

# PRISA at the Loeries

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PRISA, the recognised leader of the public relations and communication management profession in southern Africa and beyond, proudly announces its collaboration with the Loeries. PRISA is honoured to be the official sponsor of the Loeries Public Relations Communication category.



The 2016 PRISA Conference with its theme, Advance, Rise, Grow..., will be part of the Loeries Creative Week Durban from 15–21 August. PRISA's two-day conference will be held on Wednesday, 17 August, and Thursday, 18 August, and will be hosted at the Tsogo Sun Elangeni & Maharani Hotel, culminating with the DStv Seminar of Creativity on Friday, 19 August, followed by a jam-packed weekend of Loeries networking. An opportunity not to be missed!

The intent of this conference is to assist delegates to understand how to maximise and embrace the evolution of public relations and communication in this ever-changing world.

Topics to be addressed include the following: How to make PR thrive in a changing digital landscape?; Business acumen, King IV; Study of Africa communication trends and the youth and the changing environment of PR and communication industries.

Relevant panel discussions such as crisis communication and the integration of public relations, marketing and advertising will be used as a platform to trigger an exchange of viewpoints among delegates and experts within the industry.

This two-day content-driven conference will allow delegates to benefit from the shift within the media landscape and to explore ways that brands interact with the consumer and media.

For more information, visit [www.prisa.co.za](http://www.prisa.co.za). Alternatively, connect on [Facebook](#) or [Twitter](#).

- **Prisa announces change of leadership** 12 Apr 2021
- **Prism Awards 2020 event cancelled amid coronavirus concerns** 16 Mar 2020
- **Prism Awards 2020 tickets now available** 12 Mar 2020
- **2020 Prism Young Voices announced!** 13 Feb 2020
- **Prism Awards entries and Young Voices deadlines extended** 11 Feb 2020

## PRISA



Established in 1957, the Public Relations Institute of Southern Africa (PRISA) represents professionals in public relations and communication management throughout the southern African region and has registered practitioners in Botswana, Namibia, Lesotho, Swaziland and South Africa.

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