

Meeting will take place in Peru

“The most prestigious Communication professionals will meet in June for the IPRA 2010 Public Relations World Congress”

The most outstanding and prestigious Communication and Public Relations representatives in the world will meet in what will become one of the most important events for the country, the IPRA 2010 – XIX Public Relations World Congress, to take place on 1 - 3 June in the city of Lima.

Renowned experts and gurus on this field will meet in this congress with the most interesting presentations and successful cases from all five continents that show the great power of communications and public relations in a globalized world.

Topics such as Reputation, the Power of PR in the Business Environment, Social Media, Public Affairs, Crisis Management, Social Responsibility, Political Communication, among others, will be addressed in this meeting that will enrich the practice of the profession in emerging markets such as Peru and Latin America.

As a sample from more than 30 international experts that will visit us, we can emphasize Alberto Arébalos Director of Global Communications and Public Affairs of Google for Latin America, one of the mostly used search engines in the world, who will address on social networks and digital routes and their benefits for the image of an organization.

Another expert that the Congress will present is Leonardo Ortiz Villacorta, Director of Public Affairs and Communications of Microsoft Corporation, who will talk about a series of successful experiences in communication management in this relevant multinational company.

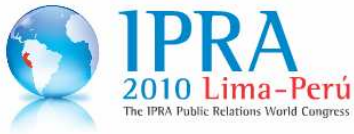
Faisal Al- Zahrani, Director of Media Relations and Publications from Saudi Aramco, the largest oil company in the world, will also participate as a speaker in the Congress, introducing us to the best practices on topics such as Crisis Management, applied to his organization.

The Regional Director of Corporate Affairs of Pfizer, Aliza Chelminsky, outstanding professional with more than 30 years of a brilliant professional experience, will also be present in IPRA 2010, as an expert speaker on public affairs and the relationship with different interest groups.

A large number of speakers from different parts of the world will meet these prestigious leaders who will be present in a congress that after 15 years chooses Latin America and Peru for the first time as the host. The Congress is organized by the International Public Relations Association (IPRA) and Universidad de San Martín de Porres (USMP).

This will be a great opportunity for all professionals, businesspeople and executives from different corporations and organizations to explore new trends, learn about success cases and start a contact and business exchange with the most influential executives in the world.

For further information, please visit: www.ipracongressperu.com



About IPRA:

The International Public Relations Association, IPRA, is the main international organization responsible for the ethic and intellectual direction and the exercise of Public Relations in their different components. It has 1,100 members, world class professionals from 100 countries. If you would like to learn more about IPRA, please visit www.ipra.org

About USMP:

The School of Communication Sciences from Universidad de San Martín de Porres is the first institution in Peru with a masters and PhD degree studies in Public Relations in Latin America. It has more than 65 publications on Communication Sciences, nine of them on Public Relations. It has the accreditation from the Latin American Council of Education on Journalism (CLAEP); it is member of IPRA and participates as an active member in International Associations that promote communication research.