



**“PR Impact Awards 2019”
May 30th, Vilnius (Vilnius Tech Park, Antakalnio str. 17)**

Draft programme

10.30	Registration and coffee
11.00	Opening of the event
11.10	5 Trends of Public Relations: The Future is Now Philippe Borremans , Member of the Board at International Public Relations Association (IPRA)
12.00	Impact of Social Media on Communication Matthias Lüfkens , founder of „Twiplomacy“, CEO of global communication network „Burson Cohn & Wolfe“, former Digital Communications Manager of The World Economic Forum.
12.45	Q&A session
13.00	Break for lunch
13.45	Results of Lithuanian Public Relations Market Survey Romualda Stonkutė , Chairman of the Board of Association of Public Relations Agencies Elena Martinonienė , Chairman of the Board of Lithuanian Communication Association
14.05	Communication 2025: European Trends Lina Jakučionienė, European Association of Communication Directors (EACD) - ambassador for Lithuania
14.25	Panel discussion “Love Quadrangle: co-existence of Media, Advertisement, Communication and Social Media”
15.10	“Communicator of the Year”, “Business Opinion Leader 2019” and “Trial by Publicity 2019” Announcement of winners of dedicated business and public sector nominations, brief Q&A session.
15.30	Coffee break
16.00	Analysis of Communication projects: what led to success? Presentations of the best short-listed Public Relations projects and short Q&A sessions.
18.00	Conclusions
18.15	Lounge music & drinks
18.45	Awards ceremony
19.30	Time to network! Lounge music & drinks