

An Introduction to  
The 3<sup>rd</sup> International Conference on  
Public Relations  
&  
Abstracts of Speakers

Iran-Tehran  
IRIB Int'l Conference Center  
16-17 Nov 2006

Kargozar Public Relations Institute  
(KPRI)

Public Relations, Transparency, and Social  
Responsibility

Title: An Introduction to the 3<sup>rd</sup> International Public Relations Conference in Iran and Abstracts of Speakers  
Kargozar Public Relations Institute Press

---

With the assistance of:

S. Ghalm Reza Kazemi Dinan, Deputy Secretary General of the Conference

Maryam Salehi, Head of International Affairs Committee, Senior Translator

Javad Fayazi, Head of Communications Committee

S. Javad Mahdavi Adeli, Head of Planning Committee

Publisher: KPRI

Conference Secretariat:

Unit 25, 5<sup>th</sup> floor, No. 130, Gha'em Magham St. Haft-e-Tir SQ, Tehran

PO Box: 19395/6986

Tel: +98(21)88315270-88328123-989121938419

Fax: +98(21)88328124

Website: [www.icpr.ir](http://www.icpr.ir)

Email: [info@icpr.ir](mailto:info@icpr.ir)

© 2006, Kargozar Public Relations Institute  
(KPRI)

### Table of Contents

Preface .....	4
Introduction to the Conference .....	5
Understanding the Business Power of Public Relations by Mehdi Bagherian .....	13
Reports on the first Conference.....	27
Reports on the Second Conference .....	31
International Speakers (profile & abstracts) .....	36
Iranian Speakers (profile & abstracts) .....	

### Preface

We thank God who enabled us to hold the 3<sup>rd</sup> International Public Relations Conference in Iran. Two years ago, when the first steps of holding the first Conference were being taken, no body could imagine such a welcome, expansion, dimensions, and amazing results.

Holding the First and Second International Public Relations Conference in Iran led us into the passionate belief in ourselves, and holding the 3<sup>rd</sup> Conference is the true materialization and accomplishment of our goals which we strongly believed, because this movement is originated on the one hand from the philosophy of public relations, our national beliefs, scientific and dynamic viewpoint to public relations, and on the other hand the idea of continuing this movement and presenting the world achievements of public relations, and participating in the process of globalization.

At the end, hoping that this valuable movement continues, we wish to acknowledge the support of professors, managers, and experts of public relations, particularly Ali Reza Karimi, General Director of Publicity & Information Office, Ministry of Culture; S. Gholam Reza Kazemi Dinan, Deputy Secretary General of the Conference, Sa'id Mo'adi, Senior Advisor of Secretary General of the Conference, Ghorban Ali Tangshir, Head of Ceremonies Committee, Maryam Salehi, Head of International Affairs Committee, Ebrahim Darbanian, Head of Backing Committee, Mahmoud Ahmadi, Head of Finance Committee, and round the clock and sincere efforts of heads of other committees and members of Secretariat who have made holding this Conference possible.

#### An introduction to the Conference

The International Public Relations Conference in Iran, one of the most important events in Iran public relations society, succeeded in showing the need to expand Iran public relations' horizon.

This time, the activist in public relations field, aim to open a new window to the world of public relations through the 3<sup>rd</sup> International PR Conference in Iran.

The participants in the Conference will benefit from the educational seminars and workshops and could access to the newest contents and speak to the most prominent experts of this field.

#### Conference Goals

- popularizing the knowledge of public relations and influencing different layers of society
- introducing the importance, state, qualifications, capabilities of public relations industry
- institutionalizing the culture of pragmatism in public relations filed
- access to the latest scientific contents and speaking face to face with the prominent expert of this field

- trying to change the public opinion in favor of public relations
- help public to understand the business power of public relations
- reinforcing and distributing the social responsibility and practicing the professional techniques
- dealing with the problems
- using the new tools properly and intellectually to cause major changes in public relations

#### Conference Features

- awarding a certificate to the participants
- recording the name and contact information of the participants on CD
- simultaneous translation of the speeches
- attendance of prominent figures of public relations from different parts of the world
- 

#### Conference Programs:

- holding subsidiary exhibitions
- holding the first advanced and applied public relations workshop
- awarding Dr. Notghi Prize, the father of Iran modern public relations in 8 levels
- awarding Promotion of Public Relations Prize
- awarding the International Prize of Public Relations Promoters
- publishing the full color Conference Journal
- commending prominent figures of public relations

#### Target Audience of Conference

- practitioners, experts and managers of public relations, communications, publicity, IT, industries
- public relations employees of companies, public and private agencies
- chairmen and managers of the state economic, social, and cultural organizations
- advertising agencies, executors and consultants
- public relations associations and institutes
- responsible editors, chief editors, journalists, and writers of news agencies and media
- organizers of conferences and exhibitions
- experts and managers of export, advertising, trade marketing and sales

#### Conference organizer:

- Kargozar PR Institute

#### Conference hosts:

1. Ministry of Culture (Press and Information Deputy, Publicity & Information Office)
2. Azad Islamic University/ Research & Science Branch
3. Imam Sadegh University/ Communications and Culture Faculty
4. News Faculty
5. Iranian Culture and Communications Studies Association
6. Iran PR Association
7. Iran PR Practitioners Association
8. Iran Industry House
9. International Eight Art Consulting Co.

In addition to presenting scientific and expert contents by keynotes speakers, selected articles by the scientific committee in conference are also could be delivered and published in the

conference collected articles. Along this movement, researchers and experts are invited to send their articles with subject matters of conference (pivots) and predicted rubrics, to the secretariat.

The subject matters of conference

The Conference program includes important subject matters, useful for today's PR practitioners. These interactive subjects will be discussed within 2 days of conference as speeches, articles, workshops, seminars and meetings.

### 1-Internal Public Relations

- § The importance of establishing communication with employees
- § Preparing an in-house informational program
- § How to prepare a public relations program
- § Group communications and participation in organizational planning
- § Practical aspects of internal public relations
- § In-house communications in the Internet
- § Strategies of expanding interactions and reciprocal responsibilities of organizations and PR managers
- § Strategies of in-house communications
- § State of management in public relations
- § Public relations, ethical codes and respecting clients
- § Budgeting PR programs
- § Efficient methods for managing a PR unit
- § Principles of in-house information dissemination
- § Values and measures of internal PR
- § Importance of PR in changing organizational environment
- § Evaluating the strategies of internal PR
- § Strategic planning for internal PR
- § Observing clients' rights, how could respecting clients' time leads to recurrent organizational strategies
- § Strong internal public relations, an arm of management
- § Indicating target group and conducting poll in internal public relation

### 2-Crisis Communications and Management

1. Crisis management in practice
2. Communications strategy in critical situations
3. Believing media capabilities in central crisis: about Iran
4. The role of public relations in controlling the bird influenza crisis
5. Crisis management and reserving credit and reputation in tourism
6. PR principles and taking risk after Katrina hurricane
7. Planning and crisis management
8. Strategy of responsiveness and indicating a communicational policy (media management)
9. Planning for establishing communications in crisis situations
10. Credit crisis and crisis management training
11. Public relations and political crisis in society
12. PR crisis; how to take the responsibilities of media in critical time

### 3-Reputation management, image making and corporate social responsibility

1. Corporate social responsibility in image making
2. Trade name strategic management
3. Reputation management in location

4. Dealing with today's changing challenges in credit and reputation management
5. Truth in making credit and reputation
6. Are credit and image of organization measurable?
7. Reputation crisis in public relations
8. Reputation management in ICT
9. Practical aspects of visual communications
10. Gaining fame through credit and support
11. Branding and its role in realizing the goals of economic unit
12. Social responsibility in public relations and risk bearing
13. How to preserve our global credit: a short look at international PR dynamism

#### Conference Date & Venue:

The 3rd International Conference on Public Relations in Iran will be held on 16-17 November 2006 in Tehran at IRIB International Conference Hal.

#### Certificate for Attending the Conference

Considering the state and reputation of the Conference, the participants who have complete attendance in the Conference, will be awarded a certificate.

#### Language of Conference

The language of Conference is English and Persian and the participants could benefit from simultaneous translation.

## Advanced and Applied Educational Workshops

November 12-13-14, 2006

Venue: Esteghlal Hotel

### 1. Familiarization with Quality Research Techniques

Instructor: Dr. Mehdi Mohsenian Rad

Academic Member of Imam Sadegh University

### 2. Practical Steps towards Electronic Public Relations

Instructor: Dr. Ali Akbar Jalali

Academic Member of Elm-o-San'at University

### 3. Human Communications Management in Public Relations

Instructor: Dr. Ali Akbar Farhangi

Professor of Tehran University

### 4. Planning: How to prepare a public relations program

Instructor: Dr. Hossein Ali Afkhami

Academic Member of Communications Science Faculty, Allameh Tabatabayi, and the Judge of the program of the Best Public Relations Festival

### 5. Public Relations and Image Making; Today's Changing Challenges in Credit Management

Instructor: Dr. Ali Mohammadi

Academic Member of Nottingham University, England

### 6. Management and Crisis Communications

Instructor: Dr. Hesamodin Bayan

Chairman of board of directors of Iran Industries Research & Education Center



## Specialists meetings

### Meeting 1: Pathology of Iran Public Relations

#### Members:



1. Mohammad Paryab (Secretary of the State Information Supreme Council)
2. Dr. Mohsen Amini (Academic Member of Communications Science Faculty, Allameh Tabatabayi University)
3. Dr. Davoud Zare'ian (Chairman of Iran PR Practitioners Association)
4. Mirza Baba Motaharnejad (Deputy Chairman of Iran PR Association)
5. Mohammad Ali Nadalizadeh (MD of ISNA News Agency)
6. Ghasem Mohammadi (MD Consultant and General Director of Keshavarzi Bank Public Relations)
7. Mohammad Safari (Research & Planning Manager of Public Relations General Office of Islamic Revolution Indigents Association)

### Meeting 2: the Problem is Communication

#### Members:

1. Dr. Mohammad Dadgaran (Academic Member of IRIB Faculty)
2. Dr. Ali Asghar Kia (Chairman of Communications Faculty, Allameh Tabatabayi University)
3. Dr. Mohammad Hasan Ja'fari (Manager and Chief Editor of Jam-e-Jam International Newspaper)
4. Dr. Hesamodin Ashna (Research Deputy and Academic Member of Imam Sadegh University)
5. Dr. Ali Mohammad Goudarzi (MD of Social Security High Research Institute)
6. Dr. Mohammad Ali Haghighi (Chairman of News Faculty)

## International Speakers (Alphabetically)

Row	Name	Position	Speech Title	
1	Shameem Abdul Jalil	President of the Institute of Public Relations Malaysia Director of Corporate Communications, Public Bank Adjunct Professor, Faculty of Communications, Multimedia and Broadcasting, LimKokWing University of Creative Technology (LUCT)	Greater Role of Strategic Multi-cultural Public Relations for Greater Unity, Greater Success and Greater Image	
2	Patrick Álvarez	Senior consultant in management of opinion's strategies	Crisis Management & PR Communication	
3	Abolfazl Beheshti	Professor of International Relations, Economy & Energy-professor and member of the Europe Diplomacy Academy (Brussels)- Secretary of International Committee of the 3 <sup>rd</sup> International PR Conference in Iran	The Role of Think Tank in Public Relations	
4	Prof. Ujjwal Kumar Chwdhury	Director, Symbiosis Institute of Mass Communication, Pune (India's leading media school) and Communication Consultant, The Nippon Foundation, Japan and Textiles Ministry, Government of India.	Creating Brand of a Nation: Case of India	
5	Prof. Chris Galloway	Department of Communication & Writing School of Humanities, Communications & Social Sciences Monash University, Gippsland Campus	PR Roles and Risk in a post-Katrina climate	

6	Rasila Hamzeh	Executive Director, Spencer Azizul Public Relations	Enhancing Corporate Reputation Through Corporate Social Responsibility	
7	Dr. Jamilah Hj. Ahmad	lecturer School of Communication Science University of Malaysia (USM)	The Role of Public Relations in Controlling the Bird Influenza Crisis	
8	Prof. Stephen Quinn	Associate professor, Deakin University	“User-generated Content and the Changing News Cycle”	
9	M J Sheehan	Undergraduate Course Chair - BA (Public Relations) Editor - Asia Pacific Public Reations Journal	Public Relations Objectives in Media Training	



## Shameem Abdul Jalil

Director, Corporate Communications, Public Bank and President of the  
Institute of Public Relations Malaysia

Speech Title: Greater Role of Strategic Multi-cultural Public Relations for Greater  
Unity, Greater Success and Greater Image

### Profile:

Shameem Abdul Jalil is the Corporate Communications Director of Public Bank.

She holds a masters degree in Communications Planning from the University of Wolverhampton, United Kingdom and a first degree from the School of Mass Communications UiTM, Malaysia. She was first employed by Maybank as Public Relations Officer where she served for 8 years and then moved on to Kumpulan Guthrie where she received a scholarship to pursue her master's degree. Five years later, Public Finance employed her as the Senior Manager of Marketing Communications Division for seven years before she was absorbed by Public Bank in her current position.

She has served on the Council of the Institute of Public Relations Malaysia for five years where she introduced and chaired the "Anugerah Kristal IPRM" to select exemplary Malaysian Public Relations projects. She has co-authored the first publication by the Institute on Exemplary Malaysian Public Relations Cases. Subsequently, the "Most PR Savvy CEO Award" was also introduced and chaired to select the most public relations savvy chief executive officer. To encourage quality reporting for newsletters, she took the chair for "The Best Newsletter Award" which was introduced in the year 2000.

To put on record the high standard of Public Relations practised among Malaysian leaders, she introduced 'World Class Public Relations in Practice' publication intended to be a series beginning with Y.A.Bhg. Tun Dr. Mahathir Mohamad.

In 2005, during her Presidency, with the support of a distinguished privy council led by D.Y.T.M. Raja Muda Perak, Raja Dr. Nazrin Shah, IPRM launched the first group of Accredited PR Practitioners in Malaysia.

She has presented more than a dozen seminar papers on various topics relevant to Public Relations, Business Communications, Corporate Communications and Branding from an Asian perspective. (Details attached)

Shameem now serves as the President of the Institute of Public Relations Malaysia. She is also a member of the Malaysian Chapter of the International Association of Business Communicators and Adjunct Professor for Limkokwing University College of Creative Technology.

### Abstract

Public Relations has a vital role to play in this era of globalization where managing multi-cultural societies is getting more complex because nation-states are becoming borderless. Not only

globalization has encouraged independent flow of people, goods, services, capital and information, it also bring about a number of dimensions - cultural, economic, political, social, legal, religious, technological, etc. Being a country that practice open economy, Malaysia is not free from the impact of globalization. Having said that, managing a multi-ethnic and multi-cultural society such as Malaysia in a globalizing environment is a most challenging task in order to preserve and promote greater unity, greater success and greater image. This paper attempts to examine the role of not just technical Public Relations but Strategic Public Relations in promoting greater unity, greater success and greater image in a multi-ethnic country like Malaysia. Some strategic public relations exercises adopted by the public and private sectors will be discussed. It concludes by outlining some of the lessons we can jointly learn from the Malaysian experiences in trying to forge greater unity, greater success and greater image, from the Public Relations perspective.



## Patrick Álvarez

Senior consultant in management of opinion's strategies

Speech Title: Crisis management & PR communication

### Profile:

Since a long time, Patrick is engaged in international consulting in the field of issues management, corporate identity, and change management.

He held leading positions both in-house and within agencies, which has led him to advise in a large number of sectors and to work as senior trainer for multinational companies as well as for small and medium enterprises.

During the 90's in Brussels, he has developed and implemented strategies for European institutions focusing on policy areas by dealing with public relationship management and cross-cultural management.

He was the European public relations Confederation's General Secretary for the duration of ten years.

Patrick made his world tour and has lived one year in south Pacific. He works in English, French, German and Spanish.

In her free time, he enjoys reading about culture, listening classical music, meet up friends and social groups, visiting museum and ancient vestiges.

### Abstract

“P R communication has to imagine the worst and make a plan to deal with it”

Crisis management is a relatively new field of management. Classically, proactive crisis management activities include forecasting possible crisis and planning how to deal with them. With anticipation, organizations have time and resources to complete a strategy before they suffer a crisis. In the face of a true crisis, crisis management includes identifying the real nature of the crisis, intervening to reduce damage and improving. It includes strong focus on public relations to recover any damage to public image and assure the various publics that recovery is underway.

Crisis management involves identifying a crisis planning a response to the crisis, confronting, and resolving the crisis.

The "crisis P R communication" damaging exposure could negatively affect the image of the company. Specific initial process needs to be taken to prevent a crisis. Companies should constantly plan and project probable effects. They should keep away from choices that have the possibility to turn into a crisis. They should know their critical case circumstances and have a contingency preparation for it.

If anticipation has not been doing well, then some steps should be started immediately:

- To do a neutral evaluation of the root(s) of the crisis.

- To verify whether the cause(s) will have a durable effect or whether it will be short-term phenomena.
  - To project the most likely course of events.
  - To focus all the most capable people on activities that will mitigate or eliminate the problem.
  - To look for opportunities, maybe constructive facet
  - To operate without delay to prevent or counteract the increase of the damaging information.
- Containment may require media activities.

The aim of P R is to enhance the crisis prevention, active crisis management and post-conflict rehabilitation capacity of the companies. P R seeks solutions to global problems through strengthening good practices. In preventing conflicts, P R seeks to be acquainted with their causes and to act for their mitigation through a variety of initiatives and projects. Through these schemes, P R seeks useful and implementable resolutions. P R acts as a bridge builder within the business community. The aim of this bridge building activities is to come up with new tools and working practices which help the business community to respond better to the challenges of emergency. P R facilitates dialogue!



## Abolfazl Beheshti

Professor of international relations and economy and energy  
Professor and member of the Europe Diplomacy Academy (Brussels)  
Secretary of international committee of the 3<sup>rd</sup> International PR Conference  
in Iran

Speech Title: The role of think tank in public relations

### Profile:

- Senior expert of translation of Ministry of Jurisdiction, Ministry of Interior, and Border Police
- Professor and member of the Europe & Brussels Diplomacy Academy (geopolitics economy of energy sources and international relations) (Think Tank)
- Visiting professor of international relations in the South Paris University
- Visiting professor of the economy of energy in l'Île University (1)
- Academic advisor in political art (proposed by Dr. Beheshti), history of modern arts, l'Île University (3)
- Senior expert of asylum and immigration affairs in EU
- Professor of technology, mathematics, and physics in high schools and colleges of north of France
- Member of Scriptural Philosophy Institute, Brussels
- Member of the organization of public donations to Palestine in l'Île
- Member of international organization of French public donations
- Secretary of the international committee of the conference on 'government, industry, university' and Azad University, Sirjan unit
- Member of the Christian Center for dialog between Islam & Christianity in north of France ( under Pop's supervision)
- Former analyst of Associated Press
- Analyst and expert of France Channel 3, Nord- pas- de- clais region
- Secretary of the Group of exchanging the experience of public and private investing corporations of Iran and Algeria in Oran Economy University
- Contributing 88 articles to prominent international conferences
- Author the book 'presence of Mr. Khatami in politics' in French (forthcoming)
- Co-authorship of the book 'strategic, cultural, political and economic relations of Iran & Italy' in Italian with the cultural attaché of France in Italy- the book is available in Iran cultural conferring in France
- Cultural attaché of Iran in France



**Abstract:**

The word of thought is the most beautiful symbol of human character and the power of thinking is a special blessing from God to human beings. If thought rules in a society, movement toward utopia will be feasible.

Thought is formed primarily in individual and then in the smallest, sincerest and the most faithful social institution i.e., family which is also a kind of shelter and public relations is formed alongside it. Thought is the primordial core of public relations.

Family is a small think tank and society is a big think tank consisting of different think tanks in different civil institutions. Establishing a collective think group shall propel the society toward felicity and welfare but this arrives at conclusion if thought is accompanied by morality.

Years ago, Margaret Tacher's performance drew my attention. Despite the fact that she theorized about the subjects that were not her specialty, she was successful. The secret of her success was benefiting from think tank and this is a good example of the usability of think tank in society and its benefits for advancing the country toward prosperity.



## Ujjwal K Chowdhury

Director, Symbiosis Institute of Mass Communication, Pune  
(India's leading media school)  
and Communication Consultant, The Nippon Foundation, Japan and  
Textiles Ministry, Government of India

Speech Title: Building the Brand of a Nation

Profile:

### Worked in Media

- (A) Bureau Chief, Business India group, Gujarat
- (B) News Coordinator, Zee News, Gujarat
- (C) Features Editor/ Deputy Editor/ Writer: Blitz/ Observer group/ TOI group, Mumbai.

### Worked in Academics

- (A) Current Director, Symbiosis Institute of Mass Communication, Pune (leading Media Education institute of India)
- (B) Earlier Director (founder), COMMITS, Bangalore.

### Consultancy (Current)

- (A) Ministry of Textiles, Government of India
- (B) World Health Organization
- (C) SP Jain Institute of Management & Research
- (D) North East Chamber of Commerce & Industry
- (E) ICONS Media/ I-Square Communication
- (F) International Leprosy Union
- (G) The Nippon Foundation.

### Exposure

Address in the UN Sub Commission for Human Rights, Geneva  
Address in SAARC Young Scholars Meet, Dacca, Bangladesh  
Book edited on Branding and Marketing Communication  
Book edited on Anti Leprosy Success Stories in India  
Addressed 112 youth meets in India on Youth & India: Vision 2020  
More than 500 contributions to the Indian print media  
More than 300 television stories across various channels  
More than 20 documentary films  
Produced two tele-films  
Leadership: Anti-leprosy stigma social communication campaign in India

Two documentaries shown in the UN

Visited Middle East, Latin America, Africa, Europe and South Asian nations on communication consultancy projects and film-productions

### Abstract

It is often said that while the product is made in the factory, brand is in the mind of the customers. In an era where services and ideas are becoming brands, it is but natural that even nations vie with goods and services to create their own brand in the global popular mind-space.

A nation-state today utilizes all means of communication and applies an integrated social communication strategy to build their brand equity at three levels:

(A) Core Level: within its borders and in its immediate neighbourhood;

(B) Secondary Level: the major nations it is in business with, whether near or far; and

(C) Tertiary Level: nations across the globe, and in trans-national organizations.

Traditionally culture and tourism on the positive side, and war and military prowess on the negative side have been used by the nation-state to create its brand.

Today, some nations around the world are known purely as tourism destinations and they do not matter very much at the global power politics otherwise. Examples of Mauritius, Seychelles, and Switzerland can be cited here.

Trade has been utilized very well by nations in its quest for global branding, and the emerging status of Dubai (UAE), Bahrain, Singapore, and Hongkong by dint of trade and commerce is well known.

Low-cost mass-based production of textiles and electronic goods has been a major contributor of the Chinese brand across the world.

Education and entertainment (largely film-world) have been used by the USA from among the developed nations and by India from within the developing world for creating powerful brand-positioning for themselves. Hollywood and Bollywood are two most prominently recognized brand elements of the USA and India across the world.

Traditional military power of USSR, Germany and Italy, and current military power of USA, UK, China, France, Israel and Iran has been a major contributor to the branding of these nations.

Mineral resources have been another major traditional source of brand-power of a nation: gold of Ghana, diamonds of South Africa, water and forest resources of Amazon for Brazil.

Culture and literature in their myriad forms have been crucial in creating the fashion brand of Paris (France) and Milan (Italy) or literary brand of Greece or Arab culture as a brand of Iran and the Middle East in general or Oriental cultural brand of Japan and China.

Similarly, significant religious destinations like the Mecca and Medina of Saudi Arabia, or Jerusalem of Israel, and Jesus statue at Mata Atlanta in Rio (Brazil), or the seat of Sikhism, Jainism, Buddhism and Hinduism in India have contributed to the perceived brand value of these nations.

Today, with the knowledge economy emerging, information technology and telecommunications are emerging as new contributors to brand-position of a nation: India, China, Singapore and a few others are emerging as major brands in this sector.

Even skilled manpower or mobile labor-force has been a major new-age factor in branding of a nation: China and India with a combined 74 million non-resident people or Diaspora across the world occupy pride of place here.

Sports have branded several nations: football has brought Brazil and Argentina among others to the forefront, cricket giving pride of place to India, Australia, Pakistan and Sri Lanka, or tennis glorifying the American or the Spanish stars, and athletics making the world recognize otherwise little known nations like Trinidad & Tobago, Surinam and Ethiopia.

Obviously, a major factor like quality of life has made Switzerland and Australia enviable destinations, or rapid economic growth has made Japan the most developed nation of Asia (now being challenged by China or Malaysia though), and the English language has made England the mother of all linguistic brands, indeed.

This paper will present a matrix of traditional and modern elements in creating the Brand of a Nation, and try to arrive at a working model, in today's context, for positioning such a brand.

The paper will also try to traverse the journey of creating nation as brands from traditional history and culture governed elements to tourism and trade governed elements, and now the new paradigm of knowledge and manpower driven elements in branding.

The paper will finally try to examine how in place of natural and passive branding, the global community is now moving towards to a pro-active and strategy-driven branding. What this strategic branding can be, shall be explained with examples largely from India and China.

The conclusions could be applicable for any country in Asia, Africa or Latin America which is in the initial stages of conscious pro-active branding today.



## Christopher James Galloway

Department of Communication & Writing  
School of Humanities, Communications & Social Sciences  
Monash University, Gippsland Campus

Speech Title: PR roles and risk in a post-Katrina climate

### Profile:

#### 1. PROFESSIONAL PROFILE

§ Innovative public relations teacher with comprehensive blend of hands-on professional and academic public relations experience

§ Accomplished PR specialist who combines insights from both communications and management studies

§ Committed to research and teaching that recognizes the cross-disciplinary nature of contemporary public relations

§ Co-editor, *Asia Pacific Journal of Public Relations*. Member of the editorial board, *PRism* refereed online public relations journal.

§ Workshop facilitator and consultant on risk, reputation, issues management, crisis communication and strategic public relations.

#### 2. EDUCATION

Master of Management [Communication Management], awarded with Distinction, Massey University New Zealand, 2000

Dissertation: A Deconstructive Analysis of a Practitioner Guide to  
Organizational Change Communication

Master of Communications, awarded with Merit, Victoria University of Wellington, 1997

Dissertation: Public Relations as the Creation and Dissemination of “Memes”

APR -- Accredited in Public Relations, 1991

Bachelor of Arts (Auckland), 1971

Double major: History and Political Studies

### Current:

PhD from Monash University, Victoria, Australia. Tentative thesis title: “Rezoning public relations: Active stakeholders and technological possibilities in a risk society”.

### 3. ACADEMIC/TEACHING EXPERIENCE

Lecturer in Public Relations, Monash University

2004 (July-present) Unit Advisor and chief examiner for courses in Strategic Communications Management and Public Relations Research and Techniques – both second year courses.

Lecturer in Mass Communications, University of Southern Queensland, July 2003-June 2004, taught courses in Issues Management and Strategic Planning; Advanced Public Relations Strategies and Public Relations Project. Supervised two students in Masters of Professional Communication program

Lecturer in Mass Communications, Open Polytechnic of New Zealand, February 2002-July, 2003 taught Mass Communications unit in OPNZ undergraduate program. OPNZ is a specialist distance education institution. Initiated new Diploma of Professional Communication program including researching the program, initial specifications of program and course content, editing course in Principles of Professional Communication, co-writing Public Sector Communication course. Research and advocacy of this program to OPNZ management included proposing links with the University of Southern Queensland mass communications program.

Voluntary Visiting Lecturer, Mass Communications Diploma Program, January 2003, 2004; 2005 taught foundation communications and public relations principles in capacity-building program supported by Swedish donors, Bethlehem, Palestine.

### 4. RESEARCH AND TEACHING INTERESTS

Interested in the gamut of public relations topics but especially the application and impact on practice of new technologies (particular interest in mobile technologies); issues management, risk and crisis communication; communication issues arising as part of the commercialization process for innovations.

### 5. GRANTS

1. Together with Philip Dearman, Lecturer in Communication:

Integrating and Interpreting: New Technologies for On and Off Campus Learning.

\$26,000 comprising a grant from the School of Humanities, Communications and Social Science and two separate grants from the Faculty of Arts. Key project activity: trial of podcasting for on and off-campus learning.

2. Intellectual Capital Organizations (ICOs) and communication issues.

\$10,000 from Assured Systems Ltd to investigate the research question, “How do Intellectual Capital Organizations distil their intellectual capital into a readily communicable form as part of the commercialization process”?

### 6. PUBLICATIONS

Books

Galloway, C. & KwansahAidoo, K. (2005, eds). Public Relations Issues and Crisis Management, Melbourne: Thomson/Social Science Press

C.Galloway; S.Quinn, D.Quinn-Allan & C.Snowden. PR and Journalism for a Mobile World, New York: Nova Science Publishers (contracted).

#### Book chapters

Forthcoming

Mobile Public Relations Strategies, In Encyclopedia of E-Commerce, E-Government and Mobile Commerce, Idea-Group, Hershey, PA

#### Refereed journal articles

Hot bullets, cool media: The Middle East's high-stakes media war. The Journal of Communication Management, Vol.9 (3) 233-245. February 2005.

Harrison, K. & Galloway, C. (2005) PR Ethics: A simpler (but not simplistic) approach to the complexities. PRism Vol. 3 (1), June 2005. Available online at [http://praxis.massey.ac.nz/vol\\_3\\_iss\\_1.html](http://praxis.massey.ac.nz/vol_3_iss_1.html)

Appreciative Public Relations: An Alternative to the Problem-Solution Loop. PRism Vol. 2 (1), June 2004. Available online at [http://praxis.massey.ac.nz/number\\_2\\_1.html](http://praxis.massey.ac.nz/number_2_1.html)

Cyber-PR and 'dynamic touch', Public Relations Review Vol 31 (4) November, 2005: 572-577, Special Issue – "Global Public Relations: A Different Perspective"

#### Refereed conference presentations

Engaging Activist Communities, Paper presented at the International Conference on Engaging Communities 2005, Brisbane, 14-17 August 2005, and Engaged Governance III stream.

Dearman, P. & Galloway, C. Putting Podcasting into Perspective, Presented at Radio2005 transnational conference and forum, RMIT University, Melbourne, 11-14 July 2005.

Public Relations War. Presented at Australia and New Zealand Communication Association Conference, Sydney, July 2004

(Re) creating Consent: Public Relations, Professionalism and Contagious Thought. Presented at the Australia and New Zealand Communication Association conference, Hamilton, July 1998

#### Non-refereed conference presentation/publication

Postmodern Public Relations (Proceedings of the Student Research Conference, School of Management Studies), University of Waikato, October 1996.

#### Book reviews

Review of Luesby, J. (2001) The Word on Business. London: Pearson Education. Business Communication Quarterly, 65 (3) 126-129, September 2002.

#### Non-refereed publications

PR joins the strategic arsenal. What's Next, March 2004, Available online at <http://www.futuredirections.org.au/whatsnextback.asp?ModuleId=8&PageFlag=1&RowId=18>

Time for another look at PR, Rust Report, May 20, 2005, Available online at <http://www.rustreport.com.au/>

## 7. PRACTITIONER EXPERIENCE

Present: Advisor to Assured Systems Ltd, Auckland New Zealand.

Corporate Communications Manager (then also Planning Manager), Public Trust, May 1999-September 2002

Public Trust is a leading, State-owned trustee and financial services Organization, Supervised one staff member.

General Manager, External Relations, Meat New Zealand, April 1997-April 1999

This is a producer-funded organization. Led all internal and external (Except marketing) communication, with a team of five

Parliamentary and Corporate Relations Manager, Telecom New Zealand, June 1993-March 1997

Telecom is one of New Zealand's largest companies and is its leading Telecommunications supplier, Responsible for building and managing Relationships with the entire political spectrum, also for senior executive Speech and presentation support, Led team of four.

Media Relations Manager, Telecom Auckland, August 1989-June 1993

Responsible for media relations including frequent spokesperson duties in various media in New Zealand's largest media market.

Previous roles (details available) in corporate communications, PR consultancy, magazine and daily journalism

### Abstract

Where is public relations when a potential risk becomes an actual one, a hazard identified becomes a horror experienced – and the levees of the normal and the expected are overwhelmed by a chaotic surge of the unexpected? As efforts to repair both the human and the physical damage of Hurricane Katrina advance, so too do questions about risk communication. For now, many of the questions have to do with “what we can learn from what went wrong” with communication practices surrounding the hurricane and post-storm tragedy. Why was so little said to so many about oft-predicted risks?



Of course, Katrina spotlights just some of the hazards of our “risk society”, replete not only with natural disasters much less expected than a New Orleans hurricane (such as the Asian tsunami) but also with a challenging cocktail of chemical, viral, technological and other threats. Important as it is to analyze why the post-Katrina response fell so far short, and as useful as it may be in handling future disasters, for PR professionals there is another troubling question: Why aren't we more involved in risk communication?

PR people are well used to both the concepts and the practice of issues management and crisis communication. In many cases, work in these fields is framed as “reputation risk management”. Yet when it comes to communicating with publics about hazards – more tangible dangers – practitioners seem less visible, less vocal. Some of the issues practitioners face could equally be named “risks” – and some of the crises they handle undoubtedly result from mishandling of risks and communication (or lack of it) about them. Yet there is more at stake here than language games: at stake is potentially PR's future role in a communication discipline set for major expansion.

Why is it that literature search of major academic public relations journals show scant attention to risk communication, with the notable exception of Robert Heath's work? What explanation can be offered for the dearth of practitioner discourse about risk communication (in sharp contrast to both issues management and crisis communication)?

This paper suggests some exploratory propositions. They include the unpalatable possibilities that practitioners may be disqualifying themselves because they see the field as “too technical” -- and that risk managers may exclude PR people because they are not seen as technical enough, in the sense of being able to explain complex scientific data about hazards to lay audiences.

Even where practitioners are given risk communication tasks, they may be more limited in scope – technical rather than managerial – simply because PR professionals have not seriously engaged with what should be seen as the third member of a troika, along with issues and crisis communication. This paper makes a case for such engagement, suggesting some initial paths it might take, in the interest not only of enhancing public relations professionalism but also of ensuring that practitioners have the opportunity to contribute their skills and experience to an ever-more vital area.



**Rasila Hamzah**  
Senior PR Practitioner  
Executive Director of Spencer Azizul Public Relations

**Speech Title: Enhancing Corporate Reputation through Corporate Social Responsibility**

**Profile:**

A senior practitioner with 27 years proven track record in public relations and corporate brand marketing, Rasila Hamzah is currently the Executive Director of Spencer Azizul Public Relations, the public relations arm of Spencer Azizul Advertising. Prior to that, she was the Director, Public Affairs & Corporate Communications of Bank Simpanan Nasional, the national savings bank of Malaysia. Previously she was an Account Director at Hill and Knowlton, one of the largest and most influential public relations consultancies in the world. Before that, she was managing the public affairs and corporate advertising functions of Malaysian public listed companies including UMW Holdings Berhad, the Lion Group and the PERNAS Group.

Rasila is a regular speaker at national, international seminars and conferences on communication and brand management on topics ranging from media relations, issue and strategic management, corporate image, investor relations and internal communications. She also lectured Masters Students on Advanced Public Relations at Universiti Putra Malaysia, a public university with nearly 30,000 students. Her academic credentials include M.A. Journalism (Public Relations), Masters in Public Administration (MPA) and B.A. Hons. (English). In addition to her current responsibilities, Rasila Hamzah is also active in industry activities. She is a Fellow and Council Member of Institute of Public Relations Malaysia (IPRM), the national public relations body. She is also an active member of IABC, an international business communicators' association based in San Francisco, USA and is the past National Chair (Malaysia) and Council Member of International Public Relations Association (IPRA) based in London, U.K.

Her other passion include public speaking and is a member of Toastmasters International, Shah Alam Club.

She is currently pursuing a doctorate degree in brand management at Charles Sturt University, Australia.

**Abstract**

Company value is increased or decreased; reputations are built or lost, by an organisation's success or failure in fulfilling the expectations of multiple stakeholders. Corporate value is increasingly dependent upon intangibles—which are enhanced through an active programme of corporate social responsibility. Intangible assets include the following:

- Loyal and profitable customer relationships
- Supportive community relationships
- Productive and secure supplier relationships
- Motivated, honest and committed employee relationships
- Competitive position with prospective employees
- Innovative products and services
- High-quality processes
- Continuing license to operate in the community
- Competitiveness and market positioning
- Positive brand recognition, reputation, and respect

Corporate responsibility, corporate social responsibility, sustainability, and social impact management, are all names used to describe the processes and systems that corporations and other institutions use to manage and protect their intangible assets. My talk is expected to provide an overview for corporate, government and educational colleagues and friends in Iran to better understand, manage, and optimise their organisation's intangible assets.

- The relationship between organisational value creation and corporate social responsibility
- The art and science of corporate social responsibility
- Global trends driving the movement toward corporate social responsibility
- Being an effective change agent for greater corporate social responsibility
- Enhanced risk management through corporate social responsibility initiatives

#### Expected Outcome from the Initiatives

- Immediate practical application of the ideas suggested
- Understand and articulate the relationship between company value and the intangible assets enhanced by greater corporate social responsibility
- Understand the critical success factors to an effective corporate social responsibility programme
- Improve risk management through enhanced corporate social practices
- Understand how to effectively initiate and further an effective internal change process toward greater corporate social responsibility mind set
- Understand how to effectively communicate and report on progress in corporate social responsibility



**Jamilah Hj. Ahmad**  
School of Communication  
Science University of Malaysia (USM)

**Speech Title: The Role of Public Relations in Controlling the Bird Influenza Crisis**

**Profile:**

**QUALIFICATIONS**

Doctor of Philosophy (PhD)

Deakin University, Melbourne Campus

AUSTRALIA

Master of Arts (M.A in Public Relations)

Manchester Metropolitan University

Manchester, UNITED KINGDOM

Bachelor of Mass Communication (Public Relations)

University Technology MARA (UiTM)

Shah Alam, Selangor

**Abstract**

Climate change and health problems are universal problems and should no longer be a debate belonging to health services management alone. What does health services could do with climate change, health challenges and the rising rates of communicable disease including bird influenza crisis? Notion that advocates for action on climate changes face challenges to make everyone aware of the enormity of the problem and to persuade everyone that something can be done about it. This is where public relations roles need to come in, to disseminate any information pertaining to health and promote healthy lifestyle to public. Medicine is about saving lives, not just by last ditch interventions but by trying to avert illness. Simultaneously, public relations expertise should be used to design effective persuasive health campaigns to prevent major health risks, create greater understanding and promote public health as an urgent preventive measure before it become crisis.

Although little are known about remarkable activities of public relations profession and its impact towards public health bodies often than not public relations technique are proven to contribute significantly to the planning, development and implementation of its programme that will be beneficial to publics. Public relations can be used as an agent to assists public health industry. It can raise public commitment, confident and making a correct decision for much better health care. This paper attempts to share the avenues of public relations roles as the technique to combat disease and promoting health within society.



## Stephen Quinn

Associate professor, Deakin University

### Speech Title: Online Reputation Management

#### Profile:

Associate professor Stephen Quinn has been teaching public relations and journalism at Deakin University in Australia since July 2005. From February to July 2005 he was professor of communication studies at the University of the Sunshine Coast. From August 2003 until the end of 2004 he was a visiting scholar in the department of public relations and journalism at Ball State University in the United States. From August 2001 to June 2003 he was director of the Center for Media Training and Research at Zayed University in the United Arab Emirates.

Dr Quinn has worked in all areas of the media in Australia, Thailand, the United Kingdom, New Zealand and the United Arab Emirates. At various times he has worked for the Press Association (PA), BBC-TV, Independent Television News (ITN) and The Guardian in London, the Australian Broadcasting Corporation (ABC) in Sydney, Television New Zealand (TVNZ), and the Middle East Broadcasting Center in Dubai. He was public relations manager for Wang in their UK headquarters in 1988-89.

In the decade to early 2006 Dr Quinn has written 9 books (seven as sole-author); 10 book chapters; 25 publications in refereed journals; 7 refereed conference presentations; and presented 57 papers in 18 countries. As of early 2006, another 2 books are in proof form; 2 others are under contract for publication 2007; and 2 book chapters are scheduled for publication in 2006.

Dr Quinn is the author of *Knowledge Management in the Digital Newsroom* (Focal Press 2002) and *Digital Sub-Editing and Design* (Focal Press 2001). He is co-author with Tim Walters of *Bridging the Gulf: Communications Law in the United Arab Emirates* (Ideas Lab 2003). *Convergent Journalism: An Introduction* (Boston: Focal) and *Convergent Journalism: The fundamentals of multi-platform publishing around the world* (New York: Peter Lang) appeared in 2005, and *Conversations on Convergence: Insiders? Views of news production in the 21st century* (also New York: Peter Lang) appeared in 2006. He is the only academic on the international advisory counsel for the Newsplex at the University of South Carolina and a senior consultant for the Innovation International media consulting group.

#### Abstract

##### Online reputation management

Blogs are spreading rapidly around the world. China has about 20 million. In the USA a new blog is appearing every minute, and Technorati.com says the country has almost 25 million blogs. As of July 2006 Technorati.com was tracking 47.9 million blogs around the world. In Australia, 750,000

blogs are registered with Gnoos.com.au. Blogs can be a powerful tool for PR practitioners. They offer an ideal way to understand what customers and citizens are saying about a product.

Word-of-mouth is still the most powerful marketing tool, and blogs represent an easy way to monitor the market place of ideas. This paper shows PR practitioners how to use some common tools and techniques to monitor and use blogs, and other new media products such as moblogs (blogs via mobile phones) and vlogs (blogs using video).



**Mark John Sheehan**  
Editor - Asia Pacific Public Relations Journal

Speech Title: Public relations objectives in media training

Profile:

- Undergraduate Course Chair - BA (Public Relations)
- Co-Chair 2006 Australian Communicators Collaborative Conference




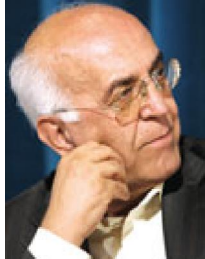


Abstract

Within the confines of this paper we have seen the shift in media relations training over the last few decades – primarily as a result of technological advances and shrinking newsrooms. Initially the focus moved from producing newsworthy press releases that would be published – though this is still included in media training programs – to dealing with television interviews which became increasingly adversarial in the 1980s and 1990s. Now organizations are encouraged to provide their own video and some may also supply fully edited video news releases. Media trainers are steering away from educating spokespeople to provide short sound bites, since the new technology of streaming full interviews on the web makes these ‘grabs’ sound quite unnatural.





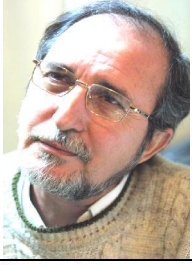


In recognition of the importance of media coverage, particularly for the third sector, a new organization was launched in Canberra in January, Media Team Australia, to provide media training workshops for not-for-profit organizations. According to their web site, Media Team Australia ‘has been set up to assist community organizations across Australia raise their public profile and attract greater support by professionalizing their public relations and communication activities’ (<http://www.mediateam.com.au>).

With so much news coming from public relations sources further research could continue to track shifts in this education. It could also explore other aspects of this education including the facilitation and provision of socially responsible information/training by media trainers and public relations practitioners.

## Iranian Speakers (Alphabetically)

Row	Name	Position	Speech Title	
1	S. Mohammad Abbaszadegan	Academic member of Shahid Beheshti University	The Application of Management in Public Relations	
2	Dr. Sa'id Reza Ameli	Member of Communications Department of Tehran University	Globalization, omnipresent public relations and global cities By emphasis on public relations in global city of Tehran	
3	Dr. Mohammad Bolourian Tehrani	Elm-o-San`at University IRIB Faculty Marketing and publicity consultant	The status of customer in public relations activities process	
4	Behrouz Foroutan	Founder of Behrouz Food Industry	In-house Public Relations	
5	Ahmad Ghavidel	MD of Iran Hemophilia Association	An overview: Public Relations and Defending the Rights of the Sick	
6	Dr. Mitra Hajizadeh	Professor of Energy Medicine & Energy Therapy	The Use of NLP in Communicating Effectively	



7	Dr. Ali Jalali	Elm-o-San'at University	Public Relation in The New Millennium	
8	Dr. Isa Jalalli	Professor of University & Senior Psychologist Consultant of the State High Education Institutes	Psychology of Public Relations	
9	Ahmad Khademolmelleh	Prof. of public opinion management News University, Scientific Applied University Industrial management Educational Center	Public Opinion Management & Public Relations	
10	Ali Mohammadi	Professor of International Relations and Cultural Studies, Nottingham University, England	Image of Public Relations in Globalizations	
11	Mohammad Mehdi Mohsenian Rad	academic member of Imam Sadegh University and Professor of Allameh Tabataba'ii University	Iran Public Relations with Scientific Background and its State in the Recent Century	
12	Ali Shiri	Researcher of Jungian psychoanalysis	Glossary of Effective Communicative Skills	
13	Sa'id Ya'ghoubi	MA from IT Engineering, Tarbiat Modarres	The State of Modern Public Relations in Organization: with emphasis on Internal Public Relations	

Selected article:



**Sa'id Ya'ghoubi**

MA of IT Engineering, Tarbiat Modarres University

**Speech Title: The State of Modern Public Relations in Organization: with  
Emphasis on Internal Public Relations**

**Abstract:**

The expansiveness of the Internet and also the existence of various capabilities in this medium resulted to high carefulness, low cost, and quickness. Features such as rapid, feasible, reciprocal, interact ional, face to face, 24 hours access, high graphical and technical capabilities, usability of intelligent systems, existence of useful tools,... have increased the attraction of this medium and organizational activities including public relations have entered a new phase which is called modern public relations.

Organizations and corporations know perfectly that for winning the competition, they should use this medium effectively and properly. By the emergence of the Internet and sharp focus on establishing modern communications, public relations has grown in importance a lot. Now the question is that modern public relations, considering its features, include in which organizational area?

In this article, the state of modern public relations in organization, which considering customers, suppliers and also internal activities of organization divides into three areas of Customer Relations Management (CRM), Supply Chain Management (SCM), and Enterprise Resource Planning (ERP), is studied. All leading organizations try to implement and execute these areas properly in computer networks and using the Internet and IT is the very epitome of that.

Selected article:

**Abbas Moghbel Ba Arz**

Associate Prof. of Tarbiat Modarres University

&

**Gholam Reza Asgari**

Doctoral student of Behavioral Management, Tarbiat Modarres University

**Corporate Identity, Image and Reputation: A Comprehensive Study in Six Areas**

Nowadays, reputation is considered a powerful concept for corporations and even persons. Managers, critics, and supporters of organizations use reputation for showing the results of measuring their corporate and also linking their perception to organization.[1] at present, elements such as 1. the acceleration of change in lifetime cycle of product 2. regulations erasing 3. privatization 4. increase competition in public and non profit sections 5. competition in service industry 6. globalization and regional free enterprise agreements 7. merger, sales, dethronement 8. lack of effective human resources 9. increasing the expectations of society of organizational responsibility, have all affected on corporations operations and doubled the importance of gaining a good reputation.

[2] The researches conducted by Hall (1992) show that from British managers' point of view, reputation is the most important effective qualitative resource in corporation success.

[3] Perhaps, the most important advantage of reputation is creating loyalty in stakeholders. In other words, when uncertainty causes hesitation, reputation causes that corporation benefits greatly from stakeholders' loyalty.

[4] Therefore, in stable or unstable conditions, corporation managers should allocate the resources in a way that increases the corporate reputation and consequently increases the profitability.