



NETWORKING DAY
Thursday, 17th October 2024

13:00 – 14:00	Arrival and registration	Merops Hotel (Szekszárd)
14:00 – 14:30	Opening József Ferling, Managing Director, FERLING Kft. András Sztaniszláv, President, HuPRA; CEO, ICCO	
14:30 – 15:15	Panel discussion: Competencies required for the PR profession, integration of new generations entering the profession Moderator: András R. Nagy, Managing Director-Owner, Próbakő Kommunikáció Participants: Márk Maczelka, Head of Communications, Spar Hungary József Ferling, Managing Director, FERLING Kft. Ildikó Panulin, Head of Corporate Communications, Szerencsejáték Zrt.	
15:15 – 15:35	Coffee break	
15:35 – 16:35	Student presentation competition	
16:35 – 18:00	Intermission / Room check-in (Film screening, agency and corporate introductions)	
18:00 – 19:00	PRendezvous – networking game	
19:00 – 20:30	Dinner, wine tasting and wine cellar visit	
20:30 – 21:00	Announcement of the results of the presentation competition	
21:00 – 22:00	Quiz game	





PROFESSION DAY
Friday, 18th October 2024

8:00 – 9:00	Arrival and registration	PTE KPVK building (Szekszárd)
	Opening „welcome again” József Ferling, Managing Director, FERLING Kft.	
9:00 – 9:30	Prof. Dr. Gábor Szécsi, Head of Department, University Professor, Dean, PTE KPVK; President, Committee for Communication and Media Theory – Hungarian Academy of Sciences	
	Rethinking communication education for the 21st century	
9:30 – 9:50	Gábor Sarlós, Associate Professor, University of Roehampton, HuPRA Member Emeritus	
9:55 – 10:15	In 2024, what appeals to university students? Gyórfy Zoltán, Director of Public Relations Centre, PTE	
10:15 – 10:35	Coffee break	
	University narratives in the digital age: PR strategies for engaging digital natives	
10:35 – 10:55	Prof. Dr. Gábor Szécsi, Head of Department, University Professor, Dean, PTE KPVK; Chairman, Committee for Communication and Media Theory – Hungarian Academy of Sciences	
	10 key lessons in country brand building – insights from 25 years of experience	
11:00 – 11:20	Dr. Árpád Papp-Váry, Habilitated University Associate Professor, Supervisor, Branding Consultant, Budapest Business University; HuPRA	
11:20 – 12:30	Lunch break	
12:30 – 13:10	NewSmart: You have to be smart in a different way than before Gábor Bruck, Communication Expert, Sawyer Miller Group	
13:15 – 13:35	Creative? Strategy? Balázs Szántó, Managing Director, Noguchi	
13:40 – 14:00	Should we be PR or free? Zsófia Lakatos, PR Expert, Emerald PR, HuPRA Permanent Member	
14:00 – 14:20	Intermission	
14:20 – 15:20	Professional exchange	
15:25 – 15:55	Q & A	
16:00 – 16:15	Closing remarks, farewell	



