

THE DEPARTMENT OF FOREIGN AFFAIRS OF PERU MAKES OFFICIAL THE INTERNATIONAL EVENT

PERU WILL BECOME THE WORLD CAPITAL OF PUBLIC RELATIONS

IN 2010, THE MOST DISTINGUISHED SCHOLARS OF PR (PUBLIC RELATIONS) IN THE WORLD WILL MEET IN PERU FOR THIS GREAT EVENT, UNDER THE MANAGEMENT OF SAN MARTIN DE PORRES UNIVERSITY, PIONEER AND MAIN PROMOTER OF THE PROFESSIONAL STUDY OF PUBLIC RELATIONS IN PERU AND LATIN AMERICA.

The meeting “IPRA 2010 XIX Public Relations World Congress” is one of the most important international events promoted every three years by **IPRA**, the **most important International Association of Public Relations** that has top members in more than a hundred countries.

This time, IPRA has entrusted the organization of the event to the *Escuela de Ciencias de la Comunicación de la Universidad de San Martín de Porres* (School of Communication of San Martín de Porres University) through its *Dirección de Extensión y Proyección Universitaria EPU* (Head Office of University Extension and Projection EPU) that will turn Peru into the World Capital of public relations. Because of its importance, the **Department of Foreign Affairs (Peru)** made it official in September 2009; considering its contribution to the business, academic and organizational development of the country, as well as the consolidation of Peru as tourist destination and business opportunity.

In press conference, James Holt, the CEO of IPRA, who arrived here for the official announcement, showed especial satisfaction about the designation of Peru as the venue for the Public Relations World Congress, an event to discuss and present different speeches whose main objective is the valuation of the profession and its impact on the success of business in an interconnected society.

Scholars from the five continents will go deeper in the knowledge of new tendencies, cultures and realities. Several Public Relations and Communication consultancy and advisory agencies will have the opportunity to explore new business and to find new developing markets. It is estimated the arrival of around 800 executives of the specialty and opinion leaders of the entire world.

“The World Congress is a collaborative work between IPRA and our University, the continental leader in Public Relations that will open a bigger market to this subject and will contribute to improve the quality of the professionals and the result of their work in any level” said Johan Leuridan Huys, Dean of The Faculty of Communication, Tourism and Psychology of San Martín de Porres University (Peru).

In its 50 years of history, The IPRA, Public Relations World Congress has been held only twice in the region, the last one was fourteen years ago. Lima takes the lead after Beijing, and starts to get prepared for the event that next year will get together the most important professionals of Public Relations in the world.

The President of San Martín de Porres University (Peru), Eng, Raul Bao Garcia highlighted the importance of this meeting for our country as the first great event that IPRA programs in Latin America in the 21st century, distinguishing the participation of this university, for its leadership in the Public relations of Peru and Latin America, through its school of Communication.

This important international event will gather together the most prominent and prestigious specialists in communications and public relations from all around the world to analyze different subjects, trends and successful cases focused on the best profession practices. They are: **Ray Kotcher** (USA), CEO and Senior Partner of Ketchum, an Omnicom Group subsidiary, one of the biggest Public Relations agencies of the world; **Robert Grupp** (USA), President of the Institute for Public Relations (USA) and was President of the International Public Relations Association (IPRA); **Santiago Hinojosa** (USA), President and CEO in Latin America of Burson Marsteller, one of the most prestigious global firms of PR; **Faisal S. Al Zahrani** (Saudi Arabia), Director of Publications & Media Relations of the petroleum company Saudi Aramco; **Deborah Charnes Vallejo** (USA), Vice President and Managing Director of Public Relations at Bromley Communications, LLC since 1998 and **Elizabeth Ananto** (Indonesia), President-Elect of IPRA 2010 and Founder of EGA briefings, consultant of Public Relations and Communications in Indonesia.

Likewise: **Dejan Verčič** (Slovenia), founding partner of Pristop, consultant of communication management located in Ljubljana, Slovenia; **Michael Maslov** (Russia), General Director and co-founder of Maslov PR; **Donald Wright** (USA), Professor of Public Relations at the Boston University, with more than 30 years of experience teaching and 10 years in the corporate sector; **Antonio Nogüero** (Spain), Professor at the Autonomous University of Barcelona and President of the European University Foundation of Public Affairs; **Don W. Stacks** (USA), Professor and Director of the Public Relations Program at the University of Miami, Florida; and **Ana Tkalac Verčič** (Croatia), Associate Professor of the Faculty of Economics and Business at the University of Zagreb, Croatia.

The event will take place on June 01, 02 and 03, 2010 in Lima, Peru. For further information, call (511) 5136300, extension 2055, or visit the official website of the event. The only one website of Public Relations in Peru: www.ipracongressperu.com

About San Martin de Porres University:

- The School of Journalism of San Martin de Porres University is the first Institution that offers a Master and PhD degree in Public Relations in Latin America.
- Since 2004, it has the accreditation of the Latin American Accrediting Council of Education and Journalism (CLAEP, in Spanish), entity administrated by the Inter American Press Association (IAPA).
- It participates as an active member of International Associations that promotes the investigation in communication in different regions to enforce the development of our field of study.
 - Latin American Association of Universities with Majors in Public Relations.
 - American Communication Association (ACA).
 - International Communication Association (ICA).
 - International Congress and Convention Association (ICCA).
 - The Dean of the School of Communications is President of the Peruvian Association of Communication Schools (AFACOM).