

# PRISA aligns the industry to international standards

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The 2017 PRISA National Conference, which was held at the Indaba Hotel from 4-5 May, was deemed to be a success by delegates. The local and international speakers that attended this event imparted their knowledge and global expertise. “We would like to thank our international speakers from the International Communication Consultancy Organization (ICCO) and our national speakers for their significant contribution to this conference”, says Adele Paulsen, Executive Director of PRISA.

A panel discussion chaired by newly inaugurated PRISA Vice President, Daniel Munslow on “The 5 big changes in the public relations landscape every business should know” reinforced the urgent need to develop skills of the new entries into the industry, with the focus being on the Work Integrated Learnership (WIL) within the South African landscape.

The outcome of the panel discussion led to an unexpected surprise when three companies opened their doors and offered internship placements to the students that were assisting at the PRISA conference.

A few topics such as: Future proofing our profession, Ethics, and Digital transformation in public relations, sparked interest and got delegates debating about the future of the industry.

The evening ended on a celebratory note at the PRISA 60th Gala Dinner. The PRISA Golden Medal award for outstanding public relations (that has only been awarded 12 times in the Institute’s 60 years of existence) was received by Mohamed Sooliman on behalf of his father Dr Imitiaz Sooliman. Dr Sooliman was honoured for his comparable humanitarian work rendered to South Africans, his country and internationally.

“Last but not least, we also wish to thank our sponsors for their awesome support as it wouldn’t have been possible to pull off such a remarkable conference without them,” says Daniel Munslow.

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## 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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