thus giving the customers the complete satisfaction that they require, enabling them to make quick buying decisions. Other information e.g contact, sales, marketing etc. departments are also displayed on our web-site, by our „Public Relations department“ for customers and interested parties convenience. Following all this we display movies of our important references on our web-site, who are of world fame and renown, who would explain their experiences and opinions about our products. It is of paramount importance today that medical products be used and then referred by world renowned professional doctors. According to the international standard „MTQ“ , it clearly states that any information given by person be absolutely correct and of utmost importance is that „who“ is the person giving the information, and in no way should false information be given.

Following all this on our „Public Relations department“ web site, the department would display a gallery of images obtained from our products e.g. if we are dealing/producing radiological products such as MRI, CT scan etc. we obtain the best images obtained from our products and the interested parties can visualize all the radiological images, and this procedure is only possible by „Public Relations Departments“, as queries from interested parties immediately pour in and the department has to respond immediately.

Once the interested parties contact us at the „Public relations department“ we arrange for samples to be provided to them, which they will try on patients and in hospitals, of course this part is by the said department. If the product is high-tech we would ask the interested parties to visit an institution/hospital where we have installed the high-tech medical devices and they can thus have the opportunity to test the apparatus as they desire on their own selected patients.

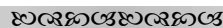
Following all this etc., comes sales. The client/customer from any part of the world would hire a legal representative or own his own, we would format a contract which would be signed by both parties by electronic means, i.e. without travelling distances, the contract is signed, and arrangements for the necessary money deposits are made according to the individuals requirements. After sales services are guaranteed in the contract and explained to the customers, all done by our „Public Relations department“..

Conclusion: To conclude, public relations department is the most cost effective, reliable and time saving department in the medical devices industries.



Dr. Juan-Carlos Molleda Assistant Professor

Department of Public Relations
College of Journalism and Communications
University of Florida



***Title: The Socioeconomic and Political Impact on Public Relations
Practices in Venezuela***

Abstract

The paper reports the results of qualitative research conducted in Venezuela in July 2004. Professional opinions concerning how the country's socioeconomic and political conditions impact the practice or public relations are summarized and analyzed. Twenty-one top-level professionals from government, nonprofit, agency, private, transnational, professional associations, and higher education organizations, were interviewed—for an average of 90 minutes each—in Maracaibo and Caracas.



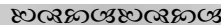
Dr. Dejan Vercic



Dr. Betteke van Ruler

Betteke van Ruler, PhD, is chair of the department of Communication Science of the University of Amsterdam and professor of communication and organization within the Amsterdam School of Communication Research. She is doing research on the practice of communication management and the relationship between organizations and the press. She holds the Bob Heath Award for best top paper of the PR Division of the International Communication Association (2004), re professionalism in public relations. Recent books are *Public Relations and Communication Management in Europe* (co-editor Dejan Verčič) and *Communication Management in Communication Scientific Perspective* (in Dutch).

Dr. Dejan Vercic, Ph.D., FCIPR is a partner at Pristop agency and Assistant Professor of Public Relations and Communication Management at the University of Ljubljana. Among his clients are governments, domestic and international corporations, and associations. He holds a Ph.D. from the London School of Economics. In 2000 he received a Special award by the Public Relations Society of Slovenia. In 2001 he has been presented with the Alan Campbell-Johnson Medal for special achievements in the field of international public relations by the Institute of Public Relations (UK). Since 1994 he annually organises the Lake Bled International Public Relations Research Symposia. His most recent publications are books *The Global Handbook of Public Relations* (co-editor K. Sriramesh) and *Public Relations and Communication Management in Europe* (co-editor Betteke van Ruler).



Title: Public Relations in Future

Abstract

In the last century a substantive change occurred in the way in which people interact. Sociologists talk about a cultural shift from a ‘command’ to a ‘negotiation’ economy. Not only in Western democracies but also in other parts of the world, consultation and negotiation are becoming normal in organizational life. This can be seen as a process of democratization that may be changing through time, but has no final end-state. This process remains open for the future and it equally applies to individuals and organizations. Codes and norms of business conduct are changing, and so is communication in the business context. These changes are reflected in the management science in the development of theories of organizational learning under supportive and coaching management (Argyris & Schön 1974). In communication science this cultural shift brought a paradigm shift from a sender/receiver orientation to an actor orientation (Bentele et al. 1996; Putnam & Pacanowsky 1983; Thayer 1987). For the management of communication in an organizational context (i.e. communication management), this shift implies a change from merely information and persuasion to inclusion of dialogue and negotiation. In this chapter we argue that the ways in which people



in organizations manage communication in this negotiation economy is best seen from a reflection-in-action perspective (Schön 1983, 1987, 1995).




Contemporary organizations face two challenges of fundamental importance for their survival: being good and being visible (Scholten 1999). An organization has to be good in the sense that it supplies good, quality products or services at an appropriate price. Being good also means that organizations can demonstrate that they operate in a way that will sustain their social legitimacy. The brand as a product is important, but so is the company behind the brand. This implies that an organization has to communicate in and with society in order to learn what is acceptable and what is not. This way communication becomes the essence of how an organization acts, i.e. the behavior of its management.

Being visible also has two sides. On the one hand it means showing what the products and services are, on the other hand visibility means showing what it represents, accounting for what the organization does, and showing that it takes note of what society sees as valuable. This means that communication becomes the core of decision-making in an organization, i.e. its strategic policy processes.

Both demands are new in this extended meaning and have consequences for the way in which organizations communicate. It no longer makes sense to see the organization as the sender and stakeholders as the receivers. Stakeholders are senders as well. However, stakeholders change over time, are hardly ever found as groups in a sociological sense, tend to respond more to others than to the organization itself, and are predominantly bound by issues-related values (Grunig & Repper 1992:128).

In 1996, Castells labeled the 21st century 'the information age' (Castells 1996). Time or space no longer frames information, and it is hard to know who has certain information and who doesn't. Moreover, while Internet use is increasing dramatically, it is quite impossible to know what information people have and who is submitting what information to whom. Let alone the idea that organizations could even try to know what others are doing with that information and how they construct their meanings. The context of modern communication management is, consequently, much more complex than what a notion of communication with the relevant publics implies. Communication management works for publics and with publics, but also in public, meant as 'public sphere'. It is in this public sphere that public opinions develop. By communicating, (people in) organizations construct and reconstruct public opinion, themselves being one of the actors who communicate in public. That is why we call the public sphere the 'communication playing field' of organizations. However, in most cases organizational actors have at best a supporting role, and are often only acting as extras. Even more complicating is that this playing field changes over time and with issues, as do the players on the field. Authoritative management is outdated, but going too far the other way is also not feasible. We argue that a reflective approach to communication management will fit new challenges of doing business.

Iranian Selected Papers

Row	Writer (s)	Position	Title	
1	A) Reza Baradaran Kazem Zade B) Saeid Yaghoobi MA student of IT, Tarbiat Modarres	A) Assistant Professor of Tarbiat Modarres University B) MA student of IT, Tarbiat Modarres	Emergence of Internet and variations in Public Relations structure	 
2	Hossein Emami	E PR Expert	From E-PR to Cyber PR	

The 2nd International
Conference on Public
Relations in Iran
15-16 November, 2005

Public Relations

Speakers and Presentations Abstracts

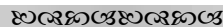
67



Reza Baradaran Kazem Zade
Assistant Professor of Tarbiat Modarres University



Saeid Yaghoobi
MA student of IT, Tarbiat Modarres



***Title: Emergence of Internet and variations
in Public Relations structure***

Abstract

Public Relations, due to its consistent relation with internal and external environment of organization and since it is the common ground between organization and audiences, naturally always involve with a dynamic and variant environment. Since Internet has created fast, easy, reciprocal, international, face to face and ... interactions, a dynamic and variable environment has been created and for the this same reason, the Internet communication faces an environment with double changes and variations. From traditional point of view, Internet businesses (including Public Relations), the Internet strategies and goals are based upon existing structure, while in the modern point of view, first, the goals of business are defined and then based upon that, the Internet strategies are decided and finally the existing structure is modified or the new structure of business is adopted.

In this article, first the influence of the Internet on Public Relations and the structure of Public Relations is studied in three areas of „scope and range“, „organization“ and „informational resources“. The effective factors in each of these areas have been analyzed in this article also.



Hossein Emami

Manager of Internal & International communications of public relations in Export Development Bank of Iran (EDBI), First PR Blogger in Iran: "PR WEBLOG" Expert & teacher of Online Public Relations

✽✽✽✽✽✽✽✽✽✽

From E-PR to Cyber PR

Abstract

Nowadays, there are many new names about „Public Relations“: Electronic Public Relations, Online Public Relations, Digital Public Relations and Cyber Public Relations. „Consumer“ is an important and common factor in the public relations area that is communications specialists call them: „one-to-one public relations“ Therefore we are in „customer-focused“ age not „public relations-focused“ age.

„What is target of e-pr? What should we do for going to online pr? What is difference between e-pr and online pr, digital pr and or cyber pr?“ In the article, all of them were answered the questions. Also you can find here „what level is your firm in e-pr?“ and „Blogging as a tool for PR“ and „using news search engine in PR“

This paper examines how the available advantages can be deployed to provide the opportunities for the practice of public relations to harness the current opportunity and to gain and sustain world leading competitive advantage.

There are three steps to the article. The first is to create an environment whereby practitioners can ‚catch-up‘ with knowledge about how the Internet should be approached and used along with access to the Internet and its associated Information and Communications Technologies. The second is to provide the greatest opportunities for practitioners to operate in a competitive e-PR environment, and finally an ability for the industry to take advantage of opportunities ‚over the horizon‘ through well educated and trained entrants to the industry and sector specific, available research.