

Powerful media panel at PRISA conference

The [PRISA](#) annual conference, being held 11-12 June 2012 at the Hilton Hotel in Sandton, offers a powerful media panel discussion with Dr Philip Mtimkulu, commissioner and spokesperson for the Press Freedom Commission, Ferial Haffajee, editor of *City Press*, Prof Anton Harber of Wits University Journalism and Vusi Mona of GCIS discussing the 'Future of Press Freedom in South Africa'.



A second panel discussion on integrated communication; merging public relations, advertising and marketing has confirmed panellists Sarel du Plessis, CEO of the Marketing Association of SA, Alastair Tempest, COO of the Direct Marketing Association, Andy Rice, advertising strategist and Ad Feature co-host on Radio 702 and Nevasha Naidoo, director and owner Platinum Public Relations. Lianne Williams, head of corporate communications at eBucks, will represent the client point of view in this relationship.

Case studies

- Roger Hayes, senior counsellor, Apco Worldwide, London, will discuss "Collaboration between business, government and civil society-a force for good" linking reputation, responsibility and relationships- with different stakeholders.
- Jeremy Galbraith, CEO, Burson-Marsteller Europe, Middle East and Africa will discuss "Towards 2015 - the latest trends and issues in public relations & communication". He will be partnered by Robyn de Villiers, CEO, Arcay Burson-Marsteller South Africa.
- Lesley Schroeder-McLean of PR Africa will present the workshop on measurement and evaluation. She recently completed her masters degree in this subject.
- Angela Barter, MD of @Communications PR, will focus on the all important topic of Green Public Relations.

For more, go to www.prisa.co.za or follow the conference on Twitter: [#1PRISA](#).

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