



**NETWORKING DAY**  
**Thursday, 17th October 2024**

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





**PROFESSION DAY**  
**Friday, 18th October 2024**

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

