

World Public Relations Forum (WPRF)

Madrid, 21-23 September, 2014

Guidelines for speaker suggestion

1. Who may suggest WPRF speakers:

- The WPRF Honorary Committee, by majority vote.
- The Global Alliance for Public Relations and Communication Management and its member organizations, including Dircom.
- The Academic Committee, by majority vote.
- The companies specifically sponsoring the WPRF 2014 edition and the private and government institutions formally supporting it.

2. Criteria to be met by all proposed speakers:

- Fully fluent in either English or Spanish. To enhance communication with international delegates, it is preferred if Spanish-speakers are at least partially fluent in English.
- Either a member of the PR & Communication profession or a relevant academic in the related fields, or a leading businessperson or CEO, or a reputed thinker on matters related to the WPRF.

3. How to suggest speakers:

- All suggestions need to be placed by email to madrid2014@worldprforum.com
- Submission deadline: February 17th, 2014.
- To be taken into consideration, these emails must contain the following information, which may be part of the message body or attached in Word or PDF format:
 - The submitting entity's name and its capacity under guideline 1 above.
 - The suggested speaker's name and contact data including email and telephone number, or personal assistant's direct contact data.
 - The speaker's current company or institution, and their position.
 - The speaker's citizenship (for visa related matters).

- A suggestion on the issues to be addressed and the relevant sessions in the program, and a brief explanation about how the proposed speaker relates to those issues and to the conference's leitmotiv of "Communication with Conscience".
- Any available evidence of the speaker's past performances as a keynote or workshop speaker at a major event.
- An estimate of the likely terms of the speaker's participation, recognizing that most speakers will participate *pro bono*, except for some keynote speakers who may received paid expenses.

4. Further procedure.

The conference organizers (Dircom and the Global Alliance) will take into account all submissions fulfilling these guidelines. Nevertheless, due to the large amount of submissions, it cannot be guaranteed that all submitters will receive a reply. The conference program published at the WPRF website shall evolve by introducing the speakers as they are confirmed, in a manner to promote the conference effectively. The organizing committee's speaker decisions will take into account a number of factors ranging from speaker influence and program suitability to financial and organizational matters. While the committee's aim is to choose the speakers in a fair, pluralistic, content-related and participant-oriented way, its decisions on this matter shall be final.