

PRISA conference proposes new world order

The Public Relations Institute of South Africa ([PRISA](#)) has devised a theme for its national conference, Africa on Top, which envisages a new world order where an African super power has assumed the pivotal position of influence on world affairs and the global guardian of democracy and freedom.



By using the device of a fictitious future, the 2010 PRISA conference shines the light on what is required to become a world leader in communication. It is an opportunity for the industry to grow itself through education and development and thereby empower the industry and the country. The theme is an extension of the current PRISA agenda of development and growth in the communication industry.

The conference, to be held at Gold Reef City, Johannesburg, 20-21 October 2010, begins with a keynote address by Elizabeth Sidiropoulos, the director for the SA Institute of International Affairs, which will contextualise Africa's current position and influence in world affairs. There will be presentations on the latest trends in media, the future of the communication profession, sustainable reporting, the impact of technology on the industry, as well as a look at Web 2.0. There will also be practical workshops covering mentoring, communication trends, PR measurement and award-winning campaigns.

"We are very focussed on empowering our members and our industry through sharing of information and ideas of best practice," remarked PRISA president, Samantha Louis, "That is why we have chosen the theme we have and developed a programme that is focused on addressing the future, with all of its opportunities and challenges. If Africa is to assume its rightful place in the sun, we need to be united, educated and committed to our cause. It is the hope of PRISA that at least in the communication industry; this conference will contribute to that national agenda."

Go to www.prisa.co.za to register for this event.

For more, visit: <https://www.bizcommunity.com>