# GA Association Leaders’ Workshop

## Program

**When:** Monday, June 3 2013  
**Time:** 14:00 -17:30  
**Where:** ProCom offices (Finnish Association of Communication), Kalevankatu 30, Helsinki, 7th Floor, Tel. +358 (0) 9 135 7775

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>14.00</td>
<td>Welcome</td>
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<tr>
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<td>Meet the Chief – introduction to new Chief Administrative Officer</td>
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<td>Regina Pinna-Marfurt</td>
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<td>14:10</td>
<td>Managing the Mandate</td>
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<td>Introduction and review – what is the Melbourne Mandate and where does it stand at present?</td>
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<td>What’s next after Melbourne? How can the Melbourne Mandate be implemented in your country?</td>
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<td>What are the next steps, what is the role for associations and what resources are available?</td>
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<td>Discussion led by Dan Tisch and Anne Gregory</td>
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<td>15:10</td>
<td>Short break</td>
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Inside Association Leadership

1. Making it relevant - keeping members involved in the social era
   The world has gone mobile as well as social and associations must keep pace with the change. This session features some shared experiences and approaches to member engagement and how social can act as a catalyst for involvement and action.
   (ABERJE, PRSA, GA)

2. Public Relations vs. Communication Management - what's in a name?
   Members from Sweden will share their experience of changing the association’s name. It’s a move that other associations may have considered and SACP insights will provide further food for thought on the issue.
   (SACP)

3. Meeting the Integrated Reporting challenge – how can associations be at the forefront of the movement?
   The global evolution of corporate reporting has taken another step forward with the release of the consultation draft of the International Integrated Reporting Framework. This session provides an update on the process and asks how can associations be not just involved but at the forefront of the movement?
   (GA)

4. From Melbourne to Madrid – a reflection on World Public Relations Forum 2012 (WPRF), a discussion on possible themes and GA member priorities for WPRF 2014
   (GA, DIRCOM)

5. Concluding questions and discussion

Notes: each session will run for approximately 25 minutes, with a fifteen minute concluding discussion

17:30 Close

18:30 Dinner with GA Board and GA Association Leaders
   At members’ own expense
   Price: around 60 EUR (wine included)
   Within walking distance
   Dress code: casual

   Restaurant Lasipalatsi
   Mannerheimintie 22 - 24, 2nd floor
   Tel. +358 20 7424 290
   www.ravintolalasipalatsi.fi/en/
   RSVP to Elena Bernasconi by Monday May 20
GA Association Leaders’ Workshop Attendees

Mateus Furlanetto  ABERJE
Anne Gregory  CIPR
Daniel Tisch  CPRS
José Manuel Velasco  DIRCOM
Sebastián Cebrían  DIRCOM
Samuel Martín-Barbero  DIRCOM
Dorothee Hutter  DPRG
Regina Pinna-Marfurt  GA
Elena Bernasconi  GA
Annette Martell  IABC
Mark Schumann  IABC
Gregor Halff  IPRS
Catherine Arrow  PRINZ
Ronel Rensburg  PRISA
Elina Melgin  PROCOM
William Murray  PRSA
John Paluszek  PRSA
Judy Van Slyke Turk  PRSA
Kentice Tikolo  PRSK
Cecilia Schon Jansson  SACP
Jeanette Agnrud  SACP

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