

PUBLIC RELATIONS INSTITUTE OF AUSTRALIA (PRIA) LAUNCHES 'VIRTUAL' 2020 NATIONAL CONFERENCE

PR Transformed - Innovation, Change and Opportunity in the Post-COVID World" goes live on October 27 and 28

With COVID-19 thrusting many communicators into the frontline of business and government responses to the pandemic and as economies begin to rebuild, the conference is set to explore what this seismic event means for PR and communications globally.

We have secured a stellar line up of speakers and contributors for our 2020 conference who will bring a unique perspective to the local, national and global challenges and opportunities of what will hopefully soon be a 'post' COVID-19 world.

A selection of these outstanding speakers involved in the conference include:

Adam Ferrier, Founder / Consumer Psychologist at Thinkerbell
Sally Rugg, Executive Director Change.org Australia Author of How Powerful We Are
Matthew Harrington, Global President & Chief Operating Officer at Edelman
Bessie Hassan, Head of PR & Communications at Finder / PR Professional of the Year (In-house) 2019
Behrouz Bouchani, writer, journalist, associate professor at UNSW, and former refugee in Manus
Dan Monheit, Owner of independent creative agency on human behaviour, Hardhat
Sue Maslin AO, Film, Television and Digital Producer
Chris Savage, Business growth specialist and former WPP COO
Sarah Trombetta, CEO at Red Havas
Sean Topham, Partner at digital & creative agency, Topham Guerin
Arun Sudhama, CEO and Editor-in-Chief at PR
Voke Media
Andy Lark, Marketing & Digital Leader. Entrepreneur. Amazon best-selling author
Johna Burke, CEO Global MD AMEC Association
Gus Worland, Broadcaster and Founder of Gotcha4life Mental Health Foundation
Dr Joanna McMillan, Researcher and Fellow of the Australasian Society of Lifestyle Medicine.
Troy Bramston, Senior Writer and Columnist, The Australian
Luisa Megale, Group Head of Corporate Affairs and Marketing at Lendlease
James Wright, Global Chairman, Havas PR Global Collective
Peter O'Sullivan, Group External Communications & Community at Woolworths Group
Ellen Gunning, Director at The PR Training Academy and many, many more....
The full speaker list can be found on the PRIA Conference website: <https://pria.eventsair.com/national-conference-2020/speakers>

Delivered for the first time as an entirely virtual event, the 2020 National Conference will probe the critical technology, trends and issues reshaping the communications industry for a new decade, from cutting-edge innovations to emerging best practice and near-horizon opportunities.

As Australia's foremost PR summit, the PRIA National Conference attracts emerging, mid-career and senior PR leaders from around the country and across the region, offering an immersive and thought-provoking program featuring international keynote speakers, panel discussions, case studies and while we won't all be meeting in a traditional conference sense thanks to COVID-19, we're hoping that our new virtual platform will enable even more of our members to attend from across Australia and tap into the wisdom and insights of our speakers.

We are very much looking forward to some great discussions and the chance to reflect on what has been an extraordinary 12 months of communications challenges.

To learn from some of the best in the industry on how to beat the challenges and find opportunity in a post-COVID world, head to our site:

<https://pria.eventsair.com/national-conference-2020/>

ENDS:

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