Invitation to everyone, interested in PR ethical issues in Europe and all members of the European Public Relations Network (EPREN)

Dear Sir or Madam,

the German Council for Public Relations (DRPR) and the Austrian PR Ethics Council invite you to a second meeting of European PR ethics responsible persons in Brussels. The meeting - like the Munich meeting last year - aims at first mutual information about PR ethical problems and activities in Europe. Persons who feel responsible or are responsible for PR-ethical issues in their European countries should have a regular forum for information exchange and we like to initiate a European PR Council. Other professional like journalism and advertising have such an institution. We can decide together in Brussels whether we already will establish a European PR Council at this meeting.

We have used the opportunity of the ICCO meeting in Brussels, which also discusses PR ethical issues, to invite a wider circle of interested people and to discuss national PR ethical problems, activities and cases. We meet us in Brussels on June, 9th. You are also welcome to participate on Thursday, 8th June, from 4 p.m. on and you are invited, to join the evening dinner. The provisional agenda can be found on the following pages.

Agenda

ICCO meeting and meeting of the European Public Relations Ethics Network (EPREN)

When? Friday, June, 9th, 2017, at 09:30 a.m. 12:30 pm and Friday, June, 9th 2017, 13:30 – 15:30/16:30

Where? FleishmanHillard Brussels, Belgium

Address: Square de Meeûs 35, 1000 Brussel, Belgium
**Friday, June 9th**

9:30 a.m. - 12:30 p.m.

*Common meeting integrated in the ICCO-conference (the yellow marked part, see below)*

Among other topics: Short presentations of G. Bentele (Berlin), G. Faber Wiener (Wien) und Elina Melgin (Helsinki) about the ethical situation of Public Relations in Germany, Austria and Finland;

*Discussion*

**13:30-15:30/16:30**

**TOP 1:** Welcome (G. Bentele and G. Faber-Wiener)

**TOP 2:** Further Exchange of information on national activities and cooperation between the single European countries

**TOP 3:** Perspectives of the European Public Relations Ethics Network (EPREN) and the building of an European Public Relations Council (2017 Brussels or 2018?)

**Top 4:** Questions and suggestions

With best regards,

[Signature]

Prof. Dr. Günter Bentele (Chairman of the German PR Council)

**Location (conference)**

FleishmanHillard Brussels, Belgium
Address: Square de Meeüs 35, 1000 Brussel, Belgium

**RECOMMENDED ACCOMMODATION** *(attendees to book and pay directly with hotel)*

**RADISSON RED BRUSSELS**
Rue d’idalie 35
1050 Brussels; Belgium
**Reservations**
+32 26 26 81 20
reservations.brussels@radissonred.com

**Renaissance Brussels Hotel**
Rue du Parnasse 19, 1050 Bruxelles, Belgien
Phone: +32 2 505 29 29
http://www.marriott.de/hotels/travel/bruhr-renaissance-brussels-hotel/

But there are more Hotels near FleishmanHillard!
Dear ICCO European Group members and guests,

Please see below the detailed agenda of the ICCO European Group Meeting taking place in Brussels on 8 – 9 June 2017.

We’ve had a great response rate so far, however there are still some places available. If you haven’t yet confirmed your attendance, please do so via email to charlene.corrin@iccopr.com. We can host up to 3 representatives per association.

**AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:30</td>
<td>Meet</td>
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<tr>
<td></td>
<td>Location: European Parliament - visitor entrance (see red dot on attached map)</td>
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<tr>
<td>12:00</td>
<td>Guided European Parliament Tour (90 mins)</td>
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<td></td>
<td>IMPORTANT: Pre-registration essential. Please RSVP with your full name, address, date of birth and organisation by 22nd May. ID required on the day. If you are interested in meeting a particular MEP on the tour, please let us know so that we can invite them.</td>
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<td>14:30</td>
<td>Free time (lunch, one-to-one meetings)</td>
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<td>15:30</td>
<td>ICCO European Group Meeting – Part 1</td>
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<td>Location: FleishmanHillard Brussels</td>
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<td>16:00</td>
<td>Speech and discussion w/ Jaume Duch Guillot, Director-General for Communication, Speaker, European Parliament</td>
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<td>17:00</td>
<td>Formal introductions, setting up of working groups for Friday PR competitions – best practice on submissions and jury management (expert input from conference partner submit.to)</td>
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<td>19:00</td>
<td>Dinner</td>
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<td>Location: TBC</td>
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**Friday 9th June 09:30 - 16:30**

**ICCO European Group Meeting - Part 2**

Location: [FleishmanHillard Brussels](#)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:30 - 11:30</td>
<td><strong>Plenary Session: Ethics and Quality in PR in Europe</strong>&lt;br&gt;Joint session with representatives of PR ethics councils of different European countries&lt;br&gt;Presentation and discussion of best practice by member organisations and guests (structures, projects, trending topics, challenges in the field of ethics and quality in PR)&lt;br&gt;Presentation of best practice on social media codices, discussion on including social media in ICCO codices (prep for Helsinki Summit)</td>
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<tr>
<td>11:45 - 12:30</td>
<td>Consultancy Management Standard (CMS) – Status quo, development new services, member feedback and inputs, future requirements</td>
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<td>12:30 - 13:30</td>
<td><strong>Buffet Lunch</strong></td>
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<td>13:30 - 15:15</td>
<td><strong>Working Groups</strong>&lt;br&gt;1) Education and Training Activities&lt;br&gt;2) European PR Industry Trends, Research and Reporting&lt;br&gt;3) Business Referrals, Cross-Border Cooperation</td>
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<tr>
<td>15:30 - 16:30</td>
<td><strong>Reporting back, discussion, project decisions, to-dos &amp; deliverables for ICCO Board Meeting / Summit Helsinki</strong></td>
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**WE NEED YOUR INPUT**

Please let us know which of the three following working groups interests you most:

1) Education and Training Activities
2) European PR Industry Trends, Research and Reporting
3) Business Referrals, Cross-Border Cooperation

Do you have case studies, studies or research that you could share?
Are you interested in leading one of the working groups?

We know from previous meetings that there are many member associations with successful projects from their countries.
This is our chance to contribute expertise and best practice, and prepare European inputs for the ICCO Board meeting and Summit in Helsinki this October.
RECOMMENDED ACCOMMODATION *(attendees to book and pay directly with hotel)*

**Radisson RED Brussels**

**Renaissance Brussels Hotel**

If you have any questions about the meeting or programme, feel free to contact me or Juergen Gangoly *(gangoly@skills.at, +43-1-505-26-25).*

We look forward to hearing from you, and seeing many of you next month.

Best regards,

Charlene Corrin  
**General Manager**  
ICCO – International Communications Consultancy Organisation

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