

PRISM SUMMIT2024

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PR: THE INSIDE OUT PERSPECTIVE

24 October 2024 | 8:30am - 2:30pm



Institute of
Public Relations
of Singapore

The IPRS PRISM Summit 2024

24 October | 08:30am - 02:30pm

The IPRS is pleased to present our IPRS PRISM Summit 2024 and welcomes you to participate in this much-awaited industry event. Following the successful inaugural event in 2022, the Summit has established itself as an excellent opportunity to learn from the best and build invaluable industry relationships.

Themed "PR: The Inside Out Perspective" IPRS PRISM Summit 2024 will be held on Thursday 24th October 2024, 08:30am to 2:30pm at the One Farrer Hotel, Ballroom 1.

We are going behind the scenes to unpack strategy and learn how things are done - from ideation to implementation. The summit this year shines the light on the best minds in our leaders and top practitioners as they share their insights on business and communications management.

There will be three pillars of focus: organisational leadership; communications strategy and social media engagement. Organisational success is built on our ability to gather and manage knowledge in response to the unique challenges of a highly social and connected world. The Summit will cover a range of topics that impact our personal effectiveness and contributions to our teams.

- *What informs our decision making in a data-fuelled world?*
- *Can we ace the news-making game?*
- *Is the PR practitioner always in the hot seat?*
- *When does a trending viral become a runaway train for communicators?*

Held biennially, the PRISM Summit 2024 is carefully curated half-day event, featuring two Keynote Fireside Qs & As, two Panel Discussions and a networking lunch with a diverse community of business leaders and dynamic professionals across industries.

About **PRISM**

The IPRS introduced the **PRISM Awards** in 1987 to recognise and reward excellence in PR and Communications in Singapore and the region. **PRISM** which stands for **Public Relations In Service of Mankind** is today our signature and ethos. The IPRS PRISM Summit 2022 will be held biennially, alternating with the **IPRS PRISM Awards**. Together they present a community platform to lead and showcase the PR industry's best in Singapore and the region.

About **IPRS**

The IPRS is a society set up in **1970** by leading PR practitioners of the day to support the PR industry's growth, uphold standards and nurture the next generation of communicators. It is the only accrediting body for PR practitioners in Singapore. Our members consists of professionals from a variety of backgrounds – PR, journalism, advertising, marketing, education and management. A factor that has contributed to the Institute's strength and dynamism.

The IPRS PRISM Summit 2024

24 October | 08:30am - 02:30pm

Whether you are a business leader or owner seeking to understand the strategic thinking of PR and communications or a practitioner looking to develop capability, this Summit is for you.

Summit Highlights

08:30am - 09:00am

Arrival, Registration And Breakfast

09:00am - 09:10am

Opening, Welcome Address by the IPRS

09:10am - 09:55am

Keynote 1 + Fireside Q&A

*Decision Making In An Disruptive World:
Meaningful Data And Other Meanderings*

09:55am - 10:40am

Keynote 2 + Fireside Q&A

*CEO In The Spotlight:
Brand Leadership In A Disruptive World*

10:40am - 10:55am

Networking Coffee Break

10:55am - 11:55am

Panel Discussion 1

*The Strategic PR Partner:
Managing Vulnerable Touch Points From The Start*

11:55am - 12:55pm

Panel Discussion 2

*Control Or Containment:
Crisis Communications In A Viral World*

12:55pm - 01:00pm

Closing Remarks By IPRS

01:00pm - 02:30pm

Networking Lunch

***This programme may be subject to change**

Join Us

The IPRS is inviting leaders and organisations to join us in presenting Singapore's definitive PR conference.

Your partnership and friendship supports the IPRS' mission to make this event possible for practitioners, clients and students of PR to acquire new knowledge and network.

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Friends of IPRS

Our community partners enjoy exclusive discounts as **Friends of IPRS** when they sign-up for the summit.

Tickets	Early Bird (30 Jun - 30 Sep)	Regular
IPRS Members	\$160	\$178
Friends of IPRS	\$170	\$200
Non-Members	\$178	\$208

Sign-up today and secure your seats!

IPRS PRISM Summit 2024!

Programme

08:30am Registration & networking over morning coffee

09:00am Opening, Welcome Address by the IPRS

09:10am Keynote 1 + Fireside Q&A

**Decision Making In An Unusual World:
Meaningful Data And Other Meanderings**

From the day-to-day to the transformational, decision making is the single most important task for organisations. What informs our decision-making in a disruptive, data-fuelled world? How do we interpret research findings to steer strategic direction and implementation. How do we approach data in our attempt to make the right call? How do we decide what's best?

09:55am Keynote 2 + Fireside Q&A

**CEO In The Spotlight:
Brand Leadership In A Disruptive World**

How does a brand survive in a world of economic turbulence, technological advancements, and changing consumer behaviors? What does brand legacy mean and how is leadership defined in the social era that we live in now?

10:40am Coffee Break

10:55am Panel Discussion 1

**The Strategic PR Partner:
Managing Vulnerable Touch Points From The Start**

The PR advisor is the vanguard for navigating the complex landscape of audience touch points from product deals to people relations. Organisational success in this interconnected world relies on proactive, pre-emptive action and vigilance in a highly transparent business environment. How do we manage communication company wide?

11:55am Panel Discussion 2

**Control Or Containment:
Crisis Communications In A Viral World**

Dominate or engage? The balance between controlling the narrative and containing fallout highlights the importance of responding effectively to situations influenced by public perception and personal beliefs on social media. How do we manage a viral, fast evolving crisis conversation?

12:55pm Closing Remarks By IPRS

01:00pm Networking Lunch

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