



# GA Association Leaders' Workshop

## Program

**When:** Saturday, September 20 2014

**Time:** 12:00 -17:30

**Where:** Hotel Pullman Madrid Airport & Feria, Madrid – Meeting room “Magna I y II”

12.00	<b>Assemble and lunch</b>
13:00	<b>Welcome</b> (Anne Gregory and Gregor Halff)
13:10	<b>SESSION ONE - Credentials update and discussion</b> (Anne Gregory, Gregor Halff, Jean Valin, Catherine Arrow)
14:15	<b>SESSION TWO - Which way now? Developing associations for the future</b> (Catherine Arrow and association leaders)
	<b>1. Managing sustainability – reviewing membership models</b> (40 minutes)
15:15	<b>Afternoon Tea</b>
	<b>2. Location, location – virtual management for association leaders</b> (40 minutes)
	<b>3. Discussion and questions</b> (15 minute)
16:15	<b>SESSION THREE - The Leadership Initiative – report back and discussion</b> (Anne Gregory)
17:15	<b>Official photographs</b>
17:30	<b>Close</b>

## ■ Participant list

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Catherine Arrow (Public Relations Institute of New Zealand, New Zealand)  
Simone Bell (Public Relations Institute of New Zealand, New Zealand)  
Elena Bernasconi (Global Alliance for Public Relations, Switzerland)  
Kim Blanchette (Canadian Public Relations Society, Canada)  
Alejandra Brandolini (Professional Council of Public Relations of Argentina)  
Lorena Carreño (Mexican Association of Public Relations Professionals, Mexico)  
Sebastián Cebrián (Communication Directors Association, Spain)  
Adrian Cropley (International Association of Business Communicators)  
Karen Dalton (Canadian Public Relations Society, Canada)  
Joanne H. Fortin (Canadian Public Relations Society, Canada)  
Bruce Fraser (Public Relations Institute of New Zealand, New Zealand)  
Mateus Furlanetto (Brazilian Association of Business Communication, Brazil)  
Jane Gitau (Public Relations Society of Kenya)  
Anne Gregory (Chartered Institute of Public Relations, UK)  
Christina Kahlert (German Public Relations Association, Germany)  
Julian Kenny (Public Relations Institute of Australia, Australia)  
Gregor Halff (Institute of Public Relations of Singapore, Singapore)  
Mary Hills (International Association of Business Communicators)  
Stine Jarmund (Norwegian Communication Association, Norway)  
Margaret Maranga (Public Relations Society of Kenya)  
Elina Melgin (Finnish Association of Communications Professionals, Finland)  
Cecilia Schön Jansson (Swedish Association for Communication Professionals, Sweden)  
Malam Sirajo Mukhtar Zubairu (Nigerian Institute of Public Relations, Nigeria)  
Angela Ng'ang'a (Public Relations Society of Kenya)  
Elisa Noli (Global Alliance for Public Relations, Switzerland)  
Kunle Ogedengbe (Nigerian Institute of Public Relations, Nigeria)  
Matthew Oluwarotimi Oladele (Nigerian Institute of Public Relations, Nigeria)  
Aune Past (Estonian Public Relations Association, Estonia)  
Suzanne Rouden-Schmidlin (Swiss Public Relations Association, Switzerland)  
Frank Tamuna-Koko (Nigerian Institute of Public Relations, Nigeria)  
Kentice Tikolo (Public Relations Society of Kenya)  
Daniel Tisch (Canadian Public Relations Society, Canada)  
Jean Valin (Canadian Public Relations Society, Canada)  
Judy VanSlyke Turk (Virginia Commonwealth University (VCU), USA)  
José Manuel Velasco (Communication Directors Association, Spain)  
Susan Walton (Public Relations Society of America, USA)