



IPRA
2010 Lima-Perú
The IPRA Public Relations World Congress

XIX Congreso Mundial de Relaciones Públicas
1, 2 y 3 de junio | www.ipracongressperu.com

Global trends in production and communication management

Executives of multinationals Google, Microsoft and Shell in Lima will present new communication and commercial strategies

Renowned directors and PR professionals from five continents will meet to explore business opportunities in emerging markets

Lima, May 2010. Senior communication managers of the most competitive and successful companies in the world will outline the dynamic and fruitful relationships that should exist among corporations, their audiences and their environment, and which would ensure a safe and attractive frame for production and business.

In this regard, Alberto Arébalos, Director of Global Communications and Public Affairs of Google, Leonardo Ortiz Villacorta, Director of IP Communications and Interoperability of Microsoft Corporation, and Olav Ljösne, Communications and Operations Manager of Shell will present their experiences and recommendations at the XIX Public Relations World Congress, organized by the International Public Relations Association (IPRA) and Universidad San Martín de Porres, event that will take place on the first three days of June 2010 in Lima .

This international event aims at stressing the importance of public relations within the overall business strategies of the companies. In a context dominated by multimedia immediacy, networking, and new communication technologies, an adequate flowing communication is essential among corporations and the various audiences of emerging markets like Peru and the rest of the region.

For this reason, many of the conferences and tables of debate will not only be focused on international public relations or the contact of this discipline with internal audiences, but will delve into corporate social responsibility, crisis management, social media procedures, and "community" relations aimed specifically at building consensus between business interests and the communities that surround it. Similarly, there will be an assessment of the significance of political communication within the relational problem, the context surrounding the interaction of the "relationist" with the media, with particular attention to the recent evolution of these two at an educational and occupational level.

In addition to the executives above, Yanina Budkin, Senior Communications Officer of the World Bank in Latin America and Aliza Chelminsky, Regional Director of Corporate Affairs of Pfizer will arrive in Lima, as well as top public relations professors, including James Grunig (considered the "father" of this communication discipline), Robert Grupp, Donald Wright, Don Stacks and Antonio Nogüero, all authors of several books, academic researches and with recognized experience.

The International Public Relations Association (IPRA) is the most important organization of its area, with thousands of professional members across the globe. In June 2009, the agency entrusted the organization of this event to the Faculty of Communication Sciences, Tourism and Psychology of the USMP, through its Department of Academic Extension and Community Relations (EPU in Spanish),

thus turning our country into the World's Capital of Public Relations. Because of its importance, the Ministry of Foreign Affairs of Peru has described this event as a focal point for tourism and as an economical motivator for 2010.

Complementary Information

About IPRA: www.ipra.org

International Public Relations Association. Most relevant international organization responsible for the ethical and intellectual guidance and performance of Public Relations on its different scopes. It has over 1,100 members, first class professionals from 100 countries.

About USMP: Universidad de San Martín de Porres: www.usmp.edu.pe

The School of Communication Sciences from Universidad de San Martín de Porres is the first one offering a Master and a PhD degree in Public Relations in Latin America. It has 9 books published on Public Relations.

About IPRA 2010 Lima- Peru

Universidad de San Martín de Porres (USMP), through the Department of University Extension and Community Projection (EPU, *in Spanish*), achieved the goal of making our country the host of IPRA 2010, XIX Public Relations World Congress. This world-class international event will gather representatives from over 100 countries of the five continents, who will attend the conferences of prestigious specialists in communications and public relations.

IPRA 2010 intends to provide room to reflect on the value of discipline and its clear influence in decision making for business success within an interconnected society, with emphasis on emerging markets like Latin America in comparison to other regions of the world.

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