

“The institutionalization of PR means its growing relevance within organizations and its influence on their strategic decision processes. The entry of the director of PR into the Board of most companies is a tangible indicator of the institutionalization process”. “The literature on institutionalization thinks of PR as either a buffering activity - used by organizations to protect themselves from change; or a bridging activity - used by organizations to evolve through building relations with stakeholders”.

Contacts

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Milan, October 16-18
**Euprera 2008
Congress**



**Istitutionalizing Public Relations
and Corporate Communication**

Main partners



Media partners



Thursday, October 16

09.30-10.30 | IULM Reception

Registration & welcome coffee

10.30-11.15 | Aula Magna

Opening Plenary Session

G. Puglisi, Rector of IULM University | G. Comin, President of Ferpi |
S. Wolstenholme, President of Euprera

11.15-13.00 | Aula Magna

Plenary Session

What We Mean by Institutionalization

E. Invernizzi, chair, IULM University, Italy | M. Eiro-Gomez, University of Lisbon |
S. Hamrefors, Mälardalen University, Sweden | B. Steyn, Cape Peninsula University of Technology, South Africa | R. Wakefield, Brigham Young University, USA

13.00-14.30 | 6th floor

Lunch

14.30-16.00 | 5th floor

Parallel session A

A1: Roles of PR Practitioners: Trends
A2: Institutionalising Public Relations in Public Sector
A3: Professional Best Practices

Coffee Break

16.30-18.00 | 5th floor

Parallel session B and Poster Session

B1: Organising the Management of Communication
B2: The Institutionalisation of Corporate Social Responsibility
B3: Public Relations, Communication and the Theory of the firm
B4: Personal influence model in Public Relations

Friday, October 17

09.30-11.00 | Aula Magna

How Organizations Practice Institutionalization

T. Muzi Falconi, chair, New York University and LUMSA | A. Gregory, Leeds Metropolitan University, UK | P. Debreceny, Co-Chair, Institute for Public Relations, USA | F. Lurati, University of Lugano, Switzerland | P. Iammatteo, Head of Institutional Communication and Stakeholders, Enel | C. Fornaro, External Relations Manager, Telecom Italia | D. Rossi, Corporate Communication Director, Banca Monte dei Paschi di Siena

Coffee Break

11.30-13.30 | 5th floor

Parallel session C and Poster Session

C1: PR Roles and Functions: Trends
C2: Organising the Management of Relationships and Communication
C3: Public Relations, Communication and the Theory of the Firm
C4: Doctoral session

13.00-14.30 | 6th floor

Lunch

14.30-16.00 | 5th floor

Parallel session D

D1: PR Roles and Functions: Trends
D2: Personal PR and Communication Management
D3: Public Relations in Educational Sector
D4: Personal influence model in Public Relations

Coffee Break

16.30-18.00 | Aula magna

Euprera Hour

- Euprera Jos Willems Awards
- Institute for PR Award
- European Communication Monitor 2009
- Presentation of the Euprera Congresses 2009 and 2010

20.00

Social Dinner

Saturday, October 18

09.30-11.00 | Aula Magna

Plenary Session "What Recent Research Tells Us"

D. Verčič, chair, University of Ljubiana, Slovenia | E. Invernizzi, IULM University, Italy | J. Swerling, Annenberg School of Communication, USA
A. Zerfass, Leipzig University, Germany

Coffee Break

11.00-11.15 | Aula Magna

Presentation of Public Relations Metrics. Routledge, 2008

by D. Verčič and J. Jahansoozi

Coffee Break

11.45-13.30 | room 156

Euprera General Assembly

EUPRERA

The European Public Relations Education and Research Association (EUPRERA) is an autonomous organisation that aims at stimulating and promoting innovative knowledge and practices of public relations education and research in Europe. The academic staff and researchers constitute the explicit public group of the association. It is equally essential for any practitioner who wants to keep informed about the most recent developments regarding fundamental and applied research and about the new trends in the educational field.

FERPI

FERPI, the Italian Federation of Public Relations, was founded in 1970. Since then, the Federation has represented professionals operating in the Public Relations sector who create, develop and manage relations with influential publics in order to achieve the objectives of individuals, companies, organizations, associations, public authorities and other bodies. FERPI's priorities are permanent education and information to members; assisting education institutions on professional development trends; relating with stakeholders underlying the pervasiveness of public relation activities in today's society.

IULM

Founded in 1968, IULM University was the first university in Italy to specialize in applied communications and it characterizes itself for the ultra-modern facilities and innovative teaching systems. IULM offers lectures, class activities, case studies and continuous assessments and also the opportunity to benefit from the practical experience of internships both in Italy and abroad. To extend its presence in the business world, IULM is now also enlarging its centre in Milan pushing out the university's boundaries in order to encourage greater integration.