

IPRA Global Congress: We promise to inspire

 By [Johanna McDowell](#)

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The IPRA Global Congress only takes place every three years. This is the second time it will be hosted in South Africa. This event attracts over 500 delegates from 80 member countries including the UK, USA, Europe, Australia and sub-Saharan Africa.

In the last few years, Public Relations (PR) in South Africa has become vastly more sophisticated, strategic and technological. Local top professionals not only shape communication but help set strategies for their clients - and many have mastered the 'art of influence' and changed the face of PR in this country.

This growth in our international standing and professionalism has been recognised by the International Public Relations Association (IPRA) and their official partner, the Public Relations Institute of South Africa (PRISA), and as a result they have chosen Johannesburg for its 60th World Congress in September.



As IPRA President 2012 and now Congress Chairman for the 2015 World Congress it is wonderful to have the support of South African and international organisations, agencies and educators to host this congress. Without the support of PRISA, The Council for Communication Management (CCM) and IPRA we would not have been able to move forward with this bid.

We have highly regarded speakers that will be addressing and inspiring delegates and there is something for every level and flavour of delegate - PR agencies, In-house PR managers, public affairs directors, the corporate sector, Government officials, NGOs and academics.

Here are just a few of the speakers who will be speaking in Johannesburg:

- Msindisi Fengu, Former journalist, winner of the CNN Award of Best African Journalist, now communication director in a Telco company.
- Jose Filipe Torres, CEO Bloom Consulting, country branding specialist.

- Jeremy Galbraith, CEO, Europe, Middle-East and Africa, global chief strategy officer at Burson Marsteller.
- Robert Phillips, former CEO Edelman EMEA, author of the coming book "*Trust me, PR is dead*".
- Colin Byrne, CEO UK & EMEA Weber Shandwick.

The Congress is due to take place at the Sandton Convention Centre, with delegates from all over the world. The date has been finalised for 27 to 29 September 2015. Over the years, the IPRA World Congress has become the largest gathering of the global PR Industry.

I would be honoured to count you amongst our 500+ participants - simply confirm your participation by visiting:
ipra.org/congress/registrations/

Save the date - we promise to inspire.

ABOUT JOHANNA MCDOWELL

MD of the Independent Agency Search and Selection Company (IAS), and partner in Scopem Africa, with a background that includes being on both the agency and the client side of the fence, Johanna McDowell is well-placed to offer commentary on marketing and advertising in the South African and international contexts. She built her career in marketing and advertising since 1974, holding directorship in both SA and British advertising agencies. She was MD of Grey Phillips Advertising in 1988.

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