

**An Introduction to  
The 4<sup>th</sup> International Conference on  
Public Relations  
&  
Abstracts of Speakers**

**Iran-Tehran**

**IRIB Int'l Conference Center**

15-16 Nov 2007

**Kargozar Public Relations Institute**

**(KPRI)**

**Forget the best practice, think about the next practice**

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

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(KPRI)

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## **Introduction**

Communications and technology has directed the world toward uniformity and homogeneity and public relations practitioners are gradually realizing how rapidly the world is expanding. Are you ready to adapt yourself to these new changes?

Media do not act as they did before. New technologies and channels are constantly changing, from one to mass and from an inert communication to a one to one and interactive one. This gives a new definition to the role and domain of public relations. Have you prepared yourself to grow in this new communicational environment?

Welcome to the future, the future which is present now! The future is no place for best practice. To be better than what was considered the best in the past, we should start the next practice, the practice which allows you to be the superior in the future.

The 4<sup>th</sup> International PR Conference in Iran invites you to listen to Iranian and foreign professors and experts. In this conference, along with the representatives of Iran PR Society accompany your counterparts in a network, constitute pr associations and societies and develop a comprehensive plan for the improvement of Iran's public relations.

**The Message of Conference Secretary General**

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

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

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

Our goals are much more precise now.

Fortunately, many of the people who share this responsibility with us are still determined in pursuing our goals. In preparing for the 4<sup>th</sup> conference, under pr scholars' expert experience and benefiting from previous experience, considering the new needs of public relations field we are trying to hold it as practical as possible so that the attendants will be able to use their learning in their professional life.

After holding 3 International PR Conference, the atmosphere of the conference has been expanded considerably and we are seeking to host more interested people in public relations.

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

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

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

Any helpful suggestions would be welcomed.

Mehdi Bagherian

Conference Secretary General

### **The Purpose of conference**

a. Main purposes:

- Developing the knowledge of public relations
- Extending and popularizing expert and scientific view on public relations
- Benefiting intelligently from modern tools for making major changes in public relations
- Introducing the latest scientific and studious achievements of public relations and its applications in leading and forward-looking organizations
- Exchanging experience about public relations achievements in internal and external levels
- Institutionalizing the activism culture in the field of public relations
- Indicating the business power and responsible profit-making in public relations

b. Secondary purposes:

- Generalizing the knowledge of public relations and its influence in different layers of society
- Introducing the importance, state, capabilities and capacities of public relations industry
- Achieving the newest expert information and speaking with pr experts
- Increasing the public understanding of public relations activities and reinforcing its credits
- Reinforcing and developing social responsibility and acting professionally
- Addressing the existing problems and offering executive solutions
- Discovering the talent and encouraging creativity

### **Target audience**

- Public relations, communications, advertising, IT, management and industries experts, managers and scholars
- Staff of public relations departments of public and private organizations and companies
- Managers of the state economy, social and cultural organizations
- Advertising agencies, advisers and executors
- Publishers and cultural associations
- Public relations institutions and associations

- Editors in chief, journalists, and authors of news agencies and mass media (audio, visual, printing)
- Organizers of exhibitions and conferences
- Investors, business people, major industries owners, tourism industry experts and managing directors of public and private companies
- Managers and experts of export, advertising, marketing and sales

### **General features of the conference**

- Submitting articles: considering the call for paper the secretary distributes in Iranian and foreign companies and universities, after studying and scientific judging, a few of the received article will be delivered in the conference
- Speech delivering of the state senior managers and invited professors from inside and outside of the country
- Publishing the abstract book/ article book/ conference CD
- Publishing a comprehensive reference of the capabilities of companies attending the conference
- Launching a permanent web site for information giving
- Awarding an attendance certificate
- Recording the name of attendants in the conference CD, book, and web site
- Simultaneous translation of speeches

### **The educational features of the conference**

- Sharing the successful Iranian and foreign companies' experience in public relations field
- Delivering case studies, examples and tangible evidence
- Allocating time for asking and answering
- Presenting the achievements and practical ideas of the conference as a book

### **Conference program**

- Commemorating the centennial of publishing the first press release in public relations
- Holding the exhibition of public relations achievements and capabilities in IT and communications

- Holding workshops with regard to the main orientations of the conference
- Awarding pr prize in seven subjects
- Holding specialty meeting by the presence of experts and scholars
- Choosing the superior media in the area of pr information dissemination
- Dr. Notghi memorial dinner (father of Iran's public relations)
- Forming workgroups for benefiting from conference achievements (desirability function)
- Holding the creativity and theorizing contest in public relations
- Holding the PR Encyclopedia contest and awarding the prize of disseminating the knowledge of public relations
- Publishing the conference practical ideas and achievements book

### **Commemorating the centennial of publishing the first press release**

September 18<sup>th</sup> 2006 is the centennial of publishing the first press release by Ivy Lee (the father of public relations) or the birth of public relations industry. While press release is celebrating its hundredth anniversary, public relations industry is experiencing a huge resurrection.

The secretariat of International PR Conference is commemorating the centennial of press release which is the pillar of communications process and while the classical advertising and marketing is under the pressure of today's unstable media market, studies the reasons of new prosperity of public relations.

### **Creativity and theorizing contest in public relations**

The first series of cross-country public relations contest will be held on November 15<sup>th</sup> 2007 by the secretariat of Iran International PR Conference and in cooperation with pr associations, institutions and companies.

There's no doubt that creativity, innovation and initiation are the principles of leading public relations. The creative and thoughtful public relations plays an important role in applying the new ideas. For achieving this, promoting the idea of creative thinking and theorizing in the field of public relations, the first contest of creativity and theorizing in public relations will be held.

For further information, contact the secretariat with +98(21)88315270 and +98(21)88328123.

### **Contest of PR Encyclopedia and the prize of advancing the knowledge of public relations**



The contest will be held on February 27<sup>th</sup> 2008 coincident with the day of 'Islamic upbringing'. The questions will be chosen from PR Encyclopedia and the exam is in multiple choice format. Special prizes will be awarded to the first three winners. For further information, contact the secretariat with +98(21)88315270 and +98(21)88328123.

### **Contest of article writing in public relations**

Public relations is a novel field full of new ideas and everyday one should expect a new event in this area. Many people believe that what has happened in this field till now, were all the preconditions for the emergence of public relations utopia and its dominance in different areas.

Therefore, the permanent secretariat of Iran International PR Conference holds a contest so that pr managers, experts and students would be encouraged to theorize and analyze the existing conditions.

For further information, contact the secretariat with +98(21)88315270 and +98(21)88328123.

### **Scientific tours to Malaysia and India**

With the purpose of familiarizing pr managers and experts with the global state of public relations and evaluating the state of Iran's public relations in the world, the permanent secretariat of Iran International PR Conference arranges two educational seminars and scientific tours to Malaysia and India.

For further information, contact the secretariat with +98(21)88315270 and +98(21)88328123.

### **Acknowledging the prominent figures in public relations**

#### 1. Supporters of public relations:

##### a. Cultural support

Culture developing (40 scores at maximum)

1) Measures taken to promote the culture of public relations

2) Publications, advertising, information, and ... in public relations

Training (60 scores at maximum)

3) The amount of offered training in the field of public relations

4) The amount of offered training in the other public relations skills

##### b. Financial support

Financial support (70 scores at maximum)

1) The amount of investment in support of scientific seminars and conferences

2) The numbers of investment in support of scientific seminars and conferences

- 3) The amount of investment in support of public relations activities and programs
- 4) Measures of investment in support of public relations activities, programs and conferences
- 5) Convenience of payment and access to the financial allocated resources

Backing (30 scores at maximum)

- 1) Providing the venues for pr conferences
  - 2) Providing the necessary facilities for dissemination of information
  - 3) Other backing facilities for public relations trends
- c. Legal- executive subgroups
- 1) Measures taken to make use of regulations, bylaws, ... for supporting public relations activities
  - 2) Measures taken to formulate regulations, bylaws, ... for supporting public relations activities
- d. Scientific subgroups
- 1) Published books in the field of public relations
  - 2) Published articles in the field of public relations
  - 3) Delivered speeches in pr conferences
  - 4) Published translated books in the field of public relations

## 2. Prizes:

Coincident with Iran 4<sup>th</sup> International PR Conference, the top innovators, managers and experts in the field of public relations will be acknowledged.

### 1) The Prize of Dr. Notghi, father of Iran's modern public relations

Dr. Hamid Notghi (1920-1999), the founder of Iran's modern public relations, has changed our view on public relations. He succeeded in training young, resourceful, clear-headed people, familiar with social and human communications through the faculty of social communications science which he was one of its founders.

The permanent secretariat of Iran International PR Conference and PR Kargozar Institute presents the Prize of Dr. Notghi in acknowledgement of Dr. Notghi and his values.

This prize has been awarded to Professor Kazem Motamednejad, father of Iran's modern communications, Professor James Grunig, the professor of Communication Faculty, Maryland University, Dr. Abdollah Jasbi,

Head of Azad Islamic University, respectively in the first, second and third International PR Conference in Iran.

2) KPRI Prize (silver and bronze medals)

The permanent secretariat of International PR Conference, PR Kargozar Institute, and the Eighth Art Consulting Company, nominate pr experts and managers for one of the greatest glory of Iran's public relations.

Pr managers and experts are the center of public relations and the more opportunity they have for working, the more creative they will be.

PR Kargozar Institute believes recognizing pr managers and experts for their sincere services, plays an important role in establishing a high reputation for public relations.

The role of such people in innovation, developing an idea or a managerial approach, supporting the professional standards, respecting people's understanding and conciseness as a main principle is praiseworthy and shows how important their role could be.

The efforts and activities of pr managers and experts demonstrate the highest grade of expertise in this field. These people are superior in the following elements:

- 1- Research
- 2- Planning
- 3- Performance
- 4- Evaluation

Innovation, meeting the challenges, establishing reciprocal relations between an organization and its audiences, the power of planning and professional creativity are the main features of a successful pr manager and expert.

KPRI Prize is awarded to people who introduce innovation to pr programs. Awarding this prize is to respect and appreciate the excellent works and encourage innovators on the one hand, and to respect public opinion and audiences on the other hand.

3) The prize of top authors

This prize was established in 2006 and was awarded for the first time to Dr. Mehdi Mohsenian Rad, the faculty of Imam Sadegh University and author of "Iran in four communicational galaxies" in Iran 3<sup>rd</sup> International PR Conference.

This prize is awarded to authors and translators of books. These people play an important role in enrichment of pr and communications literature. The richer becomes pr literature, the more opportunities arise for discovering talents and joining people to this field. Pr practitioners would be able to expand their knowledge and capabilities through this literature.

4) The prize of top media

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

5) The Prize of Public relations Promoters

This prize is awarded to people who facilitate public relations collaborative projects by their backings and hence promote Iran's public relations.

6) The Prize of Public relations Activists

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

It was first awarded to Kajal Ekhtiarodin, Shabir Daemi, Jafar Mezjat, representatives of Kordestan, Golestan, and Hamedan Provinces in Iran 3<sup>rd</sup> International PR Conference in 2006.

7) The Prize of Creativity and Theorizing in Public relations

The first series of public relations cross-country contest with the purpose of promoting the culture of Iran's public relations, increasing the knowledge of public relations and preparing the way for familiarizing public opinion with public relations and its importance in three parts: creativity and theorizing in public relations, PR Encyclopedia and writing articles about role of international public relations in image making and promoting the culture of friendship and equality.

For further information, contact the secretariat with +98(21)88315270 and +98(21)88328123.

### **Issuing the conference statement**

At the end of the conference, a statement will be issued as a summing-up which will be sent for the relevant decision making organs. The permanent secretariat of

the conference will also constitute a special workgroup to follow up the achievements of the conference.

### **Date and Venue of the conference**

The 3<sup>rd</sup> International PR Conference in Iran will be held on November 15-16 2007 in Tehran at IRIB International Conference Hal.

### **Certificate for attending the Conference**

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

### **Language of Conference**

The language of Conference is English and Persian and the participants would be able to benefit from simultaneous translation.

### **Accommodation**

Conference Executive Committee could not provide accommodation but for the comfort of participants, it books into a hotel on request. For further information contact the secretariat.

Deadline of hotel reservation: Sept. 21 2007

### **Conference supporters**

In addition to the recorded supporters, institutes and companies interested in presenting themselves as the supporters of this scientific and national movement could contact the permanent secretariat of Conference.

### **Conference Specialty Sessions**

#### **Specialty session <<the economy of leading public relations, outsourcing and challenge of globalization>>**

Today, pr experts has changed public relations outlook through their creativity, innovations and new ideas.

Statistics shows that allocating costs to public relations activity has increased during recent years. In United States more than 3, 7 billion dollars are invested in public relations yearly. The article "Industry of Public relations" published on January 19 2006 in Economic, estimated the incense in costs of public relations more than advertising and marketing.

The authorities believe that public relations in Iran suffer from low economic growth and a small market share in Iran and the world communications industry market.

In this specialty session, listen to prominent economy and public relations experts and develop a perspective through discussion about this new economy reality.

The session will pivot around:

- Defining and clarifying the state of leading public relations in national economy and economic development
- Leading public relations: developing overall strategies with the purpose of reinforcing the opportunities and decreasing the treats along global changes
- Leading public relations and the role of expert and human resources in the state sustainable development
- The state and role of public relations in promoting social welfare and strategies for reinforcing private section
- Public relations, job market and developing the culture of entrepreneurship
- Study the opportunities and obstacles to development of investing on public relations and its strategies
- International public relations and reinforcing the relative advantages of foreign investment in Iran
- The state of public relations in Iran's economy and the region business equations
- Cultural, social and economic dualism in the age of globalization: perspective, threats, and solutions

**Specialty session <<management and leadership in leading public relations: past, present, future and creating a stable pattern >>**

This session is generally based on initiative and simulation exercises which focus on key aspects of management and leadership in public relations.

The sessions will be on the difference between public relations management and leadership, pathology and challenges of management, transaction between public relations managers and organization, strategies of motivation, direct the public relations efforts of organization and increasing the effectiveness of public relations managerial consultation and organization.

The session will pivot around:

- Growth of management development as a science: transformation of public relations as management strategy – the effect of attitude and behavior on performance.

- Public relations leadership versus public relations management: where lies the difference and why it is important – directing the activities in planning and budget allocating – motivating versus control.
- Creating a strategic and thoughtful public relations: planning a public relations program for yourself – adapting this with the overall plan and strategy of organization – your role as a management consultant.
- A comprehensive social communications model: analyzing the patterns internally and externally – forming the reputation and image internally and externally.

### **Call for paper**

In addition to the speeches of keynote speakers, the selected articles by scientific committee could be published in the conference book. Therefore, experts, researchers, and professors are invited to send their articles on thematic structure of the conference to the address of secretariat.

The conference will pivot around:

First

- a. Criticizing and evaluating the innovations in respect of:
  - Necessity, importance and priority
  - Principles and approaches
  - According to changes in national and international level
  - The quality of performance and the result of performance (evaluation)
- b. Clarifying and evaluating the innovative experience resulting from performance

Second

Suggesting new plans and outlooks for improving the quality of programs and increasing its effectiveness

- a. Plans and views on the scope of program
- b. Plans and views on influencing elements such as:
  - Bilingualism
  - IT and communications
  - Globalization
  - The world of business
  - Strategic management and leadership (system+target+team)=outlook

### **Conference Suggested Subject matters**

**Leading public relations, changes and press release**

In the world which has been changed by the advanced technology, face-to-face conversation has been replaced by telecommunications, email, sms, chat room, weblog, podcast, ...

Discarding the old regulations of communications and rushing into changes, PR Kargozar Institute will need a new regulation book. How does communication change? What are the challenges and opportunities for public relations practitioners? By choosing one of the pivot points below, express your opinion:

1. Beginning a new age; leading public relations tools for the changing age
2. Emergence of Internet and transformation of public relations structure
3. Role of leading public relations practitioners in the new world
4. Leading public relations; seizing future opportunities
5. Leading public relations companies; capabilities and services
6. Celebrating the 100<sup>th</sup> birthday of public relations; where do we begin, where are we now and where do we go?
7. Public relations technologies and innovations; past, present and future
8. One century of press release; considering the past, present and future of public relations
9. Policies and strategies of corporate communications; existing concerns of corporate communications management
10. Future public relations companies: capabilities and services

### **Leading public relations, World Trade Center and challenge of globalization**

In a world which we face the phenomena of globalization, communication should be local- global, global message with local interpretations, one message and thousands of tools.

How are cultural, social and economic needs and effects of leading public relations in the process of globalization analyzed? You can express your idea about this and the other elements below:

1. Role and state of leading public relations in globalization
2. Clarifying the role of leading public relations in preparing the way for sustainable growth
3. Social and economic needs and effects of leading public relations in the process of globalization analyzed?
4. Leading public relations and human resources management and role of human resources in this process
5. Methods and techniques of training leading public relations practitioners and managers in the global class
6. Strategic management and planning in Iranian leading public relations, before, while, and after being incorporated to WTO



7. Leading public relations and management in the new atmosphere of globalization
8. Leading public relations and challenge of globalization
9. The outlook for Iran's public relations development alongside the age of globalization
10. Virtual patterns for reinforcing social communication management in the age of globalization

### **Leading public relations, economic growth and outsourcing**

The economy and business power of public relations has become one of the major challenges of public relations practitioners in recent years. In this new world, public relations practitioners have changed people's outlook through their new ideas, flexibility, good reflex, effectiveness, efficiency, competitiveness (as a necessity for Fast Reaction Organizations), and public relations units have established their state in novel economies. Do we aware of our influencing profession? You can contribute to introducing the real role of leading public relations practitioners by expressing your ideas on the subject matters below:

1. Features, necessities, and structures of commercial public relations
2. State of outsourcing and privatization in leading public relations
3. State and role of leading public relations in reinforcing the state economy and outsourcing
4. State and role of leading public relations in realizing the fourth development plan, document of the twenty-year outlook and policies of article 44 of the constitution
5. Clarifying the role of government and legal institutions in paving the way for privatization and outsourcing public relations programs
6. Outsourcing in leading public relations; existing state and new orientations
7. Studying the experience of successful national and international companies and organizations (in respect of public relations)
8. The government, leading public relations, and World Trade Center
9. State of leading public relations in social communication management and solutions for reinforcing private section and the state economy
10. Identifying and clarifying the role and state of public relations in national economy and reinforcing the relative advantages of investment in leading public relations

**Leading public relations, leadership and management**

If there exists a definite and unquestionable challenge for leading public relations in organizations, public and private companies across the country, it is definitely management. How could we assist the state public relations in meeting this challenge?

Applying professional and specialty management to leading organizations is every pr practitioners' dream. This not only increases the value of public relations, but through increasing the effectiveness and optimization, leads to a fundamental effect and prepares the way for realizing organizational targets more than before. Is it not the same public relations utopia? You can express your idea about public relations management in respect of:

1. Public relations leadership versus public relations management: what is the difference and why is it important?
2. Management through communication; social communication management
3. Management in leading public relations: existing state and new orientations
4. Human resource management and its role in leading public relations
5. Reciprocal responsibilities of leading public relations managers and mangers of leading organizations
6. The outlook for leading public relations management in Iran 1400
7. Studying and exchanging the experience of successful managers of leading public relations
8. Organizational, moral, social and political problems, obstructions and concerns of establishing professional leading pubic relation in the country
9. Identifying and clarifying the role and state of public relations management in public and private organizations
10. Developing overall strategies to increase the opportunities and decrease the threats alongside professional management and specialty public relations development

**Guidelines for preparing and sending abstract and article**

1. The articles in Persian with English abstract or in English with Persian abstract which are prepared according to this guideline will be accepted.
2. The articles should not be published in any publications or scientific conference before, or should not be under printed either.
3. The articles while being scientific and investigative should be fluent and uncomplicated, writing rules should be observed and should be on one of the subject matters of the conference.

4. The structure of the articles should include introduction, objective, question, history, method or data, theory and conclusion.
5. The articles should have Persian and English keywords.

## 6. Referencing:

### Reference in text

- Name of author, year, page (Edward, 2007, p 182)

### Reference in text by the name of the publication

- (in case of not mentioning name of author) name of publication, year, number, page

### Reference in text by the name of organization

- (in case of not mentioning name of author): (national center..., 2007, p 174)

### Arranging the references and sources at the end of the article:

- Book reference: last and first name of the author, year, book title, volume, edition (first, ...), year of publication, city of publication, pages of book.
- Translation reference: last and first name of the author, last and first name of the translator, year, book title, volume, edition (first, ...), year of publication, city of publication, pages of book.
- Article reference: (in case of not mentioning name of the author) article heading, year, magazine title, number, city of publication, pages.
- Doctoral /master's thesis reference: last and first name of the author, title, year, last and first name of guidance counselor, name of university and department.

Note: do not reference to copied notes, pamphlets (except doctoral/master's thesis)

7. The reference at the end of the article should be based on author's last name and alphabetical (Persian, English).
8. The English spelling of non-Persian words in footnotes should be successive.
9. Tables, pictures, graphs, curves and maps should be numbered according their mention in the text, title of tables should be the answer of what, where, who and how much/many and their source should be mentioned exactly.

10. The article should be sent in three copies on A4 paper with the original typed file

- Typed in **Word**
- Size and font  
For Persian articles
- The title with **Titr Bold 12**
- Authors' names with **Traffic Bold 10**
- Addressing with **Traffic 12**
- Text of abstract with **Lotus 10**
- Text of article with **Lotus 12**  
For English articles
- The title with **Bold Times New Roman 12**
- Authors' names with **Times New Roman 12**
- Addressing with **Times New Roman 10**
- Text of abstract with **Arial 10**
- Text of article with **Times New Roman 12**

Others:

- Numbering the figures, images, charts, ... should be successive (figure1, figure2, ...)
  - English names and other footnotes should be numbered successively.
  - Pictures and charts should be sent on CD in tif, jpg, or BMP format with 300 dpi at minimum.
  - Margins: up 5.3cm, bottom 4.9cm, left and right 4cm.
  - Article with all attachments (charts,...) should be 18 pages at maximum.
11. Received article will not be returned and the conference is allowed to refuse, summarize or edit the articles.
12. The author is responsible for the content of the article.

### **The exhibition of public relations achievements and capabilities: <<IT and Communications>>**

Considering the expansion of applying IT to public relations, the conference secretariat will hold an exhibition coincident with the conference on the following subject matters:

- Public relations experience and capabilities in the field of IT
- Introducing the activities and capabilities of companies in applying information technology to public relations
- Introducing public relations projects and researches in IT

- Introducing companies and public relations institutes which succeeded in achieving considerable optimization and financial standards through applying and developing the knowledge of information technology
- Introducing successful performed projects of public relations institutes in the field of information technology and online public relations
- Presenting theses and projects of professors and students in the field of IT and online public relations
- Presenting public relations software such as media communications, marketing, advertising, electronic answering phone.
- Introducing publications and books relevant to public relations

**The purpose of exhibition**

- Presenting the excellent performance of public relations institute across the country for exchanging experience and views
- Providing an opportunity for the attendants of the conference to access the necessary information
- Establishing relations between public relations units, companies, associations, real persons and consulting companies for rendering service

**Expectations of booth keepers**

1. Cooperating in planning for the exhibition
2. Share relevant experience to public relations
3. Reporting the presented achievements and capabilities in the field of public relations
4. Introducing the company and organization by installing posters in the booth and giving brochures
5. Presence of well-informed people in the booth

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



Dr. Hamid Notghi (1920-1999), the father of Iran modern public relations, has changed our point of view on public relations for ever. He trained many young, ingenious, philanthropic, and familiar with social and human communication practitioners through Social Communications Science Faculty, which he has himself played an important role in its establishment. These prizes were established in 2003 and it has been awarded to Dr. Kazem Mo'tamednejad, the father of Iran modern communications and Dr. James Grunig, the prominent professor of public relations in Communications Department, University of Maryland College Park in 2004 and 2005 respectively.

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

### **Commending the Prominent Figures of Public Relations**

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

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

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

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

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

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

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

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

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

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

# **Understanding the Business Power of Public Relations The case of Iran**

**Mehdi Bagherian**

**Member of Board of Directors of Iran PR Professionals Association**

**Manager of Kargozar Public Relations Institute**

**Secretary General of Iran International PR Conferences**

**2006**



**Abstract**

This paper deals with the principles behind understanding the business power of public relations in Iran and will show that investment on public relations will have a very positive outcome.

This paper tries on the one hand to show us PR value and on the other hand it brings this fact on the sharp focus that today good performance is not the all thing but its presentation bears the same value and importance.

This paper also deals with another value called "communication". It confesses that today world is suffering from the problem of "communication deep gap". Paying attention to communication management and planning for its improvement in the future is a must. As Betek Van Roler, Professor of Amsterdam University says "management future will grow in the gap between demand and supply for in case of no growth; there will be no future for the management itself.

Another issue pointed in this paper is communication programs nature based on the culture and local values. The programs having one sided nature fail. This is why the countries can not expand the effective ties without understanding bilateral communication programs, getting information, atmosphere control and bilateral understanding. The communications methods, used today are inactive and their activation needs investment on some areas especially public relations.

Considering the importance and status of Iran business geography, this paper will show finally that public relations and the attempts made by the new public relations generation can play an important role in changing Iran into one of the world developed and major countries.

**Introduction**

As we all know, public relations is not a newborn of the new age, and this very important tool has been used differently alongside economic, technical, rational and scientific development in the past. Because human beings had communicative needs in every stage of their life, and had followed up these needs through different channels and tools. There are different books, introducing different ways through which ancient human beings used to satisfy their communicative needs.

Means of communication in early stages were mostly face to face and personal. Of course their tools, methods, abilities, extent of effectiveness were very different from what we practice now.

The remained literature and inscription from different ages, stony bulletins, Hakhmanesh system's actions and Greek philosophers, Senate members of Rom, speeches of roman kings and heads, all shows the importance of public opinion.

For example, there is archeological evidence that India's Emperor Asoka used rock and pillar edicts for such things as communicating the policies of his government to his subjects, persuading them to observe those policies, creating harmony among them, and propagating Buddhism, to which he had converted later in life. In the Arabian Peninsula, a circular handwritten on crude paper around 2000 B.C. is known to have advised farmers of Babylonia on ways of increasing their crop yields. (See PR encyclopedia, 2005) a great part of speeches in Nahjolbalaghe, a book written by one of Muslims' great leaders, Ali (may God's blessing be upon him), "shows this great leader's enlightening treatment of people and persuading them to think and judge properly about problems and supporting the righteous government." (History of PR, Mehdi Aghapour, 2004)

But the new meaning of public relations is a product of new age and is a source of crisis and social and political campaigns and also the survival of huge productive and business organizations from an economical perspective. On the one hand, people could not tolerate the unfair system of these organizations and on the other hand, economic entities, while understanding the importance of public opinion and their supports, took some actions which result in creation of public relations. These debates and involvements along with practical actions of organizations and nongovernmental motions succeed in the next years.

The same process has occurred in different regions and countries in different ways, and in some developing countries like Iran, due to lack of methods domination and one dimensionality

of power structure, legal and professional debates and campaign have not been started yet or if they have been started in some areas limitedly, they have not been gone to a serious stage.

Existing evidences and studies show that the emergence of public relations in Iran is based upon commercial and economic changes, but its expansion necessitates action-oriented and reinforcing the potentials of political public relations, especially action and people-oriented motions.

The contrary exists too. Many governmental organizations use public relations as a political tools and for gaining false reputation and credit, and such actions diminish the reputation of public relations to a ceremonial or publicity profession and art. According to the researches don about dependence of public relations, the role of PR offices in Iran is to praise the managers of governmental and private organizations and PR practitioners are not able to play a role within a professional, ethical and occupational framework.

### **Asia**

Public Relations in Asia is the largest continent both in geographical size and in population. It is arguably the most complex region as well. Particularly in the past decade, Asian countries such as China and India have emerged as large and significant markers for multinational corporations. This process of cross-national trade in Asia continues to expand as evident during the ninth ASEAN summit that concluded in Bali, Indonesia, on October 8, 2003. At this summit, the 10-nation ASEAN (Association of South-East Asian Nations) signed mutual trade and security agreements with China, Japan, South Korea, and India. The goal is to create a huge Asian trading zone that will involve more than 60 percent of the world population. The creation of these new markets will continue to demand an increase in the level of public relations activity in the continent. (Sariramesh, PR Encyclopedia, 2005).

In addition to this, Globalization has opened up the economies of a dozen or so Asian countries, resulting in a significant influx of multinational corporations into the region. A concomitant result has been the entry of leading multinational public relations agencies into Asia, resulting in an infusion of Western perspectives of public relations practice. Some observers have rightly commented that this development has led to an increase in the level of professionalism among public relations practitioners in the continent. However, it is also important to recognize that there has been no corresponding flow of information out of Asia that could help in the development of effective strategies for conducting public relations globally. It is reasonable to believe that a continent as rich as Asia, with its long heritage, has something useful to offer the public relations industry and pedagogy.

Most of the multinational agencies operating in Asia have limited their operations to about 12 countries primarily based on demand and economy. As other Asian countries develop, there is bound to be significant growth in cross-national public relations activities in those regions as well. Multinational public relations agencies have typically used three strategies to establish their presence in Asia. Some have opened their own offices in Asian cities often under an executive from the home office while employing host country employees at lower levels. A second strategy has been to establish "exclusive representation" affiliations with well-established domestic agencies of the host country. Finally, these agencies also have bought partial or total equity in successful domestic agencies, while retaining a part of the original name and much of the local staff in recognition that retention of local staff is instrumental to success given the complexity of the Asian environment, which will be discussed presently. (Sariramesh, PR Encyclopedia, 2005).

### **Values and cultural elements in Asia**

Two important issues in the field of public relations should be considered in the vast continent of Asia:

1. The viewpoint of media to public relations is negative in most Asian countries and this problem has been severed in some periods. But nowadays, due to more presence of trained PR practitioners in

different fields especially media and creating close communication, this viewpoint has been balanced to some extent.

Of course this issue has another dimension and as it has been referred to in the PR cyclopedia too, public relations has a humiliating concept in Asia. Although due to proving its capabilities in recent years, this problem has been moderated in media and public opinion. For example, in 1978, the year of victory of revolution in Iran, the field of public relations was suspended, while it was considered an American field. Or some academics of communications do not consider public relations a system or knowledge. Of course this scientific claim as it is called, has never been unanswered.

2. Paying attention to different cultural elements and defining new and sensitive cultural methods as a principle is completely necessary and without considering these elements, the activities of PR companies in this area will definitely result in failure. **Terence Fane-Saunders** believes that effective public relations in Asia just like other areas, is not stereotype communications or trading communications. It is about creating and managing relationships between the organisation and each of its key publics. Of course, effective communications, verbal and non-verbal, are vital. But so too are PR strategies that understand the implications of corporate behaviour ; which recognise that it is corporate and personal actions which will have the greatest and most lasting impact on those relationships.

Communication also needs to be framed within the context of an informed understanding of the cultural, religious, social and ethnic context of each community and public. The fact that a message may be coherent, well expressed and convincing, and that it has worked well in Asian market A, does not for one minute guarantee that it will work equally well in Asian market B. (Terence Fane-Saunders, international dimensions of public relations in Asia)

One of the dangers of international PR firms and PR networks is that they are often more multi-local, than multinational. In other words they will have capabilities in each market, but the executive working with the client may never have worked outside his home country. So, he or she may have little sense of the cultural variables from market to market. As a result, a request will go out to colleagues in each target market to handle the local aspect of an international assignment. But the "localizing" will often be no more than translation, when what was actually needed was a strategy planned from the outset to reflect varying markets and cultures. (Terence Fane-Saunders, international dimensions of public relations in Asia)

Prof. Games E. Grunig and his colleagues studied some surveys aimed at expanding a major principle to the global one: We developed a theory of generic principles and specific applications that falls midway between an ethnocentric theory (that public relations is the same everywhere) and a polycentric theory (that public relations is different everywhere). The theory holds that in a broad, abstract way, the Excellence principles can be applied in different cultures, economic systems, political systems, media systems, levels of development, and degrees of activist activity.

At the same time, evidence continues to mount supporting the usefulness of our theory of generic principles and specific applications. In addition to the research cited in L. Grunig, J. Grunig, and Dozier (2002), Rhee (2002) found support for the strategic management and symmetrical principles in the work of a sample of Korean practitioners. Hung (2002) and Chen (2005) found evidence for several of the principles in the work of multinational companies in China. Van Dyke (2005) found that NATO applied the principles in the public affairs work of its mission to Bosnia. Finally, Yun (2005) found similar principles in the literature of public diplomacy and extracted the same Excellence factor from research on the public diplomacy efforts of 113 of the 169 embassies in Washington, D.C. that we extracted in the Excellence study and in our research in Slovenia.(James E. Grunig, 2006).

Prof. James E. Grunig continued to say that "Our research now is moving beyond confirmation of the utility of the generic principles of the Excellence theory." Ni (2005) is studying how the relationship-building role of public relations contributes to the global strategies of multinational corporations. She has studied the management literature on global strategy to extend our

understanding of the strategic role of public relations from national to global settings. Her research, in particular, will help us learn how different global strategies require different kinds of relationships with local employees. (James E. Grunig, 2006).

### **The history of public relations in Iran**

The word and modern version of public relations was experienced in Iran in 1954. Dr Hamid Notghi, the father of Iran public relations, introduced public relations to Iran by establishing a PR office in NIOC (National Iran Oil Company).

Although the activities of public relations were initially limited to the publicity, advertising and ceremonies, but nowadays the range of its activities have surrounded governmental and private organizations so that they use public relations for increasing their reputation and credit.

About the source and purpose of establishing public relations in Iran, just like many other countries, different reasons and viewpoint have been proposed. According to the studies of Dr. Mohammad Javad Nateghpour, assistant professor of sociology in Tehran University, Mirza Hossein Khan Sepahsalar, the intellectual chancellor of Naseredin Shah, replaced the word of peasant with public and in that way; the word of public relations was born in Iran. This story shows the political and social state of public relations in Iran. Social because using public instead of peasant is a clear manifestation of accepting the social rights of them in the society, especially considering the social security and welfare which were Sepahsalar's main goals. This was exactly the philosophy and final target of west civilization since people were no more servants of king but the contrary was true. In other words, it was the end of Naseri's autocratic system and the beginnings of new relations between public and government. (Nateghpour, 2005, page 109).

This theory which is known mostly as the political PR theory indicates that presenting ideas and establishing the structure of public relations which could be a liaison between public and government, needs enough knowledge, the technique of changing behavior and speech, (especially the government officials who are called servants and didn't know or wanted anything except serving the king) and the art of communicating with people (although they were no more called peasant but public, they couldn't believe it themselves and the king and his servants didn't accept either). It was in this period of time that public relations was proposed in Mirza Hossein Khan's bureau-at that time he was the minister and later became the chancellor- and was put in practice. This plan of Mirza Hossein Khan, like his other new and progressive plans such as tribunal doctor, today is called coroner, has been forgotten very soon, and the guilds whose profits were in danger, stopped the growth and development of it under different pretexts. But it became the beginnings of a way which was later paid attention to as the principle of new society and new government.

Therefore, while public relations was used in west by the emergence of new society and as a need and necessity of changing and growth of capitalism, this knowledge, technique and art has been put to use in Iran by the emergence of intellectual officials and as a tool for creating change in government and its structure in Iranian society. In other words, from the beginning, public relations, not in its modern term but in a simple form, was accompanied by growth, change and improvement.

By deposition of Sepahsalar from government management and then his mysterious death, the plans of new government were forgotten very quickly. Even the mashroute motion couldn't make a big change in the structure of government. Although Reza Khan's governance resulted in some developments in industry and governmental bureaucracy, he didn't see his government in need of public relations. In that situation, public relations in the large scale of government was limited to the ceremonies and court. The lack of an ordered organization and dependable plans in production and business, have made the government needless of public relations. On the other hand, the progressive method of government, especially about the relation between public and government, made public relations meaningless.

Business reforms in Iran during the second half of Mohammad Reza Pahlavi's reign, pave the ground for emergence and efficiency of public relations. The competence in business, especially

selling the products, purchased from western manufacturers, accepting commercial representative for selling western products and also reformation in the body of government and the development of bureaucracy in Iran, paved the ground for a pondered on and technical public relations. Clarifying the function of government, the opportunistic competition of foreign businessmen and their internal representative and expansion of a seeming free economic competition, showed the lack of public relations more than before. In that period of time, public relations had become the expressive language of government and economic entities and its responsibility was to clarify and also exaggerate the function of these organizations. Therefore, public relations became a publicity agent for governmental and private organizations. The expansion of scope of services in country against agriculture and industry was the first step of service rendering public relations. Even industries used public relations for introducing the products to people and exploiting them. (Nateghpour, 2005, page 110)

Dr. Mahdi Mohsenian Rad, the author of "Iran in four communication systems", believes that public relations has been established in 1951 in Iran- the same year in which Parsons put forward his theory in Harvard university. He expressed the view that the establishment of public relations in Iran was a vain attempt for creating a phenomenon in a closed system, while it needed an open system. Part of public relations words is an incorrect heritage that has been formed in years. Even the steps of this public relations led to a close system.

"Iran and England Oil Com. was in search of cheap labor. This document belongs to that period of time, when it imported all its necessities except workers from abroad especially India. It imported its bricks from Iraq. The simplest issue of company was a hidden agenda and everyone, employees or not, was not only unaware but in complete ignorance. Even the Iranian stockholder agent was a foreigner. Therefore even the defender of Iran's rights in the company was a foreigner. In such conditions, public relations becomes an advertising agent. The purpose of public relations is creating satisfaction inside and outside of organization and in public. Creating awareness is not at all its responsibility. The goal is not to train or increase awareness. Public relations should create satisfaction. And creating satisfaction needs a lot of work. When you are working in a closed system, you are not able to indicate dissatisfaction. Public relations can be healthy when the atmosphere of its activities- organizational or national- is open and be an open subset itself." said a researcher of Iran and England Oil Com. (Quarterly of Kargozar PR, 2005, page 53)

Dr. Hosseinali Afkhami, academic member of Allame Tabatabai University who has researched about public relations training in Iran, considers the establishment of first PR office in NIOC, the base of practicing this field in Iran. Due to the establishment of first PR office in NIOC, the first PR training course, held as a training seminar in 1954 in Abadan and later in Kermanshah, could be registered by the name of this company. But the official academic PR training for undergraduate program started by the establishment of "Press and PR Higher Institute" (the former name of social communication sciences faculty) in 1967 in Tehran which enjoyed the scientific and managerial support of Keyhan Press Institute and financial support of NIOC.

After the universities were closed down in 1980, the PR undergraduate program, after 13 years and training 1117 graduates, ended in Iran. In 1985, a branch of social communications in the framework of social sciences, which contained only 3 unites of PR principles and the rest 35 unites were common lessons with communications and journalism restarted. After the establishment of social communication field, again in 1989, the PR branch with 20 specialties unites of PR and 40 common unites, along with journalism returned to the field of communications sciences. Till 2004 the same process continued.

Since 1989 the official PR training for bachelor's degree, in addition to Allame Tabatabai University, started in Azad Islamic University of Tehran and then four other cities. Also in recent years, Comprehensive scientific and applied university in Tehran and nine other cities started courses for associate of Arts and Bachelor of Arts degrees. These three centers, while following the same training program in applying the academic board, educational resources and relation with industry,

have some differences with each other. Among the other developments in recent years, are establishing communications sciences in other universities such as culture and communications course in Emam Sadegh University, communications (journalism) in Tehran University, journalism in News faculty affiliate to Islamic Republic News Agency, graduates program of communications sciences in Allame Tabataba'i, Tehran, Azad Islamic Universities and IRIB Faculty which reinforce the scientific and researching body of this field. In addition to the mentioned centers, Media Studies and Research Center has been offering a course for journalists and employees of PR offices for more than ten years. Ministry of culture and Islamic Guidance, Center of Governmental Management, Jihad Varsity of Tehran University and other governmental and private organizations offer short time courses too. Annually 400 students for undergraduates program and about 1000 students for associate of arts are accepted in 15 higher educational centers for the major of public relations. The number of students majoring PR in the mentioned centers are about 5000 persons and the share of the most experienced university in this field (Tabataba'i) are just 200 students. (Afkhami, 2005, pages 137-138)

Apart from the purpose and cause of establishing public relations in Iran, after 55 years of its existence in this country, public relations is not comprehended properly in bureaucratic and governmental structures. Many managers when talking of public relations actually refer to its literal sense. They believe that the main responsibility of public relations is to obey the command of the highest rank in the organization and deceive public opinion. But the new generation thinks differently about public relations. They consider it the art of communicating with people to satisfy them and finally defend the remained justice which permit the other humans enjoy their humane and citizenship rights.

On the other hand, the emergence and development of information technology, especially the Internet was welcomed by PR practitioners. It could be referred to establishing specialty web logs (more than 20 cases), organizational web logs (more than 200 cases), developing of websites and the other existing facilities.

PR experts believe that in the age of information, public relations should be the first entity that access to the local, national and global communications network: "in the base of developing information technology in general terms and electronic government in particular, the state of public relations should be considered specifically. In this field, the opportunities, threats, weak and strong points of application of information technology and communications should be recognized from the aspect of public relations. This cognition results in using information technology by public relations as a tool and ....and pave the necessary technical, engineering and human resources ground toward the goals of their organizations." (Ali Akbar Jalali, 2005, page 94)

Dr. Kazem Etemadnejad, the father of new communications of Iran, has another opinion. He believes that due to the developments of information societies and the freedom of information, the responsibility of public relations is doubled. Information goes toward to people and the right of access to information has been ratified in most countries. The draft of this plan has been prepared three years ago in Iran and in case of being ratified, the responsibility of public relations will increase. Therefore, public relations entities should be prepared for doing their new responsibilities in global level. (Motamednejad, 2004, pages 83-84)

Although there are many advantages for the Internet, but the disadvantages shouldn't be ignored either. Richard Lining, a member of PR International Association board of directing, and former chief of Europe PR Confederation, mentioned some of these disadvantages in his article "the superhighway of confusing information". The main point he referred to is that anyone can enter false information to this network. The world of public relations should be aware of this fact that how simple false information can be put in this network.

He explained that since public relations paid attention to the need of clarification and considering public demand and discussion, the practitioners should play an important role in preventing the

growth of this superhighway of confusing information. He reminds us that the dangers of Internet communications are ...

1. Credibility and reliability of information
2. Assuring the unknown user that a secondary resource exists for that same information.

Lining continued that public relations should be competitive and by increasing their role in the Internet, preserve public's demands for ever.

By virtue of the Internet, public relations is not a infrastructure for the world of information any more and has become a more useful tool.

Due to too much false information on the Internet, it functions as a flight platform for public relations to an idealistic and desirable point. It seems that people, getting familiar with public relations are a proof to the Internet information. (Richard Lining, the superhighway of confusing information).

However, Iran's public relations faced many challenges and ups and downs and the new generation of public relations as vanguards of professional developments and improvement, took many proper actions for expanding this field. Holding several international conferences, international communicating, establishing private companies and institutes, publishing five specialty journal, offering training courses, holding specialty fairs and workshops, establishing the major of public relations for bachelor degree and associate of arts throughout the country for improving the special skills of employees, setting up specialty publications, establishing Cyber International Public Relations Association (CIPRA) and active presence in the Internet and the other actions show that Iran's public relations are developing and of course for reaching its professional state, it should expand the campaign in other fields, especially governmental public relations which doesn't have a proper state. Taking actions according to professional, ethical, occupational standards, international codes, and defense of existence philosophy of public relations which are people-oriented and customer-oriented method and defending the rights of citizens and active presence in international arenas, for expanding peace seeking idea with any race, belief and thought, are among the responsibilities of public relations. Therefore, there is no place for opportunists and idles in the field of public relations, and we should fight with them.

### **Investing in public relations**

The International Monetary Fund announced in its annual report that in the third five yearly plan of Iran (between 2000-2005), the real growth of Iran's Gross National Product (GNP) has been 5/5% averagely each year, the rate of unemployment is decreased, and due to high income of oil selling, macroeconomics indicators have been improved prominently. Increase of economic freedom and eliminating big obstacles in the way of business and investment, along the other economic reforms in 2000-2003, are among the effective elements in Iran's proper economic functions in recent years.

In 2005, Iran's economic growth was very high and the reason for this growth were the positive results of economic reforms, good and profitable conditions of oil market, and the government's expanding financial and monetary policies.

It is mentioned in this report that privet sector plays an important role in the high economic growth and producing jobs. Therefore, decreasing legal and controlling obstacles in the way of private sector's activities is necessary. Eliminating the competitive obstacles, facilitating the regulations of job market, eliminating the decreasing elements of exploiting and return of investment, and speeding and facilitating privatization, are the comments of the International Monetary Fund to Iran in 2006.

Rapid elimination of foreign currency limits in financial payments and...are among the other economic needs of Iran and the International Monetary Fund has appreciated the commitment of Iran's economics leaders to this issue.

Iran's economics made a considerable improvement in increasing quality and clarifications in economics and financial information; identifying subsidies in the government's budget is one of these clarifications. However, for adequate and timely controlling of governmental sector's activities, more

actions should be taken. Therefore, developing an integrated balance sheet for governmental sector with the help of the International Monetary Fund is a current necessity for Iran's economics. (The International Monetary Fund in its annual report about Iran's economics, 2005)

Goldman such economic entity in a report announcing the future eleven economic power of the world, introduced Iran among these eleven countries.

According to this report, Iran is among the eleven new economic power of the world which has the capability to become one of the economic superpower.

Goldman such Institute announced these eleven countries the future economic superpower which would become stark competitors of the seven industrial countries.

In addition to Iran, Egypt, Bangladesh, Indonesia, South Korea, Mexico, Niger, Pakistan, Philippine, Turkey, and Vietnam are among the future economic superpower of the world.

Goldman such Institute, while comparing these eleven countries with seven industrial countries and also Brazil, Russia, India, and China, announced that these twenty two countries would have a hard competition for taking the world markets in the future.

In addition to the above mentioned issues, privatization is an important issue in Iran. The purpose of privatization are decreasing the financial burden of government, increasing economic competition and efficiency, increasing the return of investment, optimization of the country's facilities and so on. Therefore a combination of government and private sector is a necessity of any economics system. The more Iran moves toward economic development, the role of government decrease and the role of private sector increase. (Moradi, 1984)

Absorbing investment and investing is a method for speeding Iran's movement toward developments and job creation and can be used as a lever for development and economic growth. In addition to this, foreign investment results in reforms of managerial system, exchanging of economic experiences and applying new technologies. For accessing a share of the world great volume of investment transferring, so many efforts have been made in Iran and many obstacles have been removed, but Iran's share of absorbing the world investment is still very small. (Abbasi, 2004)

On the other hand, in economic liberalization and globalization process, economic growth and development will not continue unless the countries succeed in expanding activities with higher and newer added value, and render services and products that reserve their states in the world market. In this case, direct foreign investment as an effective tool in international production, could play an important role in helping national institutions. Also, international economic mixing has offered some opportunities for specializing activities which increase global dependencies for investment and business developments. (Vakiloroya & Danayi, 2004)

There are different reports and elements relevant to Iran's economic power. Of course, referring to geographical positive points of Iran's business doesn't mean that we ignore weak points and deficiencies. According to delivered information, it could be concluded that:

1. Iran with more than 70 million populations and a wonderful economic power is an appropriate place for investment.
2. For estimating the extent of profitability of investment in Iran, the effect of public relations should be studied scientifically.

Statistics indicate that in recent years the cost of public relations has increased dramatically in the world. In America investing on public relations has reached 3.7 million \$ in 2005. According to the predictions made by New York Investment Bank, the costs of public relations increase 9% annually.

The article "Public Relations Industry", published on Jan. 19th 2006 in Economic, evaluates the speed of increasing the cost of public relations before marketing and publicity. Marketing and publicity cost (475 milliard \$ in present) increases 6.7% annually.

According to the studies made by the Job and Economic Research Center in Britain, public relations industry in this country has recruited 48,000 people. More than 80% of them corporation work for companies and other organizations within corporation.



Researches made by PRweek/Burson Institute indicates that most managers believe in the important and vital role of public relations and this statistic show a considerable growth considering the past years. This report is approved by Fortune Institute.

To show the value of public relations it is enough to mention that three administrations with commercial package possessing the world leading Public Relations Companies are based in UK and USA. They are: (1) Omni Cam with annual income of \$ 9.75 Billion in 2004. It includes Flish Man Hillard, Kachom, Bortez Noli and Gavin Anderson companies; (2) W P P with the global income of \$ 8 Billions in 2004. it includes Urson Marlster, Hill and Nilton, Ogli World Wide and J C I Group companies and (3) Anter Public Group including the world Public Relations Enterprises of Webrshnok and Golin Heris with annual income of \$ 4.92 Millions. Public relation independence companies of Edlman World Wide, Rodr Fin Group and Wgrasterdom are the leading companies working in international level. (PR Week, 2005).

Today, public relations leading companies linnets in the world are huge companies among which we can mention Siemens, Microsoft, Hitachi, Egxan, Mobile, General Motor, Tile Nol, American Express, Fires, Kraisler, Ford, Toyota, Yahoo, Dopan, Disney, Petrochenia, Boeing, Jaguar, Coca Cola, Pepsi Cola, Magdonal, Sony and Samsung. (Prof. Hamid Mowlana, 2006)

The result is that "today, public relations profession tries to show this fact that investment on public relations has positive output. For example, business research companies try to show that investment on marketing communication will lead to the goods sales or at least, in comparison to the expenditure spent on advertisement, will lead to more sales. Other practitioners try to show that public relations message has impact on some cognitive concept such as reputation, brand, image or nature making the organization values something beyond the tangible properties. (Prof. James E. Grunig, 2006).

### **What is the problem?**

#### **The problem is communication.**

As **Bill Nielsen**, the former deputy of Johnson & Johnson Com. corporate communications, declared in his speech on Nov. 10th 2005, in Yale New York Club, nowadays, many citizens of developed countries have no knowledge about the outside world of their countries.

You hear all kinds of anecdotes about how confused people are about the role of The Pope and the United Nations. And, who are The Lost Boys of the Sudan, anyway? The very serious problems in Africa are not things we think about everyday, when we should (Nielsen, 2005)

United States made a global opinion poll and requested people to answer to this question: "could you please give your opinion truly about solving the problem of inadequate nutrition throughout the world?"

The result was a big failure:

- People in Africa didn't know the meaning of "nutrition".
- People in East Europe didn't know the meaning of "truly".
- People in West Europe didn't know the meaning of "inadequate".
- People in China didn't know the meaning of "opinion".
- People in the Middle East didn't know the meaning of "solve".
- People in South America didn't know the meaning of "please".
- People in USA didn't know the meaning of "the outside world". (Oren Arva, Management Image News Group/Yahoo, 2005)

A systemic problem is that there is very little news reporting from around the world that ever reaches the American public. Only major crisis events draw our attention, and even then, most of us can't really visualize where in the world that event is.

Nilsson in his speech declared that: "And, the real problem in this is that most of the world knows how ignorant Americans are about world affairs. How can we ever expect to restore any level of trust abroad if we don't make the effort to understand the issues of those whose favor we seek?"

This isn't a new problem, of course, but I think we could agree that there is some urgency to see ourselves as others see us, and to come to a better understanding of the world that surrounds us. And, that's all about communications, isn't it? And, shouldn't this be an issue for PR global agenda for the future? I don't have all the answers for how to do this. Certainly we ought to consider using our advertising dollars and muscle to support more news reporting from abroad, but what about our employees? Imagine the impact we could have with a conscious effort to help build an understanding of the world we sell our products to our employees? And consequently their families. Fortune 500 companies employ how many Americans? Millions! Now there is potentially a huge middle ground of understanding!" (Nielsen, 2005)

By creating some balanced models for structures, Young and James E. Grunig show that organization reputation is the result of the quality of its communication with its clients. This research show that organization reputation has its roots in the mentioned quality and general importance attached to reputation should be attached to relation as well. Public relations can help the managers by creating communication with the addresses and the manager can be promoted to the social responsibilities oriented decisions.

Grunig believes that relation is the most important intangible property and if we can show the fact that value oriented public relations can promote financial value, we can show the investment total output.

David Philips (2005), the UK prominent figure and practitioner in public relations has done some studies on the literature concerning intangible property. He reasons that relation is the most important intangible property. I think this procedure on investment will show the public relations value and encourage the public relations scientists to study intangible properties.

For this reason, many foreign investors and companies have understood Iran's role in profitability very well but till now showed little interest for investing in public relations, marketing and publicity. Iran's economic power and the existing potentials, is exactly the element that distinguish the geography of Iran's market. The increase of public welfare and attempting to improve it as much as possible and creating proper atmosphere for investment have made this importance even more distinguished. There are many reasons explaining why investment is so important in Iran and that how much could it be profitable. These reasons are as follows:

1. Existing economic potentials
2. Total increase in welfare
3. Iran's tendency toward absorbing foreign investments and expanding international communications
4. Financial security for investment and economic activity in Iran
5. Iran's exceptional and strategic situation due to resource endowment
6. Understanding the profitability of investment in Iran and the important face of the geography of market in Iran
7. A change in the quality of the geography of Iran's market and tendency of this market toward foreign products, because of their higher quality
8. Increase of Iran's positive image in the world and stabling that through scientific, social and economic interactions
9. Growing changes in distribution of income and the elevation of people's expectation

Therefore it could be concluded that communicating and understanding this geography is extremely important and unreal news and analysis, not only give an unreal guide, but also couldn't be a place for measuring and doing marketing and publicity. Iran's business geography necessitates an exact assessment of economic, social and even political potentials, parameters and elements.

## **Conclusion**

The state of public relations in Iran becomes more and more professional each day and for this reason, the domestic situation of public relations in Iran's business geography differs greatly from

those general PR organizations in the other parts of the world. Planning PR campaigns in this geography should be according to customers' expectations and Iranian's model based on culture and traditions.

Using professional images and elements plus qualitative services and products are extremely valued for Iranians and are important factors of family life standards. Paying attention to local traditions and social and cultural goals are very important and effective in public relations activities and is inseparable principle of international public relations.

Establishing a social communications center through public relations activities aiming at "motivated marketing and motivation orientated" and purity of activities is extremely important. The experience of many successful companies of the world such as Panasonic, Sony, LG, Tefal, Bim, Black & Decker, Delongy, and many others in Iran, could be very useful.

The products of Tefal have belonged to Iranian family and are considered inseparable utensils for each family. It means that we should first become familiar with Iran's business geography by communicating which is done through public relations. Raising awareness should be done without any mental, political, or historical tenet and cultural and racial stereotyping. Then investing for creating a unique public relations model and method is necessary and unavoidable. Creating effective cultural symbols and images and then propagating that, is a great solution of public relations.

It is public relations that is important in Iran's market geography and what do counts today is social awareness to public relations activities. In this situation, applying public relations in this geography play an important role because it could be used as a tool for identifying investing companies and responsible profitability.

Those who are interested in changes and making profit, need to understand Iran's business geography and by having a good knowledge about it invest in this market. Today Iran's market is a secure place for investing and maybe a place for intelligent investors to demonstrate their skills.

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# **The 1st International Conference on Public Relations**

**Iran, Tehran**

**Kargozar Public Relations Institute**

25-26 January 2005

A report for the  
International Public Relation Association (IPRA)

*Mehdi Bagherian*  
*Conference Secretary*

**Kargozar Public Relations Institute**

The 1st International Conference on PR was held in IRIB Int'l .Conference Center (TIICC) , Tehran for two days from 25-26 January 2005. While the aim of the Conference was to promote the scientific and technical knowledge of the PR professionals and to link them with the increasing growth of international PR and IT and paving the suitable way for presence of Iran PRs in international competitions and events, some of the world high ranking PR professional will present their presentation.

### **Introducing the Conference:**

The Conference committee members are going to take basic actions by presenting selected presentation ,holding the workshop and especial exhibition of “branding” in order to promote PR profession and knowledge.

The PR society of Iran by holding the Conference has taken strong steps in the way of informing the experts and students of PR in globalization process and its current situation in developed countries, the last research and evolutions in this field, paving the suitable way for presenting Iran PR capabilities, showing the talents, establishing interactions and bilateral as well as active communications between the local and the world high ranking PR professionals. The International Conference on PR will be held annually and regularly in Iran from now on . Kargozar PR Institute is happy to be the host of this historical event and has a role in promoting PR profession.

Active participation of our colleagues in the Conference ,undoubtedly, shows the dignity of this scientific great event and we hereby invite all PR professionals to assist us for holding this Conference more honorably .

### **The objectives:**

- Promoting technical and scientific trend toward PR and increasing the knowledge of officials, directors, experts and students of PR;
- Establishing a collective collaboration and interaction between the PR professionals and experts and exchanging the experiences;
- Participation in PR movement and globalization trend;
- Participation for getting a united and professional international standard on PR;
- Intellectual exploitation of modern tools for establishing wide changes in traditional PR;
- Publishing and promoting PR profession and knowledge;
- Studying and explaining the strategies for capacity building and expanding the global PR in

Iran;

-Familiarity with new PR methods and systems and presenting its last experiences and achievements;

### **Topics of the Conference:**

1. How PR supports Marketing (teaching how to participate in international competitions and IPRA international awards)
- 2 .PR Objectives & Strategy;
- 3 .Branding of a Country and its role in enterprises;
- 4 .International PR;
- 5 .Challenges in PR;
- 6 .Communication and Advertising;

### **The privileges and characteristics of the Conference:**

- Presence of the world high ranking PR professionals;
- Participation and presentation of IPRA president;
- Holding training workshop;
- Issuing international certificate for the participants;
- Registering name of the participants in the Conference booklet and CD;
- Simultaneous interpretation into Persian and English;
- Holding technical book exhibition on PR and communications .

### **The Conference audiences:**

Experts, officials, directors and professionals of PR, communications, advertisement, IT, management, industry, etc., whether in public or private sectors and professors as well as students of related fields.

### **Main Speakers, Titles & Themes:**

#### **1. LOULA ZAKLAMA**

IPRA President (2006 & (MD Rada Research & Public Relations

*Branding of a Country and its role in enterprises*

#### **2. DAVE ROBINSON**

Regional Director Designate,  
H&K Middle East

### **3. FUSUN DEEHAYIR**

*"Corporate Communications Manager of Yapi Kredi Insurance  
"How to Communicate through an International Award Winning Case"*

### **4. RICHARD LINNING**

Consultant European and International Government Affairs of FIPR MIPRA EUPRERA  
*International PR*

### **5. CEYDA AYDEDE**

President Global Public Relations & Consultancy – 2003 IPRA President  
*Challenges in PR*

### **6. Prof. ALI ATIF BIR**

Dean of Communication School of Anatolian University / Marketing Columnist of Hurriyet  
Newspaper  
*Communication and Advertising*

### **7. John Saunders**

President and Member of the Executive Board of the International Communications  
Consultants Organization (ICCO)  
*How PR Support Marketing + Case Study*

### **8. Mohammad Javad Nateghpour (Ph.D.)**

Faculty of Social Sciences, University of Tehran  
*Development Studies*

### **9. Dr. Ali Akbar Jalali**

Lane Department of Computer Science and Electrical Engineering (LCSEE)



West Virginia University (WVU)

E-Public Relations

### **10. Meral Ak Egemen**

General Manager of Ak Pension Funds + a teaching staff at the Business

School of the University of Marmara

*"Marketing and the Role of PR in Marketing"*

### **The Supreme Policy Making Council**

1. Board of Council
2. Head of Council
3. Secretary of the Conference
4. Dean of Faculty of Social Sciences, Allameh Tabatabaee University
5. Head of Communication Department, Faculty of Social Sciences, Allameh Tabatabaee University
6. Directorate General of Advertisement, Deputy for Press and Advertisement, Ministry of Culture and Islamic Guidance
7. President of Iran PR Association
8. President of Iran PR Professionals Association
9. Managing Director, Kargozar PR Institute
10. Head of Coordination Office, Iran PRs
11. Head of PR Association, Isfahan Province
12. Head of PR Association, Yazd Province
13. Head of the Conference Scientific Committee
14. Head of Planning Committee
15. Head of PR and International Committee
16. Head of Financial and Backing Committee

### **The Conference Organizer:**

Kargozar PR Institute

### **Sponsors:**

-Directorate General of Advertisement, Deputy for Press and Advertisement, Ministry of Culture and Islamic Guidance

-Iran PR Association

-Iran PR Professionals Association

**Second International Conference on Public Relations**  
**Iran, Tehran**

**Kargozar Public Relations Institute**

15-16 November 2005  
Islamic Summit Hall

A report for the International Public Relation Association  
(IPRA)

*Mehdi Bagherian*  
*Conference Secretary*

**Kargozar Public Relations Institute**  
**Iran, Tehran, PO Box: 6986-19395**

December 2005

### **PURPOSE OF THE CONFERENCE**

In addition to the mentioned goals in the conference brochure, the executives believe that this conference should bring forward innovations and motivator beliefs. Youth tendencies, training expert force and Paving the way for youths and PR practitioners are among the goals of this conference. Therefore, existing potentials have been used as much as possible and it has been dealt with in selected articles and presentation in Iranian and International sections. For materializing this affair, professional and welfare facilities have been also prepared.

### **FEATURES AND ADVANTAGES OF THE CONFERENCE**

This conference has been held with the attendance of the world high ranking PR practitioners. Holding scientific meeting by experts and opinion makers, appreciating the prominent figures in PR, introducing and appreciating a PR practitioner who gives the best definition of Public Relations in the first conference are parts of its features. The participants shall be awarded certificate and their names shall be registered in the CD and booklet of the conference.

Call for papers, opening the Cyber International Public Relations Association (CIPRA), playing the PR anthem, supporting charity organizations, rendering special facilities to PR bloggers and allocating a considerable part of exhibition to the helpers are the other features of this conference.

### **TOPICS AND PIVOTS OF THE CONFERENCE**

The subjects put forward in the conference includes mainly the issues such as PR philosophy, studying the new PR patterns and theories, PR compatibility strategies in the new world, research status in PR, studying PR training principles and patterns, employment capability in PR, ethical applied PR in 21<sup>st</sup> century, ethical PR in Iran, PR and strategic management, managers and PR mutual responsibilities, role of PR in continues development and PR crisis management. Some other subjects such as electronic PR applications and principles, web logs and their role in electronic PR, a look at future electronic PR in the world, process of electronic PR in Iran, new advertisement strategies and tendencies, marketing PR and electronic business, international PR, role of government in PR development, role of unions and expert associations in PR development, strategies for development of Mutual interactions between media and PRs and political PR were the conference topics.

### **SPEAKERS IN THE CONFERENCE**

*In this conference, the following speakers delivered speeches:*

- 1- Professor James Grunig about the status of research in PR;
- 2- professor Larissa Grunig about ethics in PR;
- 3- Thomas Achelis, President of European Confederation of PR (CERP);
- 4- Nikos Avlonas, Executive Director of the Centre for Sustainability & Excellence-CSE;
- 5- Milenko Djuric, Public Relations Consultant;
- 6- Gopal Sutar, associate professor of Manipal Communication Institute;

- 7- Haroon Sugich, Executive Vice President and Chief Operating and Officer of TRACCS-SACCS network;
- 8- Dr. Shahrzad Sadari, International Facilitator, Trainer & Consultant;
- 9- Dr. Zelimir Kestovic, Ph.D. PR of the PA with special regards to Polic PR and associate professor of crisis management;
- 10- Prof. Yahya Kamalipour, professor of Mass Communication and head of the Department of Communication and Creative Arts at Purdue University;
- 11- Professor Hamid Mowlana, professor of International Relations and the founding director of International Communication Program at the American University;
- 12- Professor Soheyl Ghoreyshi;
- 13- Engineer Mohammad Khatib about PR portal of Iran;
- 14- Dr. Ataollah Abtahi about Cyberg PR;
- 15- Hossein Emami Roudsari, about from electronic PR to Cyber PR;
- 16- Dr. Ali Mohammad Goudarzi, about the role of social intelligence in improving PR managers' operation;
- 17- Dr. Bagher Saroukhani, about PR and social responsibility;
- 18- Dr. Gholamreza Hosseinejad, about the role of PR in organizing social behaviors;
- 19- Dr. Hessamoddin Bayan, about PR and wisdom managers;
- 20- Dr. Alireza Araf, about PR and values;
- 21- Dr. Mirza Shahed Arshad, about PR in medicin;
- 22- Dr. Reza Baradaran Kazemzede, about emergence of Internet and variations in Public Relations structure.

### **THE ORGANIZERS OF THE CONFERENCE**

Kargozar PR Institute was the founder and Iran Public Relations Experts Association, Gen. Adm. of publicity and information, deputy of press and information of Islamic Cultural Ministry, Isfahan Public Relations Association, Kerman Public Relations Association and Public Relations Globat Consultation Company (CPRGCC) were the cofounders of this conference.

### **THE AUDIENCE OF THE CONFERENCE**

Experts, managers and practitioners of Public Relations, communications, publicity, IT, management and industries, the employees of PR Adm. of public and private Companies 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 have been the main audience of the conference.

### **SPECIAL PLANS OF THE CONFERENCE**

#### ***1) Paying homage to the martyrs of Public Relations and information***

Concurrent with the second International Conference on Public Relations in Iran, it has been paid homage to the martyrs of Public Relations, information and publicity in the closing ceremony 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 stability and guarding national heroes, it has been paid homage to the martyrs of communication and PR field.

### **2) *Special facilities of conference for charity Org.***

The secretariat of conference has allocated special facilities, along principles of “devotion and social justice” for charity organizations. 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) *Supporting PR bloggers***

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

### **4) *PR anthem***

This valuable performance has been done for the first time and one of the famous poets who has good experience in this filed too, has composed the poet and another expert group executed it.

### **5) *Translating the first PR encyclopedia in the world***

The first PR encyclopedia in the world is published in two volumes by the scientific and research Kargozar PR Institute. This encyclopedia studies the evolutionary process of PR and use examples and events as samples. This two volume collections is the first and most complete book about the world PR history.

### **6) *Opening Cyber International Public Relations Association (CIPRA) based in Iran***

International Public Relations Association ( CIPRA) has been set up by some experts and interested people in Cyber PR to exalt the electronic PR profession in the world.

This association is an Internet assembly composed of PR activists throughout the world. The method of CIPRA is based on dialogue as a useful framework for professional communication, ethical and occupational standards. CIPRA is bound to the first principle of creating, reinforcing and keeping the outlet of open and free communication and this important point differentiate CIPRA from other scientific and professional associations.

### **7) *Developing the Public Relations Full Content Management Site (PRFCMS)***

The Public Relations Full Content Management Site, using the high technology came onto the market concurrent with holding the conference by the KPRI and Cybertex Company. By using this software, PR units can set up their sites and change it according to their needs with minimum cost and maximum efficiency.

The features of this software include objective analysis and N-Tire architecture, using (Hashing) MD5 coding systems, high speed loading and compatibility with search engines which are created by NET technology and SQLServer databank. The design of this software enables each company or organization to activate or inactivate different parts of it or even add a new bank to it. Besides, some databanks have been included in the software as presupposition.

Among the interesting section of this system are advanced news dissemination databank, article bank, meetings and seminars, successes and prizes, tenders, and auctions, pioneers, specialty reports, martyrs, magazines and monographs, brochures, book banks, advanced forum.

Picture gallery with unlimited thematic categorization, internal Mailbox service for sending members' letters from inside the site and also to the outside, automatic and online designing of organizational chart, capability of online defining the dynamic menus, using SPSS and searching .....are the other features.

All sections of site are controlled by an advanced management in a defined availability level. The managerial section of the site makes the development of site in an advanced and proper environment possible. This software is supplied in several software packs, each contains special capabilities and the organization can use them according to their needs.

#### **8) *Holding training workshop (applied PR)***

This two days workshop was held on 23<sup>rd</sup> and 26<sup>th</sup> Nov. 2005 to transfer experience and improve PR managers and practitioners' practical skills and utilize their knowledge.

In these workshops, Dr. Shahrzad Saderi (America), Prof. Yahya Kamalipour (America), Milenko Djurik (Serbia), and Dr. Ali Mohammad Goudarzi (Iran) discussed the determined topics.

#### **9) *Specialty meeting discussing the interaction methods between media and Public Relations***

This meeting which was held with the presence of PR experts and practitioners, newspapers editor in chiefs, and university professors, was extremely important. In this meeting, the participants discussed about interaction methods between media and Public Relations.

### **INFORMATION DISSEMINATION MANNER OF THE CONFERENCE**

Good information dissemination has been done in national and International levels. Establishing provinces committees was an interesting innovation which has been done this year. On the other hand, 45 regional publications from the whole country helped the conference and had good news coverage by information dissemination, call for papers, reports, and interview. In each province and small regions, a representative was selected who helped the holding process of conference successfully.

In internal dimension, wide circulated newspapers, databank of conference in English and Persian, information dissemination brochures and cooperation in conference, reflection brochure, registration brochure, article brochure.

In international dimension, good activities have been performed too such as registering the conference in calendars of creditable international conferences, PR electronic encyclopedia, publishing article, putting banners in ten sites with a lot of visitors and publishing two monographs by KPR monthly and Fasleno monthly.

Broadcasting an advertisement in different channel of IRIB and giving interviews to several radio and television channels, attending the Eighth Art program and broadcasting news in radio provided good feedback.

Holding three press conferences was a proper action and concurrent with holding the conference, good information dissemination has been done in the level of wide circulated newspaper.

### **ISSUING GLOBAL PR PR DECLARATION**

In this declaration, it have been paid attention to some main issues which are the apprehensions of humans in global generality such as the role of PR in globalization, peaceful life far from force and deceit, observing unavoidable principles of international communications, social responsibility and observing ethical and occupational standards and the effective role of Public Relations.

### **OPENING CEREMONY OF THE CONFERENCE**

The Second International Conference on Public Relations was inaugurated with the presence of Dr. Mohammad Ghalibaf, the mayor of Tehran, on 15<sup>th</sup> Nov. 2005.

### **CLOSING CEREMONY OF THE CONFERENCE**

In the closing ceremony, Dr. Mohsen Rezaee, Professor Yahya Kamalipour and the secretary of conference delivered speeches. The global PR anthem including the global concepts of honesty, clarity, emphasizing on unavoidable international relations, was plaid for the first time in this ceremony. Dr. Hamid Notghi Prize was awarded to the Iran PR pioneers, Houshang Abbaszadeh and Prof. James Grunig for their distinguished services.



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# **The 3<sup>rd</sup> International Conference on Public Relations**

Iran-Tehran

IRIB Int'l Conference Center

16-17 Nov 2006

*Mehdi Bagherian*  
*Conference Secretary*

**Kargozar Public Relations Institute**

**(KPRI)**

**Public Relations, Transparency, and Social  
Responsibility**

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.

### **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 keynote 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.

## International Speakers (Alphabetically)

Row	Name	Position	Speech Title	Photo
2	Prof. Christopher Galloway	Discipline Leader, Public Relations, Swinburne University	Lessons Learned : Reflections on Practice	
3	Prof. Yahya Kamalipour	Head, Department of Communication Director, Center for Global Studies Founder & Managing Editor, Global Media Journal Founder & Director, Global Communication Association Purdue University Calumet, USA	The Dos and Don'ts of Effective Public Relations	
4	Peter Kramer	Int. Secretary-General of the Association of European Journalists (AEJ)	PR, PRESS AND POLITICS	
5	Nadia Rafat Shaikh	Business owner & Regional Director	A Female PR Business in KSA: A Success Story	
6	Sander Schroevers	President of the European Institute for International Business Communication (based in Paris), and CEO of	Intercultural PR differences in Europe	

		PressEasy (PR consultants in Milan)		
7	Krishnamurthy Sriramesh	Associate Professor	Corporate Social Responsibility, Asian Values, and Public Relations: Empirical Evidence from Singapore	
8	Gerald Swerling	Professor and Director of Public Relations Studies Director, Strategic Public Relations Center Annenberg School for Communication University of Southern California Los Angeles, CA, USA	Trends in Public Relations Management and their Implications for the Future: Headlines from the GAP Study	



Prof. Christopher Galloway

DIRECTOR OF SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Speech Title: Lessons Learned : Reflections on Practice

Profile:

Christopher James Galloway

21 McMaster Court, Pakenham 3810, Australia

Email: kiwiprman@yahoo.com

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

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:

Doctoral candidate at Monash University, Victoria, Australia. Thesis title: Bringing “wickedness” into public relations: Risky practice and the “post-normal”

### 3. ACADEMIC/TEACHING EXPERIENCE

Discipline Leader, Public Relations

Program Co-ordinator, Bachelor of Communications, Swinburne University of Technology (January, 2007 to present)

Responsible for development and introduction of new undergraduate Public Relations Program offered in the university’s Bachelor of Social Science, Bachelor of Business and Bachelor of Communications degrees. Program Co-ordinator for Bachelor of Communications is a role focused on administration of this new degree program, offered in conjunction with the Faculty of Design.

Lecturer in Public Relations, Monash University  
2004 (July-December, 2006)

Unit Advisor and chief examiner for courses in Strategic Communications Management and Public Relations Research and Techniques – both second year courses.

Initiated proposal for new Bachelor of Sport Promotion and Events Management, to be offered as a joint Arts-Business faculties program from 2007

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; 2006

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 risk and crisis communication, with a special interest in water supply communication; communication issues arising as part of the commercialisation process for innovations.

#### 5. GRANTS

Together with Philip Dearman, Lecturer in Communication:

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

Key initial project activity: trial of podcasting for on and off-campus learning.

Supported by three grants:

School of Humanities, Communications and Social Sciences. \$5000. 27 May, 2005

Faculty of Arts Teaching Development and Learning Grant. \$11,000. 25 May, 2005.

Faculty of Arts/IT Grant. \$10,000. 25 July, 2005.

#### 6. PUBLICATIONS

##### Books

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

##### Book chapters

McKie, D. & Galloway, C.J. (2006) Warming warnings: Global challenges of risk and crisis communication. In O'Hair, D. & Heath, R.L. *Handbook of Crisis and Risk Communication*. Marwah, NJ: Lawrence Erlbaum Associates (forthcoming)

Galloway, C. (forthcoming 2007) Taking it to the people: the Toowoomba water fight. In *Public Relations Campaigns: An Australian & NZ Perspective*. Melbourne, VIC: Oxford University Press.

##### Encyclopaedia entries

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)

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

Galloway, C. (2007). Reconfiguring the Risk Landscape: The Role of Public Relations. *Sphera Publica* 2007 (7), pp. 15-27.

McKie, D., & Galloway, C. (forthcoming 2007). Climate change after denial: Global reach, global responsibilities, and public relations. *Public Relations Review*.

## Refereed conference presentations

Galloway, C. & Lynn, M. (2006) PR, Community Building and the Challenge of Climate Change. Paper presented to the 10th International Public Relations Research Conference, Miami, March 8-11, 2006. Available online at [http://www.instituteforpr.org/files/uploads/IPRRC10\\_Proceedings.pdf](http://www.instituteforpr.org/files/uploads/IPRRC10_Proceedings.pdf), pp. 164-174

Lynn, M. & Galloway, C.J. Risk democracy: Community responses to risk constructions. Community Development in a Global Risk Society conference, Melbourne, 22 April, 2006.

PR Roles and Risk in a post-Katrina climate. Presented at the 9th International Public Relations Research Conference, Miami, March 8-12, 2006.

Engaging Activist Communities. Paper presented at the International Conference on Engaging Communities 2005, Brisbane, 14-17 August 2005, Engaged Governance III stream. Available online at <http://www.engagingcommunities2005.org/ab-day-wed.html>

*Proceedings of International Conference on Engaging Communities*  
Editors: Dave Gardiner Katie Scott Published December 2005 Publisher:  
Queensland Department of Main Roads, Brisbane, Queensland, Australia

Dearman, P. & Galloway, C. Putting Podcasting into Perspective. Presented at Radio2005 transnational conference and forum, RMIT University, Melbourne, 11-14 July 2005. Published in *Radio in the World: Radio Conference 2005*, Melbourne: RMIT Publishing, p. 535-546. Available online at <http://search.informit.com.au/fullText;dn=039836699763197;res=E-LIBRARY>

Public Relations War. Presented at Australia and New Zealand Communication Association Conference, Sydney, July 2004. Available online at <http://conferences.arts.usyd.edu.au/viewpaper.php?id=229&cf=3>

(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

Reputation cross-training. Presented at the Managing Reputation Risk conference, Sydney, March 27-28, 2006

Bird flu – communications planning. Local Government Public Relations Network, Melbourne, 3 February 2006

Risk communication. Presented at a seminar organized jointly by the Centre for Advanced Engineering at the University of Canterbury, New Zealand and the Warren Centre at the University of Sydney, Sydney, 13 October 2005.

Postmodern Public Relations (Presentation/publication in 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.

Review of Treadwell, D.F. & Treadwell, J.B. (2004, updated edn.) *Public Relations Writing: Principles in Practice*. Thousand Oaks, CA: Sage. *PRism* Vol. 4, available online at <http://praxis.massey.ac.nz/369.html>

Non-refereed journal article

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)

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/>

PRACTITIONER EXPERIENCE

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

It is important for us as public relations people to be reflexive about matters of practice as well as questions of theory. Only in this way will we be able to identify paths to improved performance. However, it is easier to derive lessons from our experience than it is to implement them by changing the way we do things. In this sense, I am – and we all are – *learning to learn* from our practice. My own experience highlights for me lessons about creativity, about working within “the given”, about challenging people to change, and about ensuring that our clients and employers are genuinely consulting and working with the people whose support they need. In my reflexivity about my own practice, I have concluded that relationships – such as my own, with the media – and those of the organisations we work for -- are central to public relations.

This is true whether it is a question of “business as usual” or of dealing with a crisis. These relationships, however, must be value-based. Only in this way will PR become the kind of “public relations” that we can be proud to work in.



Prof. Yahya Kamalipour

Head, Department of Communication  
Director, Center for Global Studies  
Founder & Managing Editor, Global Media Journal  
Founder & Director, Global Communication Association  
Purdue University Calumet, USA

Speech Title: The Dos and Don'ts of Effective Public Relations

**Profile:**

A prominent international scholar, Professor Yahya R. Kamalipour is head of the Department of Communication and Creative Arts and Director of the Center for Global Studies at Purdue University Calumet, Hammond, Indiana, USA. He has 11 published books, including *Global Communication* (2nd Ed., 2007) and *The Media Globe* (2007) and is the founder and managing editor of *Global Media Journal* and co-editor of *Journal Globalization for the Common Good*. A recipient of numerous awards, Prof. Kamalipour has given presentations in Egypt, Canada, China, India, Iran, Kenya, Mexico, Slovenia, Turkey, United States, and has been interviewed by hundreds of print and broadcast media, including BBC, Reuters, ABC, VOA, RFL/RL, WBEZ-NPR, NileTV, Turkish TV, Iranian TV, Metro Networks, Detroit Free Press, Indianapolis Star, Quill Magazine, Philadelphia Inquire, The Pittsburgh Tribune, The Times, and Post-Tribune. He has taught courses at universities in Ohio, Illinois, Missouri, Indiana, Iran, and Oxford (England). His articles have appeared in professional and mainstream publications in the U.S. and abroad, including the Chicago Tribune and The Times. Prof. Kamalipour earned his Ph.D. degree in Communication (Radio-TV-Film) from the University of Missouri-Columbia, M.A. degree in Mass Media from the University of Wisconsin-Superior, and B.A. degree in Mass Communication (Public Relations) from the Minnesota State University. He has been at Purdue University Calumet since 1986. For additional information, visit his web site at [www.kamalipour.com](http://www.kamalipour.com) or <http://emad20.wordpress.com>

**Abstract**

Within the past 50 years, a great deal of information (books and articles) about public relations has been generated in Iran. Consequently, there is no shortage of theoretical information about the roles, responsibilities, and functions of public relations. Hence, my goal in this presentation is to present a succinct and practical list of the “Dos” and “Don'ts” of effective public relations as it applies to the Iranian context. Globally, it has been proven that the right PR can indeed alter people's perceptions and change behaviors, in a positive fashion, within and without a given organization. To be effective, PR practitioners must keep certain key points in mind and act upon them in a continuous, consistent and concerted manner.





Peter Kramer

Int. Secretary-General of the Association of European Journalists (AEJ)

Speech Title: PR, PRESS AND POLITICS

Profile:

PETER KRAMER is a free lance journalist accredited to the European Institutions. He writes for *European Business Review*, *Europe's World*, *EurInfo*,...

He was director of the Directorate Communication and Information of the Dutch Ministry of Transport and Spokesman for the Minister;  
director Communication and Information of the Netherlands Association of Municipalities (VNG);  
national campaign manager and director of press relations of the PvdA (Dutch Labour Party) and director of Vereniging Milieudefensie (the Dutch section of Friends of the Earth).

He is advisor of National Democratic Institute for Foreign Relations (Washington DC) and of the Atlantic and Pacific Exchange Program (Rotterdam, Washington DC, Tokyo).

He is also part-time Professor at the University of Twente (Enschede, NL) and Academy for Government Officials (Tilburg, NL)

Peter Kramer was co-author of the books: *Terrorisme en Nederland* (2006), *Het Brussels Labyrinth* (2004), *Een politieke aardverschuiving* (2003), *Stemmen in Stroomland* (1999), *Politieke Marketing: Winst of verlies?* (1996), *Politieke Communicatie in Nederland* (1994) en *Verkiezingen zonder mandaat*(1992).

Abstract

Nadia Rafat Shaikh

Business owner & Regional Director

Speech Title: A Female PR Business in KSA: A Success Story

**Profile:**

Nadia M Refaat-Shaikh is a co-owner and regional director for a PR and marketing company called Intellect Media based in London, UK, with a local branch in Jeddah, KSA.

Before becoming a business owner, she worked for H&K as a full-time media consultant at their Jeddah office, and has since been involved and provided valuable input into many client activities, for the Jeddah Marketing Board, P&G, J&J (RoC & Neutrogena) and Pepsi.

Nadia started her career years as a professional journalist with more than 11 years experience of working within the Kingdom's leading publishing houses including SRPC and Dar Al-Hayat where for nearly three years she was the bureau chief editor for Laha Magazine, a prominent woman's weekly published in Beirut by Dar Al-Hayat.

Nadia is also a well-connected member of several important female committees in both inside and outside the region, including the Businesswomen Committee at the JCCI, the High Welfare Female Committee of Makkah region, CIPR in London, UK and other societies and committees.

Her educational achievements include an Msc degree in Energy Economics, graduating from University of Surrey, Guildford, UK, 1992.

**Abstract**

- A brief background.
- How to create a successful business through a winning team? Which comes first?
- Is PR suitable for women?
- Who's who in Intellect Media?
- From a single client business, to a multi national firm.
- IM credentials.
- Conclusion and Q&A.

Sander Schroevers

President of the European Institute for International Business Communication (based in Paris),  
and CEO of PressEasy (PR consultants in Milan)

Speech Title: Intercultural PR differences in Europe

Profile:

Sander Schroevers is CEO of PressEasy Ltd., a consulting practice in the field of international Public Relations. He advises in related areas such as (European) governmental PR, internationally oriented SME's, and organizations in the field of international trade. He is a part-time lecturer at several academic and professional institutions.

Since 2005, Mr. Schroevers has served as President of the Board of IECIE: the European Institute for International Business Communication (l'institut européen de communication internationale d'entreprise). The institute is based in Issy-les-Moulineaux (Paris), France.

A graduate in Media Law at the Amsterdam University, Sander Schroevers was also educated in Berlin, Paris, Casablanca, Tokyo New York, Rome, and Milan. He was born in Amsterdam and raised in Nieuwe Niedorp, the Netherlands. At present he lives part time in Milan, Italy and Amsterdam.

Selected books

Sander Schroevers has recently written some 40 books in the field of Public Relations and international communications, including:

Intercultural communication (2006, ISBN: 90-13-03861-1),

French book Comment faire un communiqué de presse d'entreprise en Europe (how to make a European press release) (2007. ISBN: 2804152774),

His German publication 'Grenzüberschreitende PR-Arbeit' (border crossing PR), was nominated for the German Public Relations Book Award, 2007.

Free Publicity (2005, ISBN 90-13-03036-X) (this best-seller was chosen by Adformatie in the top 5 communication books of 2005),

How to deal with the media (2006, ISBN 90-13-03145-5),

PR for entrepreneurs (2007, planning octobre 2007. ISBN: p.m.)

Italian book: Comunicare in Europa, guida comparata alla comunicazione internazionale, Manuali/FrancoAngeli, Milan, Italy. (2007, planning December 2007. ISBN: p.m.)

PR for Dummies (co-author, 2005, ISBN 90-430-1090-1),

International Communication, (2007, planning December 2007. ISBN: p.m.),

International PR for designers (appearance December 2007),

Communication tips for the Export, (2006, ISBN: 90-74312-07-1),

External communication (2007, ISBN 978-901304451-5),

Copyright - authorship in practice (2004, ISBN 90-130-1879-3),

Step by step guide to interviews (co-author, 2004, ISBN 90-13-00571-3),

Europees telefoneren (2007, ISBN 978-90-13-04514-7),

The European Correspondence Guide (2005, ISBN 90-130-1090-1),

French book: Comment téléphoner en entreprise, (how to make European phone calls) (2007. ISBN 978-2-8041-5493-6),

The Media Handbook (appearance spring 2008),  
Making phone calls in Europe (2005, ISBN 90-13-00571-3),  
The Communication department (2004, ISBN 90-130-14968),  
The European Correspondence Guide (2005, ISBN 90-130-1090-1),  
International correspondence (2006, ISBN 90-13-03911-1),  
On quotes and plagiarism (2005, ISBN 90-13-023096),

As well as many other publications.

### Conferences

Sander Schroevers has lectured widely in the Netherlands, Italy, Turkey, Germany, Austria, Great Britain and France. He can fluently present, or take part in discussions in the languages: English, French, German, Italian, Spanish or Dutch.

Selected key note addresses:

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‘Seminario sulla comunicazione europea’.

Facoltà di Lettere e Filosofia, University of Cagliari - 29 March 2007

Cagliari, Italy

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Seminar: ‘the future of the European Union and Turkey’s accession perspectives’.

Jean Monnet Center of Excellence - Bogaziçi University - 28 February 2007

Istanbul, Turkey

-----

Lecture: ‘on European Communication’.

At the 18th EAIE Conference - 13-16 September 2006

Basel, Switzerland.

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‘Changes in society, the effect on communication’

Leadership Symposium - 22-25 November 2005

at the University of the Arts, London

London, Great Britain

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‘Globalisation, public relations and the community’.

At the School of Public Relations and Branding

PR Symposium - 1-3 June 2004

London, Great Britain

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‘Towards European PR’.

( in German: ‘Richtung europäische Öffentlichkeitsarbeit’)

A European Dialogue - 9-11 April 2003

Vienna, Austria

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‘intercultural PR’.

( in French: ‘les relations publiques interculturelles’)

Colloque sur les relations publiques - 11-13 October 2000

at the Centre Georges-Pompidou, Paris

Paris, France

Contact

Surname: Schroevers  
First name: Sander  
Gender: Male  
Address: Haarlemmerdijk 69-C  
Post Code 1013 KC  
City: Amsterdam  
Country: the Netherlands  
E-mail: info@schroevers.nl  
Tel.: +31 20 3303 696  
Fax: +31 20 3303 697  
Available : 14-18 November 2007

Abstract

this article examines practical tasks in the field of international public relations, in order to gain an understanding of intercultural convention differences. A multilingual comparison research was conducted for the countries: Germany, France, Spain, Italy, United Kingdom, Belgium, and the Netherlands. While most theoretical principles are based on monocultural perspectives, this study attempts to interpret the practical or operational consequences for cross-boarder public relations. By comparing the national or local differences in press release style conventions, press conferences, telephone techniques and timing, a context for a trans-national reflection of the relationship between PR-research and the professional development of international public relations as a field of occupation is provided. The findings show that public relations professionals cannot project their national conventions in every situation on other cultures.

**Publication type:** conference paper / unpublished manuscript  
**Corresponding author:** tel.: +31-(0)20-3303 696

Krishnamurthy Sriramesh

Associate Professor

Speech Title: Corporate Social Responsibility, Asian Values, and Public Relations: Empirical Evidence from Singapore

Profile:

Gerald Swerling

Professor and Director of Public Relations Studies Director, Strategic Public Relations Center

Speech Title: Trends in Public Relations Management and their Implications for the Future:  
Headlines from the GAP Study

Profile:

Professor and Director of Public Relations Studies  
Director, Strategic Public Relations Center  
USC Annenberg School for Communication

Jerry Swerling, who was named "Public Relations Person of the Year 2000" by the Los Angeles Chapter of the Public Relations Society of America, has more than 35 years of experience as a senior-level communications educator and professional.

At USC, where he serves as Professor of Professional Practice and Director of Public Relations Studies, he is responsible for the management of the undergraduate and graduate programs in public relations, including curriculum design, faculty organization, and student mentoring. He also teaches at the graduate and undergraduate levels.

In addition, he serves as Director of the USC Annenberg Strategic Public Relations Center, the mission of which is to "advance the study, practice and value of public relations by means of practical, applied research." The Center's best-known project is the annual PR Generally Accepted Practices (GAP) Study, which is widely recognized as one of the most important sources of PR management-related information for the profession.

At the professional level, Jerry serves as Principal of Swerling & Associates, a PR management consultancy he formed in 1998 to help corporate clients solve a wide variety of organizational and strategic communications challenges. His consulting clients have included (among others) General Motors, Cisco Systems, Home Depot, Honda, Michelin, State Farm Insurance, The American Cancer Society (National Office), Hyundai, Dairy Management, Inc., Computer Sciences Corp, Toyota, and Quintiles Transnational Corp..

Jerry previously headed the Southern California operations of Porter/Novelli, a leading, global public relations agency. Under his eight-year leadership, P/N's organization grew from a small, little known presence in Los Angeles to one of the strongest and most respected firms in California, with a staff of 60 serving in offices in Los Angeles, San Francisco and Irvine. While he was with Porter/Novelli the agency consistently won industry accolades, including being named 1994/95 "Public Relations Agency of the Year" by Inside PR magazine.

Among the clients won and served by Porter/Novelli under Jerry's stewardship were McDonald's, Oral-B Labs, Nissan Motors North America, Iomega, Hewlett Packard, Baskin-Robbins USA, Kia Motors America, Allergan, Inc., the California Department of Health Services Breast Cancer Early Detection Program, Southern California Gas Company, Household Credit Services, the California Kiwifruit Commission, Motel 6, Kubota Tractor Company, ICS Communications and Sun-Maid Growers.



Before moving to Los Angeles from Boston to join Porter/Novelli, Jerry served as Senior Vice President/Director of the Public Relations Division of Ingalls, Quinn & Johnson. At IQ&J, which at that time was one of the largest integrated marketing firms in New England, he built a highly regarded PR agency virtually from scratch. Clients served under his leadership included NEC Information Systems (US introduction), Steinway Pianos, T.J. Maxx Stores (national introduction and roll-out), the Massachusetts Department of Tourism, BayBanks, Bank of Boston, Friendly Family Restaurants and the Wm. Cabot Children's Apparel Company.

He began his career with one of the nation's largest automobile associations, where he served as Director of Public Relations.

Jerry holds a BA in English from the University of Massachusetts and an MS in Communication from Boston University. He is past president of the Counselors Section of PRSA-LA and is currently a member of the Arthur W. Page Society, PRSA, the Educators and Counselors sections of PRSA, the Association for Education in Journalism and Mass Communication (AEJMC), and the Public Relations Section of AEJMC..

Abstract



## **Evangelist Public Relations: Selling Goods or Selling God**

**Dr Hassan Bashir**

**Faculty of Culture and Communication College, Imam Sadiq University.**

### **Abstract**

**This study deals with the usage of religion as a commodity in Evangelism. The way which is becoming popular in presenting Christianity to the people in different parts of the world. This method of religious propagation play a vital role as a main structure of public relations for Televangelism through utilizing the mass media, especially television, to convince the masses to the divine messages.**

**By showing different examples of how religion became a kind of commodity presented through the media, the paper questioned this method of convincing people to the message of Christianity and trying to demonstrate its effectiveness.**