



Deutscher Rat für Public Relations

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

Geschäftsstelle des Deutschen Rates
für Public Relations
c/o Prof. Dr. Günter Bentele
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getragen von
BPRG GPRA BDF DEGEPO

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

Vorsitzender
Prof. Dr. Günter Bentele

Stellvertretender Vorsitzender
Matthias Rosenthal

Ehrevorsitzender
Dr. Horst Avenarius

Mitglieder
Florian Amberg
Carsten J. Biercks
Anja Görzel
Prof. Dr. Alexander Güttler
Prof. Dr. Stefan Hencke
Dr. Frank Herkenhoff
Dr. Kurt Hesse
Dorothee Hutter
Regine Kreitz
Veit Malthauer
Norbert Minwegen
Tobias Mündemann
Ulrike Propach
Monika Prült
Dr. Jörg Schillinger
Sergius Seebohm
Marco Vollmar
Axel Wallrabenstein

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,



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

Location (conference)

FleishmanHillard Brussels, Belgium

Address: Square de Meeûs 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/brubr-renaissance-brussels-hotel/>

But there are more Hotels near FleischmanHillard!

Attachment: Mail from ICCO

Von: Charlene Corrin <Charlene.Corrin@iccopr.com>
Datum: 16. Mai 2017 um 15:56:18 MESZ
An: Charlene Corrin <Charlene.Corrin@iccopr.com>
Kopie: "gangoly@skills.at" <gangoly@skills.at>
Betreff: **Agenda - ICCO Regional Group meeting - Europe (8 - 9 June 2017, Brussels)**

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

Thursday 8th June 11:30	Meet Location: European Parliament - visitor entrance (see red dot on attached map)
12:00 - 14:30	Guided European Parliament Tour (90 mins) 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.
14:30 - 15:30	Free time (lunch, one-to-one meetings)
15:30 - 18:00	ICCO European Group Meeting – Part 1 Location: FleishmanHillard Brussels
16:00 - 17:00	Speech and discussion w/ Jaume Duch Guillot, Director-General for Communication, Speaker, European Parliament
17:00 - 18:00	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)
19:00 - 22:00	Dinner Location: TBC

Friday 9th June 09:30 - 16:30	ICCO European Group Meeting - Part 2 Location: FleishmanHillard Brussels
09:30 - 11:30	Plenary Session: Ethics and Quality in PR in Europe Joint session with representatives of PR ethics councils of different European countries 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) Presentation of best practice on social media codices, discussion on including social media in ICCO codices (prep for Helsinki Summit)
11:45 - 12:30	Consultancy Management Standard (CMS) – Status quo, development new services, member feedback and inputs, future requirements
12:30 - 13:30	Buffet Lunch
13:30 - 15:15	Working Groups 1) Education and Training Activities 2) European PR Industry Trends, Research and Reporting 3) Business Referrals, Cross-Border Cooperation
15:30 - 16:30	Reporting back, discussion, project decisions, to-dos & deliverables for ICCO Board Meeting / Summit Helsinki

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.



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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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