



WPRF 2024 SNAPSHOT REPORT

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Executive Summary

The **World Public Relations Forum (WPRF) 2024**, held from **November 19–22** in Bali, Indonesia, convened **1,468 delegates** from 22 nations, representing a vibrant mix of communication professionals, academics, and policymakers. Hosted by **Perhumas (Indonesia Public Relations Association)**, in partnership with the **Global Alliance for Public Relations and Communication Management**, the event revolved around the theme **“Purposeful Influence for the Common Good.”**

This year’s forum was a critical platform for addressing global challenges, such as rebuilding trust in an era of misinformation, fostering ethical communication practices, and promoting diversity, equity, and inclusion (DEI). Over 77 speakers in panel sessions, keynotes, and workshops provided attendees with practical insights, frameworks, and strategies to lead with integrity and purpose.

Prominent Speakers and VIP Guests

The forum featured several distinguished guest and speakers:

- **The President of the Republic of Indonesia Prabowo Subianto represented by the Minister of Communications and Digital of the Republic of Indonesia: Meutya Hafid**
- **Deputy Minister of Communications and Digital of the Republic of Indonesia: Nezar Patria**
- **Retno Marsudi**, the Minister of Foreign Affairs of the Republic of Indonesia (2014-2024) and currently United Nations Secretary General’s Special Envoy on Water, discussed Indonesia’s diplomatic strategies in addressing climate change and global peace.
- **Professor Mike Hardy**, Coventry University, shared insights on the ethics of smart power and the role of cultural dialogue in PR leadership.
- **Professor Anne Gregory**, a leading global voice in PR ethics and education, who outlined principles for embedding ethics into communication strategies.
- **Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X**, the **leader of Mangkunegaran Kingdom in Surakarta, Central Java, Indonesia**, emphasized cultural heritage’s pivotal role in diplomacy and international communication. VIP attendees included representatives from ASEAN member states, leaders from UNESCO, and global academic figures driving advancements in PR, Communication and Leadership education.

Key Themes and Theses

1. Trust and Transparency in the Age of Misinformation

One of the conference's core themes was the urgent need to rebuild trust amid growing societal fragmentation. PR professionals were called upon to champion transparency and accountability, countering the proliferation of misinformation fuelled by AI and social media.

Challenges Identified:

- Widespread public scepticism toward governments, corporations, and media.
- Ethical dilemmas posed by AI-driven communication tools.
- The erosion of trust from performative practices like greenwashing.

Calls to Action:

- Establish robust **accountability frameworks** to measure the impact of communication initiatives.
 - Advocate for global **media literacy campaigns**, equipping the public to navigate misinformation.
 - Push for regulatory standards governing **ethical AI usage** in communications.
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2. Cultural Heritage as a Bridge to Global Unity

In her keynote, **Retno Marsudi** championed cultural diplomacy, illustrating how Indonesia leverages its rich heritage to navigate complex global relationships. From ASEAN summits to the G20, Indonesia's approach, dubbed "durian diplomacy," exemplifies the power of cultural narratives in fostering international cooperation.

Challenges Identified:

- Preserving cultural identity in an increasingly globalized world.
- Addressing stereotypes while engaging diverse international audiences.

Calls to Action:

- Train PR practitioners in **cultural diplomacy** to enhance storytelling capabilities.
 - Promote cross-cultural collaboration to develop communication strategies that resonate globally.
-

3. Ethical Communication and Responsible Leadership

Professor Mike Hardy and **Professor Anne Gregory** underscored the critical need for ethical leadership in communication. They emphasized the importance of embedding ethics by design into PR strategies to ensure messages uphold societal and organizational values.

Challenges Identified:

- The tension between achieving organizational goals and maintaining ethical integrity.
- The lack of standardized frameworks for evaluating ethical practices globally.

Calls to Action:

- Develop industry-wide **codes of ethics** that prioritize human dignity, fairness, and inclusivity.
 - Equip PR practitioners to evaluate their own campaigns critically to align with broader societal values.
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4. Sustainability and Social Impact in PR

The role of PR in advancing global sustainability efforts was a key focus, with experts like **Angela Barter** (South Africa) and **Yakubu Lamai** (Nigeria) leading the conversation. Discussions highlighted the importance of authentic communication to avoid greenwashing and inspire real action toward the **UN Sustainable Development Goals (SDGs)**.

Challenges Identified:

- Limited professional training on sustainability communication.
- Rising costs and organizational silos hindering effective implementation.

Calls to Action:

- Establish **education initiatives** to upskill PR professionals in sustainability practices.
 - Advocate for **authentic storytelling** to inspire public engagement and foster trust.
-

Driving Forces Behind the Themes

The themes emerged from the evolving landscape of public relations, driven by technological advancements, societal challenges, and the urgent need for global collaboration. The **Global Alliance for Public Relations and Communication Management** played a pivotal role in curating an agenda aligned with the **UN SDGs** and fostering actionable dialogue to address the most pressing global challenges.

Conference Highlights and Outcomes

- Key initiatives launched included the establishment of a **global PR leadership university** in collaboration with the Nigerian Institute of Public Relations.
- Sessions emphasized preparing PR professionals for the **digital era**, addressing challenges such as misinformation and AI ethics.
- Networking events facilitated partnerships across sectors, fostering a united vision for advancing the PR profession globally.

The **World Public Relations Forum 2024** concluded with a collective commitment to positioning public relations as a force for societal progress. Delegates left inspired, equipped with actionable strategies, and unified in their purpose to lead ethically and effectively in an increasingly complex world.

Introduction

The **World Public Relations Forum (WPRF)**, established by the **Global Alliance for Public Relations and Communication Management**, has been a cornerstone of global dialogue and innovation in public relations since its inception in 2001. Over its history, the WPRF has been held in iconic cities worldwide, bringing together PR professionals, academics, and policymakers to address critical global issues.

A Legacy of Global Impact

The WPRF has grown from its first event in **Rome, Italy (2001)**, to become the most significant international gathering in the field of public relations and communication management. Its evolution reflects the growing complexity of the PR landscape, tackling issues such as ethics, leadership, and the role of technology. Past forums have taken place in cities renowned for their contributions to global discourse:

- **Rome, Italy (2001):** First-ever WPRF, setting the stage for global collaboration in PR.
- **Trieste, Italy (2005):** Strengthened academic and professional partnerships.
- **Brasilia, Brazil (2006):** Focused on PR's role in economic development.
- **Cape Town, South Africa (2007):** Explored diversity and inclusivity in global PR.
- **London, United Kingdom (2008):** Addressed ethical challenges in communication.
- **Stockholm, Sweden (2010):** Examined sustainability and corporate responsibility.
- **Melbourne, Australia (2012):** Emphasized leadership in an interconnected world.
- **Madrid, Spain (2014):** Discussed storytelling in the digital age.
- **Toronto, Canada (2016):** Focused on the intersection of PR and global governance.
- **Oslo, Norway (2018):** Highlighted trust-building amid societal polarization.
- **Chennai, India (2023):** Tackled post-pandemic communication challenges.

Post-COVID Evolution of the WPRF

Since the global disruptions caused by the COVID-19 pandemic, the **Global Alliance** has adopted a more localized and collaborative approach to organizing the WPRF. Host countries and their national PR associations now play a leading role in shaping the

forum, tailoring its focus to address regional and global challenges while maintaining the forum's international scope. This shift reflects the need for adaptive, inclusive solutions in a world reshaped by the pandemic.

The **12th World Public Relations Forum in Bali, Indonesia (2024)** exemplified this new model. Co-led by **Perhumas in Indonesia**, in partnership with the **Global Alliance**, it brought a distinctly Southeast Asian perspective to global PR conversations while addressing universal challenges such as trust erosion, sustainability, and the ethical use of technology.

Purpose and Context of WPRF 2024

Bali provided a fitting backdrop for this year's theme, "**Purposeful Influence for the Common Good**," emphasizing the role of PR in uniting diverse cultures and navigating global complexities. The WPRF 2024 was designed to:

1. **Rebuild trust** in institutions through transparency and ethical practices.
2. **Promote sustainability and equity** in communication strategies.
3. **Equip PR professionals** to embrace emerging technologies responsibly.
4. **Advance education and innovation** in public relations to meet future challenges.

With **1,468 delegates** from over 22 countries, WPRF 2024 showcased the transformative potential of public relations to inspire collaboration and drive meaningful change.

Why Bali?

As the cultural and spiritual heart of Indonesia, Bali symbolizes harmony, resilience, and connection—values central to public relations in the modern era. Indonesia's leadership in forums like ASEAN and the G20 demonstrated its capacity to bridge global divides, a theme echoed throughout the event. The choice of Bali underscored the importance of cultural diplomacy in fostering trust and collaboration, reflecting the conference's commitment to cross-cultural understanding.

Significance of WPRF 2024

The 12th World Public Relations Forum underscored the profession's role as a catalyst for societal progress. It addressed the most pressing issues of our time with actionable insights and strategies, equipping delegates to navigate the challenges of

misinformation, inequality, and climate change. The forum served as a rallying call for PR professionals to embrace their responsibilities as ethical leaders and to leverage their influence for the common good.

SNAPSHOT – DAY 1- 4

Day 1: Global Communications Knowledge Conference

Theme: Advancing Public Relations Education and Research for Purposeful Influence

The **Global Communications Knowledge Conference** showcased the pivotal role of PR education and research in shaping the future of the profession. Through keynote speeches, panel discussions, and research presentations, the day emphasized the importance of interdisciplinary collaboration, ethical frameworks, and technology integration in PR curricula.

Key Highlights:

- **Opening Address:**
Delivered by **Chairman of Perhumas Boy Kelana Soebroto, MCIPR**, and **President & CEO of Global Alliance Prof. Justin Green**, the opening emphasized the need for collaboration between academia and industry to foster innovation and ensure the relevance of PR education.
- **Keynote Panel: On the World Stage – Purposeful Influence for the Common Good:**
Speakers, including **Prof. Anne Gregory**, **Prof. Dr. Dorien Kartikawangi**, and **Prof. Jesper Falkheimer**, explored PR's role in building global narratives rooted in ethics, cultural awareness, and trust.
- **Panel Discussion: Navigating Change in Undergraduate PR Education:**
Moderated by **Dr. N. Nurlaela Arief**, the discussion featured insights from **Prof. Katerina Tsetsura**, **Dr. Wole Adamolekun**, and **Anca Anton**, emphasizing flexible, culturally responsive curricula and industry-academic partnerships.
- **Next Gen Public Relations:**
A keynote session led by **Prof. Mike Hardy**, **Prof. Gregoria Arum Yudarwati**, and **Prof. Jude William Genilo** highlighted the need for storytelling, sustainability, and intercultural understanding in PR strategies.
- **Parallel Presentation Sessions:**
Academic research presentations by **Dr. Irwa Zarkasi**, **Dr. Ulani Yunus**, and others focused on topics such as stakeholder engagement, ethical communication, and AI in PR.
- **Awarding Session:**
The day concluded with recognition of outstanding academic contributions through the **Best Paper and Best Presenter Awards**, celebrating innovation and excellence in PR research.

Day 2: Foundational Discussions and Cultural Diplomacy

Theme: Trust and Cultural Diplomacy – Bridging Divides Through Communication

Day 2 combined the foundational discussions on rebuilding trust in the face of global misinformation with the power of cultural diplomacy as a tool for collaboration and unity. Sessions delved into the ethical responsibilities of PR professionals, the importance of transparency, and the role of cultural narratives in addressing global challenges.

Key Highlights

Keynote Address:

A powerful keynote underscored the critical need to rebuild institutional trust in a world plagued by misinformation. The speaker emphasized the role of ethical communication frameworks in fostering credibility and accountability. Additionally, the session highlighted the transformative potential of cultural storytelling to foster understanding and goodwill, particularly in fragmented global contexts.

Panel Discussions:

- **Rebuilding Trust:** Experts examined strategies to leverage transparency, authenticity, and stakeholder engagement to restore trust in institutions and brands. The discussions stressed the need for ethical leadership and consistent messaging to counteract misinformation and scepticism.
 - **Cultural Diplomacy:** Speakers presented insights into how soft power strategies and cultural intelligence can amplify global PR campaigns. Case studies illustrated the successful use of cultural narratives to build empathy, bridge divides, and foster collaboration across diverse audiences.
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Calls to Action:

- **Prioritize Ethical Practices:** PR professionals must integrate ethics into decision-making and adopt consistent, transparent communication strategies to restore public trust.
- **Leverage Cultural Narratives:** Use storytelling as a tool to amplify cultural heritage and promote unity in an increasingly polarized world.

- **Collaborate for Global Good:** Develop partnerships across sectors to align messaging on shared human values and address pressing global issues such as misinformation, inequality, and climate change.
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Day 3: Indonesian Public Relations Conference

Theme: Leadership, Collaboration, and Standards for a Better Future

Day 3 celebrated Indonesia's contributions to advancing global PR standards and emphasized the importance of responsible leadership and sustainability.

Key Highlights:

- **Opening Address:**
Delivered by **Boy Kelana Soebroto**, the address highlighted Indonesia's growing influence in the global PR community and its commitment to fostering innovation and collaboration.
 - **Panel Discussions:**
Sessions focused on the role of AMEC standards in measuring impact, leadership strategies for ethical communication, and building collaborative alliances to address global challenges.
 - **Calls to Action:**
Speakers called for universal adoption of AMEC standards, ethical leadership training, and enhanced collaboration across sectors and regions.
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Day 4: Indonesia Young Public Relations Gathering

Theme: Empowering the Next Generation of PR Professionals

The final day spotlighted the critical role of youth in shaping the future of PR. Through inspiring keynotes and dynamic sessions, young professionals were encouraged to lead with innovation and purpose.

Key Highlights:

- **Keynotes:**
Zagy Berian spoke on engaging youth in sustainability initiatives, while **Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X** emphasized the transformative power of cultural preservation in fostering progress.
- **Panel Discussions:**
Panels explored youth-led innovation in PR, strategies for fostering

entrepreneurship, and the importance of mentorship in developing the next generation of leaders.

- **PEMUDA Awards 2024:**

The awards recognized outstanding contributions by young professionals, celebrating innovation and impact in PR practices.

DETAILED ASSESSMENT – DAYS 1-4

Day 1: Global Communications Knowledge Conference

Theme: Advancing Public Relations Education and Research for Purposeful Influence

Day 1 of the **World Public Relations Forum 2024** highlighted the integral role of education and research in advancing the PR profession. Through keynotes, panel discussions, and academic presentations, the day focused on equipping PR professionals with the knowledge and skills to create meaningful change. The event emphasized interdisciplinary collaboration, ethical education, and leveraging cultural and technological insights to navigate an evolving communication landscape.

Morning Sessions: Setting the Tone for PR Education and Influence

Event Opening and Opening Address

Speakers:

- **Boy Kelana Soebroto, MCIPR**, Chairman, Indonesia Public Relations Association (Perhumas); Director, Global Alliance; Head of Corporate Communications, Astra, Indonesia
- **Prof. Justin Green**, President and CEO, Global Alliance for Public Relations and Communication Management, Ireland

Summary and Insights:

The opening address framed education and knowledge-sharing as the foundation for PR's future impact. **Boy Kelana Soebroto** highlighted Indonesia's growing contributions to global PR thought leadership, drawing attention to the importance of fostering young talent and academic excellence. **Prof. Justin Green** spoke passionately about aligning academic research with practical applications, emphasizing the potential of collaborative learning environments to address global challenges.

Calls to Action:

- Foster partnerships between academic institutions, professional associations, and the PR industry to align research with real-world needs.
 - Encourage knowledge exchange through platforms like WPRF to inspire innovative approaches to PR education and practice.
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Keynote Panel: On the World Stage—Purposeful Influence for the Common Good

Speakers:

- **Prof. Emeritus Anne Gregory, Ph.D**, University of Huddersfield, UK
- **Prof. Dr. Dorien Kartikawangi, M, Si**, Vice Chair, Indonesia Public Relations Association (Perhumas); Atma Jaya Catholic University of Indonesia
- **Prof. Jesper Falkheimer**, Lund University, Sweden
- **Moderator: Gesille Sedra Buot-Zambrano, MBA, FAPR**, Director, Global Alliance for Public Relations and Communication Management; LSPR Institute of Communication and Business Bali

Expanded Summary and Insights:

This panel examined PR's role in shaping global narratives with ethics, accountability, and cultural awareness. **Prof. Anne Gregory** introduced the concept of "purposeful influence," urging PR professionals to embed ethical considerations in every decision. She emphasized that PR should act as a bridge between stakeholders, fostering trust through transparency and authenticity. **Prof. Dr. Dorien Kartikawangi** explored the role of cultural diplomacy in PR, highlighting Indonesia's success in using local values to build global narratives. **Prof. Jesper Falkheimer** added a global perspective, emphasizing the need for trust-building strategies in cross-border communication.

Calls to Action:

- Develop global ethical guidelines that reflect cultural diversity and inclusivity.
- Leverage PR as a tool for addressing global challenges, such as misinformation and climate change.
- Encourage PR professionals to adopt strategies rooted in authenticity and shared human values.

Panel Discussion: Navigating Change—Recommendations for Advancing Undergraduate Public Relations Education

Speakers:

- **Prof. Katerina Tsetsura, Ph.D**, Chair of Commission for PR Education International Committee, USA
- **Dr. Wole Adamolekun**, Director, Global Alliance for Public Relations and Communication Management; Associate Professor, Elizade University, Nigeria
- Prof. Emeritus Anne Gregory, Ph.D, University of Huddersfield, UK

- **Anca Anton, Ph.D**, University of Bucharest, Romania
- **Moderator: Dr. N. Nurlaela Arief, MBA**, Vice Chair, Indonesia Public Relations Association (Perhumas); Bandung Institute of Technology, Indonesia

Expanded Summary and Insights:

This panel addressed the evolving landscape of PR education, focusing on the integration of digital skills, ethics, and global perspectives. **Prof. Katerina Tsetsura** presented findings from the **Commission for Public Relations Education**, emphasizing the importance of interdisciplinary learning and ethical training. **Dr. Wole Adamolekun** advocated for culturally responsive curricula that reflect the unique needs of diverse regions, while **Anca Anton** underscored the importance of practical learning experiences through internships and partnerships with industry leaders.

Calls to Action:

- Integrate technology, such as AI and data analytics, into PR curricula to prepare students for emerging challenges.
- Establish mentorship programs that connect students with experienced professionals to bridge academic and industry gaps.
- Encourage universities to collaborate globally to exchange best practices in PR education.

Afternoon Sessions: Research Presentations and Recognitions

Keynote: Next Gen Public Relations—Purposeful Progress

Speakers:

- **Prof. Mike Hardy, CMG, OBE, FRSA**, Coventry University, UK
- **Prof. Gregoria Arum Yudarwati, Ph.D**, Atma Jaya University Yogyakarta, Indonesia
- **Prof. Jude William Genilo, Ph.D**, Director, Global Alliance for Public Relations and Communication Management; University of Liberal Arts Bangladesh
- **Moderator: Amith Prabu**, Director, Global Alliance for Public Relations and Communication Management; Founding Dean of School of Communication & Reputation, India

Expanded Summary and Insights:

This keynote explored the evolving role of PR in shaping purposeful progress across social, cultural, and environmental dimensions. **Prof. Mike Hardy** stressed the importance of intercultural understanding in PR practice, urging professionals to build

inclusive narratives that resonate globally. **Prof. Gregoria Arum Yudarwati** emphasized the value of storytelling in PR, showcasing examples of how local narratives can inspire global impact. **Prof. Jude William Genilo** addressed the role of sustainability in PR, advocating for strategies that balance business objectives with societal welfare.

Calls to Action:

- Use PR to promote intercultural understanding and collaboration.
 - Empower professionals to develop sustainability-focused campaigns that address pressing global issues.
 - Prioritize authenticity and storytelling to connect with audiences meaningfully.
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Parallel Presentation Sessions**Speakers:**

- **Dr. Irwa Zarkasi**, University of Al-Azhar Indonesia
- **Dr. Ulani Yunus, M.M**, LSPR Institute of Communication and Business
- **Dr. N. Nurlaela Arief, MBA**, Vice Chair, Indonesia Public Relations Association (Perhumas); School of Business & Management Bandung Institute of Technology

Expanded Summary and Insights:

The parallel sessions showcased cutting-edge research in PR, including topics such as stakeholder engagement, ethical communication, and digital innovation. **Dr. Irwa Zarkasi** presented findings on the role of communication in social movements, while **Dr. Ulani Yunus** explored the impact of AI on PR strategies. **Dr. N. Nurlaela Arief** highlighted best practices for integrating sustainability into PR campaigns, offering actionable insights for professionals and academics alike.

Calls to Action:

- Support interdisciplinary research that bridges communication studies with technology and ethics.
 - Create platforms for knowledge sharing among academics, practitioners, and policymakers.
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Awarding Session**Summary:**

The day concluded with recognition of excellence in academic contributions through the **Best Paper** and **Best Presenter Awards**, celebrating innovative research that aligns

with the Forum's theme of purposeful influence. Appreciation was also extended to university, association, and journal partners for their ongoing collaboration in advancing PR education and research.

Enhanced Key Takeaways from Day 1

1. **Interdisciplinary Collaboration:** PR education and practice must integrate insights from technology, cultural studies, and ethics to remain relevant in a dynamic global landscape.
2. **Purposeful Research:** Academic studies should align with societal needs, offering actionable solutions for pressing issues such as misinformation, sustainability, and inequality.
3. **Global Partnerships:** Collaboration across institutions and borders is essential for fostering innovation and advancing PR's role as a driver of positive change.
4. **Emphasizing Practical Skills:** Curricula should combine theoretical knowledge with hands-on learning experiences to prepare students for real-world challenges.

Day 2: World Public Relations Forum 2024

Theme: “Bridging Divides Through Communication”

Day 2 of the World Public Relations Forum 2024 explored how public relations professionals can use communication to bridge cultural divides, foster collaboration, and address global challenges. With a focus on sustainability, ethical AI, and nation branding, the day’s sessions provided actionable insights and strategies for professionals to lead with integrity and purpose.

Keynote session

Title: “Public Diplomacy in a Fragmented World”

Speaker: **Retno Marsudi**, Former Minister of Foreign Affairs, Indonesia

Moderator: **Jaffri Amin Osman**, Director, Global Alliance for Public Relations and Communication Management; President of the Institute of Public Relations Malaysia

Keynote Address: Insights from Retno Marsudi

Retno Marsudi, Indonesia’s esteemed Former Minister of Foreign Affairs, opened Day 2 with a keynote on the transformative potential of public diplomacy in addressing global challenges. Highlighting her extensive experience in leading Indonesia’s diplomatic efforts, Marsudi framed the discussion around fostering trust and collaboration amid a polarized global landscape.

Marsudi introduced the concept of “**durian diplomacy**,” symbolizing Indonesia’s approach to balancing cultural heritage and modern engagement to build bridges across nations. She shared examples of Indonesia’s leadership in forums such as ASEAN and the G20, noting, “Indonesia’s strength lies in its ability to engage authentically, grounded in cultural respect and shared values.”

The former minister emphasized the pressing need to address disinformation, polarization, and the erosion of trust in institutions. Drawing on recent global events, she argued that communicators and PR professionals must step forward as ethical leaders. “Public relations is not just about messaging,” she stated. “It is about building trust, which is the foundation of all meaningful relationships—whether between nations or communities.”

- **Challenges Identified:**

- The proliferation of misinformation, undermining global unity.
- Exclusion of marginalized voices from critical narratives.
- Youth disengagement from traditional diplomatic and communication platforms.

- **Calls to Action:**
 - Use storytelling to inspire empathy and bridge divides.
 - Amplify marginalized voices to create inclusive and representative narratives.
 - Engage digital platforms to connect authentically with younger audiences, emphasizing transparency and authenticity.
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Q&A Session: Dialogue on Public Diplomacy

Moderated by **Jaffri Amin Osman**, the Q&A session provided an interactive platform for Marsudi to elaborate on her ideas and address pressing questions from the audience.

- **Youth Engagement and the Digital Era**

Responding to a question about connecting with younger audiences, Marsudi underscored the importance of authenticity in digital engagement. “The youth today are not passive consumers of information; they are active participants in shaping the narrative. Authenticity is non-negotiable when addressing their concerns.” She suggested integrating interactive storytelling and social media campaigns tailored to youth interests.
 - **Combating Misinformation**

Addressing a query on tackling disinformation, Marsudi advocated for media literacy initiatives. “Equipping people with the tools to discern credible information is as important as countering fake news itself,” she said, proposing partnerships between governments, media outlets, and PR professionals to combat the issue at scale.
 - **Balancing Modernity and Heritage in Diplomacy**

Marsudi also explored how nations can navigate the tension between modernization and cultural preservation. “Cultural heritage is not an obstacle to progress—it is a foundation for sustainable development,” she remarked, citing examples of Indonesia’s use of traditional art and cuisine in diplomatic events.
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Expanded Challenges and Solutions from Q&A:

- **Challenge:** Building trust with digitally savvy youth who are sceptical of traditional institutions.
 - **Solution:** Develop transparent and engaging campaigns that involve youth in co-creating narratives.
- **Challenge:** Addressing the global spread of disinformation in real-time.

- **Solution:** Leverage partnerships between PR professionals, governments, and tech platforms to combat fake news and enhance digital literacy.
 - **Challenge:** Ensuring cultural preservation while pursuing modernization in national branding efforts.
 - **Solution:** Position cultural heritage as a key component of innovation and national identity.
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Conclusion of Session

Marsudi concluded her session by reiterating the importance of trust, stating, “Without trust, diplomacy fails. Without trust, communication becomes noise.” Her keynote and the subsequent dialogue offered a blueprint for public relations professionals to contribute meaningfully to global challenges, emphasizing the critical role of ethics, authenticity, and inclusivity in building a more connected world.

Day 2: Cultural Diplomacy and Collaboration

Theme: “Bridging Divides Through Communication”

Day 2 of the **World Public Relations Forum 2024** highlighted the vital role of public relations in fostering collaboration, addressing cultural divides, and promoting sustainability. Keynote addresses, panel discussions, and workshops explored how cultural diplomacy, storytelling, and ethical innovation can build trust and shape the future of global communication.

Morning Sessions: Diplomacy, Soft Power, and Social Impact

Panel Discussion: “The Super Power of a Nation’s Soft Power”

- **Moderator:** Jaffri Amin Osman, Director, Global Alliance
- **Speakers:**
 - **Fiona Cassidy**, Director, Global Alliance for Public Relations and Communication Management; Chief Examiner, PR Institute of New Zealand
 - **Prof. Mike Hardy, CMG, OBE, FRSA**, Coventry University, UK
 - **Noella Mutanda**, Director, Global Alliance for Public Relations and Communication Management; Secretary General of the Public Relations Society of Kenya

This panel examined the strategic use of soft power to enhance national reputation and influence. Fiona Cassidy emphasized authenticity as the cornerstone of soft power strategies, stating, “Soft power only works when it is rooted in genuine values and cultural authenticity.” Sandiaga Uno highlighted Indonesia’s success in leveraging tourism to foster goodwill, while Miklos Gaspar reflected on the role of cultural diplomacy in UN initiatives.

- **Challenges Identified:**
 - Balancing modernization with cultural preservation.
 - Addressing scepticism around national branding campaigns.
 - **Calls to Action:**
 - Develop culturally informed soft power strategies.
 - Use storytelling to build bridges and counter stereotypes.
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Keynote: “Wealth with a Purpose: Building a Sustainable Business Legacy through Social Impact and Communication”

- **Speaker: Hera F. Haryn**, Executive Vice President Corporate Communications & Social Responsibility, BCA

Hera F. Haryn presented a compelling framework for integrating business success with societal impact. “A sustainable legacy is not built in isolation—it is shaped by the positive changes we bring to our communities,” she stated.

- **Challenges Identified:**
 - Misalignment between corporate strategies and societal needs.
 - Limited focus on sustainability in legacy-building efforts.
 - **Calls to Action:**
 - Embed social responsibility into the core of business strategies.
 - Use communication to inspire collective action toward societal goals.
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Afternoon Sessions: Sustainability, AI Ethics, and Nation Branding

Panel Discussion: “Sustainable Future: DEI, ESG, & Business”

- Moderator: Dr. Nia Sarinastiti, Board of Experts, Indonesia Public Relations Association (Perhumas); Accenture Development Partnerships Lead, Indonesia

- Speakers:
 - Jennifer Muir, FCPRA, MPACS, Director, Global Alliance for Public Relations and Communication Management; CEO, She Advocates, Australia
 - Ruby Wan, Founder and CEO, Wasabi Creation PR Consultancy, China
 - Fadjar Djoko Santoso, Vice President Corporate Communications, PT Pertamina (Persero), Indonesia

This session examined the critical integration of Diversity, Equity, and Inclusion (DEI) and Environmental, Social, and Governance (ESG) principles into business communication strategies.

Jennifer Muir highlighted the necessity of transparency, stating, “Accountability is no longer a preference; it’s a demand from stakeholders across the board.” Raline Shah underscored the influence of public figures in driving sustainability narratives, emphasizing that “authentic advocacy begins with personal accountability.” Ruby Wan discussed challenges specific to Asia, particularly adapting DEI initiatives to align with local cultural contexts. Fadjar Djoko Santoso shared Pertamina’s success in integrating ESG principles into their operational model, citing, “Our ESG framework is a living document, driving continuous improvement and transparency.”

- Calls to Action:
 - Develop DEI strategies that are culturally sensitive and market-specific.
 - Implement clear metrics to track and publicly report ESG performance.
 - Foster stakeholder engagement through authentic and transparent storytelling.

Panel Discussion: “Ethical Implications of AI in Surveillance and Privacy”

- Moderator: Haviez Gautama, Member, Indonesia Public Relations Association (Perhumas) Executive Board; Head of Corporate Communications, Harita Nickel, Indonesia
- Speakers:
 - Ana Pista, Director, Global Alliance for Public Relations and Communication Management; Founder and CEO, Ardent Communications, Philippines

- Adrian Cropley, Founder and Managing Partner, Center for Strategic Communication Excellence; Fellow, International Association of Business Communicators (IABC), Australia
- Catherine Arrow, LPRINZ, FPRINZ, FCIPR, Founder and Executive Director, PR Knowledge Hub Ltd, New Zealand

This panel focused on the ethical considerations surrounding AI in public relations, with particular emphasis on its impact on surveillance, privacy, and communication strategies.

Catherine Arrow opened the discussion by emphasizing the importance of human oversight in AI applications. “AI must augment human intelligence, not replace it,” she warned. Ana Pista advocated for greater transparency, highlighting that “trust in AI begins with understanding its applications and limitations.” Adrian Cropley emphasized the need for global standards to regulate AI’s ethical use, stating, “Without a shared framework, the misuse of AI could undermine the very trust we work to build.”

- Calls to Action:
 - Advocate for global standards that define the ethical use of AI in communication.
 - Promote transparency and accountability in data usage and AI-driven decision-making.
 - Invest in training communication professionals to manage and apply AI responsibly.

Panel Discussion: “Building National Identity and Shaping Global Perceptions”

- Speakers:
 - Ziena Jalil, Chief of Staff, New Zealand Institute of Skills and Technology, New Zealand
 - Dr. Ike Neliaku, President of the Nigerian Institute of Public Relations, Nigeria
 - Amith Prabu, Director, Global Alliance for Public Relations and Communication Management; Founding Dean of School of Communication & Reputation, India
 - Dody Harendro, Deputy Director of Information and Media, Ministry of Foreign Affairs, Indonesia

This session examined the role of communication in building national identity and crafting narratives that resonate both locally and globally.

Ziena Jalil emphasized the importance of education in shaping national identity, stating, “A nation’s identity is not just shaped by its past but by how it invests in its future generations.” Dr. Ike Neliaku highlighted the power of storytelling in uniting citizens and countering stereotypes, noting, “Every nation must take charge of its narrative to foster unity and pride.” Dody Harendro discussed Indonesia’s efforts in cultural diplomacy, particularly leveraging art, cuisine, and cultural exchanges to enhance the country’s global image.

- Calls to Action:
 - Invest in public education and skill development to build cohesive national identities.
 - Use storytelling to challenge stereotypes and foster pride in cultural heritage.
 - Employ cultural diplomacy as a tool for enhancing international relations and perceptions.
-

Global Alliance Presentation: “PR & Communication Trends and Insights from Around the World 2024 Edition”

- Presenters:
 - Prof. Dalien Rene Benecke, Director, Global Alliance for Public Relations and Communication Management; Associate Professor, Department of Strategic Communication, University of Johannesburg, South Africa
 - Prof. Corne Meintjes, Associate Professor, Department of Strategic Communication, University of Johannesburg, South Africa

This session unveiled the 2024 Global Alliance Report, summarizing key trends and insights shaping the global PR and communication industry. Highlights included advancements in AI, the growing importance of ESG principles, and the integration of DEI into organizational strategies.

Key Takeaways from Day 2

1. Storytelling as a Unifying Tool:
 - Authentic narratives emerged as essential for building trust and empathy.
 - Delegates emphasized the importance of crafting inclusive stories that resonate across diverse audiences and foster shared values.

2. Soft Power as a Strategic Asset:

Discussions underscored how nations can leverage their cultural heritage and shared human values to strengthen global relationships, enhance reputations, and counter stereotypes.

3. Ethical AI Practices:

Transparency, accountability, and human oversight are critical to ensuring AI supports ethical communication. The need for global standards and professional training in AI management was a recurring theme.

4. Sustainability through DEI and ESG:

Culturally tailored strategies, backed by measurable outcomes, are vital for fostering credibility in sustainability initiatives. Authentic engagement with stakeholders enhances trust and drives impactful change.

5. Shaping National Identity:

Education, storytelling, and cultural diplomacy emerged as powerful tools in crafting national identities that inspire pride locally and resonate globally. Collaborative, inclusive approaches can transform perceptions and build strong international relationships.

Day 3: Indonesian Public Relations Conference

Theme: “Leadership, Collaboration, and Standards for a Better Future”

Day 3 of the **World Public Relations Forum 2024** was dedicated to the **Indonesian Public Relations Conference**, showcasing Indonesia’s leadership in advancing public relations practices. The day included sessions on responsible leadership, collaborative alliances, global standards, and the integration of AI and sustainability into PR strategies, emphasizing Indonesia’s role in addressing both regional and global challenges.

Morning Sessions: Leadership, Collaboration, and Legal Frameworks

Opening Address: Indonesia Public Relations Convention

- **Speakers:**
 - **Boy Kelana Soebroto, MCIPR**, Chairman, Indonesia Public Relations Association (Perhumas); Director, Global Alliance for Public Relations and Communication Management; Head of Corporate Communications, Astra, Indonesia
 - **Prof. Justin Green**, President and Chief Executive Officer, Global Alliance for Public Relations and Communication Management, Ireland

Insights:

Boy Kelana Soebroto emphasized the transformative power of collaboration in overcoming global challenges. He highlighted the critical role Indonesia plays in shaping ethical, inclusive, and impactful PR practices that resonate on a global stage. His speech underscored the cultural richness of Indonesia as a tool for storytelling and diplomacy, advocating for unity in amplifying these narratives worldwide. **Prof. Justin Green** expanded on the importance of building trust in a world increasingly fragmented by misinformation and polarization.

Calls to Action:

- Leverage Indonesia’s cultural assets as a foundation for global storytelling.
 - Foster unity among PR professionals to build a shared framework for addressing global challenges.
 - Champion ethical and inclusive practices as the cornerstone of public relations leadership.
-

Panel Discussion: “Responsible Leadership”

- **Moderator: Audrey Progestama Petriny**, Member, Indonesia Public Relations Association (Perhumas); Head of Corporate Affairs, GoTo Financial, Indonesia
- **Speakers:**
 - **Prof. Dalien Rene Benecke**, Director, Global Alliance; Associate Professor, University of Johannesburg, South Africa
 - **Oni Marbun**, Deputy of Communications, BPJS Ketenagakerjaan, Indonesia
 - **Prof. Mike Hardy, CMG, OBE, FRSA**, Chair, International Leadership Association, Coventry University, UK

Insights:

This session dissected the qualities of ethical leadership, emphasizing the need for accountability, cultural intelligence, and transparency. **Prof. Dalien Rene Benecke** advocated for leadership that respects diversity and fosters trust. **Prof. Mike Hardy** framed leadership as stewardship, highlighting the potential misuse of power in the absence of ethical guidelines. **Oni Marbun** shared Indonesia’s approach to promoting public trust through transparent and consistent communication practices.

Calls to Action:

- Establish leadership frameworks that prioritize cultural sensitivity and ethics.
- Promote transparency in decision-making processes to enhance trust.
- Encourage PR leaders to act as role models for ethical conduct and social responsibility.

Panel Discussion: “Collaborative Alliance for Collective Impact”

- **Moderator: Boy Kelana Soebroto, MCIPR**, Chairman, Perhumas; Director, Global Alliance for Public Relations & Communication Management
- **Speakers:**
 - **Fidi Meranti**, General Secretary, Indonesian Hospital Public Relations Association (PERHUMASRI)
 - **Dr. Prita Kemal Gani, MBA, MCIPR, APR, FIPR**, President, ASEAN Public Relations Network (APRN), Indonesia
 - **Yulia Maria**, Chairwoman, Hotel Public Relations Association (H3)

- **Sari Soegondo**, Chairwoman, Association of Indonesian Public Relations Companies (APPRI)
- **Dr. Dyah Rachmawati Sugiyanto**, Vice Chairman, Indonesian Public Relations Organization (IPRAHUMAS)
- **Dadang Hidayat**, Chairman, Association of Indonesian Communication Graduates (ISKI)
- **Dr. S. Bakti Istiyanto**, Chairman, Association of Higher Education in Communication Sciences (ASPIKOM)
- **Fadjar Djoko Santoso**, Head of Research & Communication Plan, State-Owned Enterprises PR Forum; VP Corporate Communication, PT Pertamina (Persero)
- **Dr. Prabunindya Revta Revolusi**, Chairman, Coordination PR Agency (Bakohumas); Director General of Public Information & Communication of the Ministry of Communication & Digital of the Republic of Indonesia

Insights:

This panel emphasized the importance of collaboration among PR organizations to create unified and impactful initiatives. The speakers highlighted how sharing best practices across industries and aligning regional goals with global objectives can enhance the overall impact of PR. **Dr. Prita Kemal Gani** spoke about the role of ASEAN PR networks in fostering cross-border collaboration, while **Fidi Meranti** emphasized collaboration within healthcare PR to address societal challenges.

Calls to Action:

- Create regional hubs to align national PR strategies with global objectives.
- Share resources, insights, and tools across PR organizations to maximize impact.
- Develop industry-specific PR frameworks to address unique challenges collaboratively.

Afternoon Sessions: Standards, AI, and Recognition

Panel Discussion: “Shaping Global Standards in PR and Communication”

- **Moderator: Haviez Gautama**, Member, Indonesia Public Relations Association (Perhumas); Head of Corporate Communications, Harita Nickel, Indonesia
- **Speakers:**

- **Paula Mendes**, Director, Global Alliance for Public Relations & Communication Management; CEO, Portuguese Association for Corporate Communication (APCE), Portugal
- **Erwin Parengkuan**, Board of Experts, Indonesia Public Relations Association (Perhumas); Founder, TALKINC, Indonesia
- **Khali Sakkas**, Chair, AMEC Asia Pacific Chapter; Global Head of Insights, CARMA, Australia
- **Ahmad Reza**, Group ESG and Corporate Communication, Telkom Indonesia

Insights:

This session explored the development of global PR standards to ensure quality, accountability, and ethical consistency. **Paula Mendes** emphasized the necessity of aligning national PR practices with international benchmarks to foster trust and professionalism. **Khali Sakkas** discussed the role of data-driven insights in shaping these standards, highlighting the importance of transparency and measurability.

Calls to Action:

- Collaborate on a unified framework for global PR standards.
- Integrate data analytics to monitor and evaluate adherence to these standards.
- Advocate for PR as a regulated and professionalized global industry.

Panel Discussion: “Artificial Intelligence & Human Intelligence”

- **Moderator: Nuraini Razak**, Member, Indonesia Public Relations Association (Perhumas); Communication Practitioner, Indonesia
- **Speakers:**
 - **Gladys Díaz, APR**, Director, Global Alliance for Public Relations & Communication Management; Principal, GMD Public Relations Consultant, Puerto Rico
 - **Steve Saerang**, Member, Indonesia Public Relations Association (Perhumas); Senior Vice President Corporate Communications, Indosat Ooredoo Hutchison, Indonesia
 - **Hemant Gaule**, Dean, School of Communication & Reputation, India
 - **Nezar Patria**, Vice Minister of Communication and Digital, Indonesia

Insights:

This panel explored the evolving relationship between AI and human creativity in PR.

Gladys Díaz underscored the importance of maintaining human oversight in AI applications, warning against over-reliance on technology. **Steve Saerang** discussed the ethical dilemmas posed by AI in communication, advocating for transparency.

Hemant Gaule highlighted the potential of AI in enhancing efficiency, while **Nezar Patria** emphasized the need for government and industry collaboration to set ethical standards.

Calls to Action:

- Ensure human oversight in all AI-driven communication strategies.
 - Develop ethical guidelines for AI use in PR to maintain transparency and trust.
 - Invest in training programs to equip PR professionals with AI literacy.
-

Panel Discussion: “The Role of PR in Global Sustainability”

- **Moderator: Marlene Danusutedjo**, Vice Chair, Indonesia Public Relations Association (Perhumas);; Director of Public Relations, Four Seasons Hotel Jakarta
- **Speakers:**
 - **Irene Lungu Chipili**, Director, Global Alliance for Public Relations & Communication Management; Head of Corporate Affairs, Zambia Forestry and Forest Industries Corporation Plc, Zambia
 - **Noella Mutanda**, Director, Global Alliance for Public Relations & Communication Management; Secretary General of the Public Relations Society of Kenya; Head of Corporate Communications, Insurance Regulatory Authority, Kenya
 - **Angela Barter**, Founder, The PR Agency; Sustainability Communication Strategist, South Africa
 - **Kristy Nelwan**, Member, Indonesia Public Relations Association (Perhumas); Chair of ED&I, Head of Communication, Unilever Indonesia

Insights:

This session highlighted the growing importance of PR in advancing sustainability agendas. **Angela Barter** urged communicators to prioritize authenticity in sustainability campaigns, while **Kristy Nelwan** shared Unilever’s best practices in integrating environmental and social governance into its communication strategies.

Calls to Action:

- Prioritize authenticity and measurable outcomes in sustainability messaging.
 - Develop partnerships with NGOs and local communities to enhance credibility.
 - Create educational initiatives to inform stakeholders about sustainability goals and practices.
-

Key Takeaways from Day 3

1. **Leadership with Responsibility:** PR leaders must prioritize ethical and inclusive practices, balancing accountability with cultural intelligence.
2. **Collaboration for Impact:** Alliances among PR organizations foster innovation and amplify the collective influence of the profession.
3. **Sustainability in PR:** Authenticity, transparency, and measurable outcomes are critical to advancing sustainability agendas.
4. **Global Standards:** Establishing universal PR benchmarks will enhance accountability and professional recognition.
5. **AI and Ethics:** Integrating ethical AI practices requires human oversight, transparency, and ongoing professional education.

Summary of Speeches: Minister & Deputy Minister of Communications and Digital of the Republic of Indonesia**Minister of Communications and Digital of the Republic of Indonesia: Meutya Hafid****Speech Highlights:**

Meutya Hafid, addressing the World Public Relations Forum on behalf of President of the Republic of Indonesia Prabowo Subianto, underscored the transformative role of **digital communication** in nation branding. Hafid highlighted Indonesia's success in cultivating a national identity rooted in its rich cultural heritage, values, and historical context. She emphasized how digital platforms have reshaped global connectivity, enabling countries like Indonesia to project a coherent and compelling national image.

Key insights from Hafid's address included:

1. **Digital Diplomacy:** She illustrated Indonesia's strategic use of social media and digital campaigns to engage international audiences, foster partnerships, and counter misinformation.

2. **Cultural Diplomacy:** Hafidh noted the integration of Indonesia's traditional arts, values, and language into its digital communication strategies to enhance global recognition.
3. **Call to Action:** She urged PR professionals to prioritize authenticity and cultural sensitivity when crafting digital narratives, emphasizing that technology must serve as a bridge rather than a barrier between nations.

Q&A Session Insights:

- The audience engaged Hafid on Indonesia's handling of misinformation online. She elaborated on collaborations with digital platforms and PR associations to address disinformation while maintaining freedom of speech.
- Hafid highlighted the role of education and community-based initiatives in empowering citizens to become digital ambassadors for their country.

Deputy Minister of Communication and Digital of the Republic of Indonesia: Nezar Patria

Speech Highlights:

Deputy Minister Nezar Patria provided a dynamic perspective on the ethical and practical implications of **AI in communication**. He focused on balancing technological innovation with core human values in public relations.

Key insights from Patria's address included:

1. **Ethical AI Implementation:** He emphasized the need for PR professionals to advocate for transparent AI systems that respect privacy and inclusivity.
2. **Strategic Adaptability:** Patria encouraged leveraging AI for audience segmentation and personalized communication, while stressing that such tools must not replace genuine human engagement.
3. **Call to Action:** He challenged PR practitioners to develop ethical guidelines for AI use and to spearhead discussions on how to democratize access to AI tools globally.

Q&A Session Insights:

- On addressing surveillance concerns, Patria highlighted Indonesia's approach to aligning AI regulation with global standards while considering local cultural sensitivities.
- He advocated for continuous dialogue between policymakers, technology providers, and the PR industry to mitigate risks associated with AI misuse.

These speeches framed a compelling vision of how public relations can thrive in a digitally connected yet ethically challenging world. Let me know how you would like to integrate this into the broader report!

Day 4: Indonesia Young Public Relations Gathering 2024

Theme: “Empowering the Next Generation of PR Professionals”

Day 4 of the **World Public Relations Forum 2024** was dedicated to the **Indonesia Young Public Relations Gathering 2024**, an inspiring and interactive day aimed at empowering young public relations professionals. This vibrant event highlighted the critical role of youth in shaping the future of PR, emphasizing sustainability, cultural heritage, and innovation as cornerstones for purposeful progress. The day featured keynotes, interactive sessions, and dynamic discussions with prominent figures who motivated attendees to embrace their role as changemakers.

Morning Sessions: Opening Inspiration and Cultural Influence

Event Opening & Opening Act Performance

The day commenced with an energetic modern dance performance by **LSPR Bali**, capturing the enthusiasm and creativity of the young attendees. The opening act set an optimistic and dynamic tone for the day’s discussions and interactions.

Opening Address: The Next Gen PR for Purposeful Progress

- **Speakers:**
 - **Boy Kelana Soebroto, MCIPR**, Chairman, Indonesia Public Relations Association (Perhumas); Director, Global Alliance for Public Relations and Communication Management; Head of Corporate Communications, Astra, Indonesia
 - **Prof. Justin Green**, President and Chief Executive Officer, Global Alliance for Public Relations and Communication Management, Ireland
 - **Sang Made Mahendra Jaya**, Governor of Bali represented by I Dewa Putu Sunartha, the Assistant of General Administration to the Regional Secretary of the Province of Bali, Indonesia

Insights:

In his opening remarks, **Boy Kelana Soebroto** spoke passionately about the transformative potential of youth in public relations. He encouraged young professionals to embrace innovation and ethical practices, stating, “The future of PR lies in your ability to lead with purpose and inspire with authenticity.” **Prof. Justin Green** built on this theme, emphasizing the importance of equipping the next generation with the tools to tackle global challenges. He stressed the need for collaboration across cultures to address issues such as misinformation and climate change. **Governor Sang**

I **Dewa Putu Sunartha** expressed pride in Bali's role as a platform for youth-driven change, noting that "Bali's cultural richness serves as a reminder that progress, and heritage can coexist harmoniously."

Calls to Action:

- Provide mentorship and training opportunities to foster youth leadership in PR.
 - Leverage Indonesia's unique cultural assets to amplify youth voices globally.
 - Use platforms like this gathering to build networks and exchange ideas for impactful communication strategies.
-

Keynote: "Engaging Youth in Sustainability Initiatives"

- **Speaker: Zagy Berian**, Sustainability Practitioner, Youth-Led Climate Initiative, Indonesia

Insights:

Zagy Berian, a prominent young sustainability advocate, delivered a compelling keynote on the urgency of youth involvement in addressing climate change. As a leader of the Youth-Led Climate Initiative, Berian shared real-world examples of how young people can drive impactful environmental campaigns. He highlighted the role of public relations in amplifying sustainability messages and mobilizing communities for action.

Berian stated, "Sustainability isn't a distant goal; it's a daily responsibility. Young people must lead the charge by challenging outdated norms and inspiring collective action." He also emphasized the importance of collaboration with stakeholders, including governments, businesses, and local communities, to achieve measurable outcomes.

Q&A Session:

During the interactive Q&A, attendees asked Berian about practical steps to launch their own sustainability campaigns. He advised:

- Start small but think big—focus on local initiatives that can scale.
- Build partnerships with like-minded organizations to amplify impact.
- Use social media creatively to engage audiences and spark dialogue.

Calls to Action:

- Integrate sustainability themes into PR campaigns to educate and mobilize communities.
- Partner with youth-led organizations to ensure authenticity and relevance.

- Develop measurable goals for sustainability initiatives to track progress and outcomes.
-

Keynote: “Purposeful Social Change Through Culture”

- **Speaker: Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X, the leader of Mangkunegaran Kingdom in Surakarta, Central Java, Indonesia**

Who Is Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X?

Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X is a prominent Indonesian royal and cultural leader from the Mangkunegaran Kingdom in Surakarta, Central Java. As the Pengageng (leader) of the Mangkunegaran, he plays a vital role in preserving Indonesia’s rich cultural heritage while advocating for modern social progress. His presence at the conference was highly significant, offering young PR practitioners a rare opportunity to learn about the intersection of cultural preservation and public communication from a figure deeply rooted in Indonesia’s history and traditions.

Insights:

In his keynote, **Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X** stressed the importance of cultural heritage as a foundation for unity and progress. He remarked, “Culture is more than tradition; it is the essence of who we are. It shapes our identity and guides our aspirations for the future.” Drawing on his experiences as a cultural custodian, he urged young communicators to view culture as a powerful tool for social change, capable of addressing issues like inequality and environmental degradation.

Q&A Session:

The audience engaged Kanjeng Mangkoenagoro X with questions on how to balance tradition and modernization in communication campaigns. He offered practical advice:

- Respect and understand cultural nuances before crafting messages.
- Incorporate traditional art, language, and values into modern storytelling.
- Partner with cultural institutions to ensure authenticity and credibility.

Calls to Action:

- Use cultural narratives to address social and environmental challenges.
 - Engage with local communities to co-create communication strategies that resonate.
 - Preserve and celebrate heritage as a way to foster national and global unity.
-

Afternoon Sessions: Innovation, Entrepreneurship, and Recognition

Panel Discussion: “PR’s Role in Promoting Youth Entrepreneurship and Innovation”

- **Moderator: Kristy Nelwan**, Member, Indonesia Public Relations Association (Perhumas); Chair of ED&I; Head of Communication, Unilever Indonesia
- **Speakers:**
 - **Norman Agatep**, Director, Global Alliance for Public Relations & Communication Management; President and Managing Director, Grupo Agatep, Philippines
 - **Silvia Arto**, Vice President, Global Alliance for Public Relations & Communication Management; Global Head of Communications, BNP Paribas, France
 - **Fiona Cassidy, APR, FPRINZ, LPRINZ**, Director, Global Alliance for Public Relations & Communication Management; Director, FR Consulting, New Zealand

Insights:

The panel discussed how PR can empower youth to become innovators and entrepreneurs. **Norman Agatep** encouraged young professionals to adopt a “creator’s mindset,” emphasizing the role of storytelling in building successful ventures. **Silvia Arto** spoke about the need for strategic communication to drive entrepreneurial growth, while **Fiona Cassidy** shared insights on fostering leadership through mentorship and skills development.

Calls to Action:

- Encourage entrepreneurial thinking through training and mentorship programs.
- Highlight the achievements of young innovators to inspire broader participation.
- Create platforms that connect young entrepreneurs with industry leaders.

Panel Discussion: “Future PR Trailblazers for a Sustainable World”

- **Speaker: Ziena Jalil**, Chief of Staff, New Zealand Institute of Skills and Technology, New Zealand

Insights:

Ziena Jalil delivered a forward-looking address on how young PR professionals can lead sustainability initiatives. She highlighted examples of youth-led campaigns that made tangible impacts, urging attendees to “think globally but act locally.” Jalil emphasized

collaboration across cultures, industries, and generations to build innovative solutions to global challenges.

Calls to Action:

- Equip young professionals with tools to lead impactful sustainability campaigns.
 - Foster cross-border partnerships to exchange ideas and best practices.
 - Recognize and celebrate youth contributions to inspire continuous innovation.
-

PEMUDA Awards 2024

The conference concluded with the **PEMUDA Awards 2024**, celebrating the creativity, leadership, and impact of young PR practitioners. Award recipients demonstrated outstanding commitment to sustainability, innovation, and cultural preservation, serving as role models for their peers.

Key Takeaways from Day 4

1. **Youth as Changemakers:** Young PR professionals are crucial to addressing global challenges, from climate change to social inequality.
2. **Cultural Heritage as a Catalyst:** Preserving and leveraging cultural narratives enhances communication strategies and fosters unity.
3. **Collaboration and Mentorship:** Building networks and providing guidance for young practitioners unlocks their potential as future leaders.
4. **Sustainability at the Core:** Youth-driven sustainability initiatives are essential for creating long-term impact.
5. **Recognition of Excellence:** Celebrating young talent through awards and platforms like the PEMUDA Awards fosters a culture of innovation and achievement in PR.

Key Themes and Insights

Unifying Threads Across Four Days of the World Public Relations Forum 2024

The **World Public Relations Forum 2024** offered a wide-ranging exploration of public relations as a force for ethical leadership, sustainability, cultural diplomacy, and innovation. Spanning four days, the event highlighted critical themes and actionable insights, showcasing the evolving role of PR in addressing global challenges.

1. Building Trust Through Leadership

Across all sessions, trust emerged as the cornerstone of effective public relations. Speakers repeatedly emphasized the need for ethical, transparent, and inclusive leadership to rebuild trust in an era marked by misinformation and institutional scepticism.

Insights:

- Ethical leadership is the foundation for meaningful collaboration and societal impact.
- Transparency in decision-making fosters accountability and strengthens relationships with stakeholders.
- Culturally sensitive leadership aligns global strategies with local realities.
- PR and Communication professionals are uniquely equipped with the skills, experiences, and expertise to lead teams and organizations effectively. Their pathway to leadership, built on managing diverse challenges and driving narratives, positions them as strong, dependable leaders whom teams can trust.

Calls to Action:

- Develop frameworks that prioritize ethics, diversity, and inclusion in PR leadership.
 - Equip leaders with tools to navigate complex communication challenges.
 - Recognize and leverage the unique capabilities of PR professionals to inspire trust and lead organizations.
 - Encourage collaboration between PR professionals, institutions, and communities to foster trust.
-

2. Leveraging Cultural Diplomacy for Unity

The Forum underscored the power of cultural diplomacy as a unifying force. Through storytelling, soft power strategies, and cultural preservation, speakers demonstrated how PR can bridge divides and inspire collective action.

Insights:

- Authentic cultural narratives enhance credibility and foster empathy.
- Soft power initiatives rooted in cultural heritage resonate more deeply with global audiences.
- Preservation of cultural identity can coexist with modernization to drive progress.

Calls to Action:

- Integrate cultural intelligence into PR campaigns to ensure authenticity.
 - Use cultural narratives to build bridges across geopolitical divides.
 - Support initiatives that celebrate and preserve local heritage as a global asset.
-

3. Driving Sustainability Through Communication

Sustainability was a recurring theme, with numerous sessions highlighting the importance of aligning communication strategies with environmental and social goals. From climate advocacy to ESG integration, the Forum emphasized the urgency of taking actionable steps toward a sustainable future.

Insights:

- Authenticity in sustainability communication builds credibility and trust.
- Measurable outcomes are essential to demonstrate progress and accountability.
- Youth-led initiatives bring fresh perspectives and energy to sustainability efforts.

Calls to Action:

- Embed sustainability principles into the core of organizational communication strategies.
 - Develop partnerships to amplify the impact of sustainability campaigns.
 - Provide platforms for young professionals to lead sustainability-focused initiatives.
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4. Embracing Innovation Through Technology and AI

As technology continues to reshape the PR landscape, speakers explored the ethical implications of AI and the balance between technological innovation and human creativity.

Insights:

- AI offers opportunities for efficiency and data-driven decision-making but must be implemented responsibly.
- Human oversight remains critical to ensure ethical and transparent AI applications.
- Training and upskilling PR professionals to manage AI effectively is essential for future success.

Calls to Action:

- Establish global standards for ethical AI use in communication.
 - Invest in AI literacy and training programs for PR professionals.
 - Promote transparency in AI-driven campaigns to maintain public trust.
-

5. Empowering the Next Generation of PR Professionals

The focus on youth throughout the Forum highlighted the critical role of the next generation in shaping the future of public relations. From innovation to leadership, young professionals are key to addressing global challenges.

Insights:

- Young professionals bring fresh perspectives and bold ideas to the PR field.
- Mentorship and education are essential to unlock their potential.
- Recognition and celebration of youth achievements inspire broader participation.

Calls to Action:

- Create mentorship programs that connect young PR professionals with industry leaders.
- Provide platforms for youth to showcase their ideas and initiatives.
- Celebrate achievements through awards and public recognition to motivate emerging talent.

Recommendations

Actionable Steps to Elevate Public Relations for a Global Impact

The **World Public Relations Forum 2024** brought together thought leaders, practitioners, and emerging professionals from around the world. Based on the key insights from four days of discussions, the following recommendations outline actionable strategies for public relations professionals, organizations, and the broader communication industry. These recommendations are grounded in insights shared during the Forum and attributed to key speakers and sessions.

1. Prioritize Ethical and Inclusive Leadership in PR

Source: Sessions on **Responsible Leadership** (Day 3) and **Building Trust Through Leadership** (Key Themes and Insights).

Why: Trust is the foundation of all relationships, and public relations professionals are uniquely positioned to lead organizations in fostering transparency, accountability, and inclusivity. Ethical leadership ensures that PR teams remain credible, resilient, and forward-looking.

Recommendations:

- Develop leadership training programs that focus on ethics, cultural intelligence, and inclusive practices, as emphasized by **Prof. Mike Hardy** during the session on **Responsible Leadership**.
 - Recognize and promote the unique pathways PR professionals take to leadership roles, as highlighted in the **Building Trust Through Leadership** discussions.
 - Equip PR leaders with decision-making frameworks that prioritize stakeholder engagement and transparent communication, as discussed by **Audrey Prokastama Petriny** during the **Responsible Leadership** panel.
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2. Leverage Cultural Diplomacy as a Strategic Asset

Source: Keynotes and discussions on **The Super Power of a Nation's Soft Power** (Day 2) and **Purposeful Social Change Through Culture** (Day 4).

Why: Cultural narratives are a powerful tool for uniting diverse audiences and building bridges across divides. When authentically incorporated into communication strategies, they enhance credibility and foster deeper connections.

Recommendations:

- Integrate cultural storytelling into national and corporate branding strategies, as demonstrated by **Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X** during his keynote on **Purposeful Social Change Through Culture**.
 - Use soft power initiatives to counter stereotypes and build global goodwill, as emphasized by **Fiona Cassidy** and **Retno Marsudi** during Day 2 panels.
 - Encourage cross-cultural collaborations to co-create campaigns that resonate across diverse regions, echoing the advice of **Ziena Jalil** in her address on **Future PR Trailblazers for a Sustainable World**.
-

3. Embed Sustainability at the Core of PR Practices

Source: Sessions on **The Role of PR in Global Sustainability** (Day 3), **Engaging Youth in Sustainability Initiatives** (Day 4), and related discussions.

Why: Sustainability is not just a responsibility; it is an opportunity for PR professionals to drive meaningful change. Transparent and measurable sustainability communication builds trust while addressing urgent global challenges.

Recommendations:

- Partner with youth-led organizations and initiatives to foster grassroots sustainability campaigns, as proposed by **Zagy Berian** in his keynote on **Engaging Youth in Sustainability Initiatives**.
 - Incorporate measurable goals and transparent reporting into ESG communication strategies, as stressed by **Kristy Nelwan** and **Angela Barter** during Day 3 panels.
 - Train PR professionals to combat greenwashing and develop authentic sustainability narratives, reflecting the advice of speakers from the session on **The Role of PR in Global Sustainability**.
-

4. Embrace Innovation and Ethical AI Practices

Source: Sessions on **Artificial Intelligence & Human Intelligence** (Day 3) and **Ethical Implications of AI in Surveillance and Privacy** (Day 2).

Why: Technology is transforming the PR landscape, offering opportunities for efficiency and creativity. However, ethical considerations must guide the use of AI to maintain trust and accountability.

Recommendations:

- Develop global standards and ethical guidelines for AI in communication, as advocated by **Catherine Arrow** during the session on **Ethical Implications of AI in Surveillance and Privacy**.
 - Train PR professionals to use AI tools effectively, balancing technological innovation with human oversight, as highlighted by **Gladys Díaz** and **Hemant Gaule** in the session on **Artificial Intelligence & Human Intelligence**.
 - Promote transparency in AI-driven campaigns to ensure they align with organizational values and societal expectations, reflecting the insights shared by **Nezar Patria** during Day 3 discussions.
-

5. Invest in the Next Generation of PR Leaders

Source: Discussions during the **Indonesia Young Public Relations Gathering 2024** (Day 4) and other youth-focused sessions.

Why: Young professionals bring fresh perspectives, bold ideas, and the energy needed to address evolving challenges in PR. Supporting their growth is essential for sustaining the future of the industry.

Recommendations:

- Create mentorship programs that connect experienced professionals with emerging talent, as recommended by **Norman Agatep** during the session on **PR's Role in Promoting Youth Entrepreneurship and Innovation**.
 - Provide platforms for young PR professionals to showcase their initiatives and share their perspectives, as demonstrated by the **PEMUDA Awards 2024**.
 - Celebrate and amplify youth-led campaigns to inspire broader participation, echoing the insights shared by **Ziena Jalil** and **Fiona Cassidy**.
-

6. Reinforce and Require AMEC Standards for Measurement, Evaluation, and Reporting

Source: Discussions on **Shaping Global Standards in PR and Communication** (Day 3) and **Collaborative Alliance for Collective Impact** (Day 3).

Why: The AMEC standards ensure consistency, credibility, and accountability in PR practices, enabling professionals to demonstrate the impact of their work effectively.

Recommendations:

- Require universal adoption of AMEC standards for all PR campaigns, submissions for awards, and association certifications, as emphasized by **Khali Sakkas** during Day 3 discussions.
 - Integrate AMEC principles into PR education and training programs.
 - Equip professionals with tools and resources to apply AMEC standards in internal and external reporting, ensuring transparency and measurable outcomes.
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7. Review and Rebuild the Global Ethics Framework for the PR Profession

Source: Keynote by **Prof. Anne Gregory** on global ethics (Day 2).

Why: Ethics are essential to trust and credibility in PR. Using **Ethical Design** to rebuild the framework ensures it is inclusive, adaptable, and relevant to today's challenges.

Recommendations:

- Establish a global task force under the **Global Alliance** to lead the redevelopment process.
 - Use Ethical Design principles to incorporate diverse stakeholder input and refine the framework iteratively.
 - Mandate adherence to the updated framework for association membership and certification programs.
-

8. Leverage SMART Power as a Strategic Tool for PR Professionals

Source: Discussions on **The Super Power of a Nation's Soft Power** (Day 2) and **Responsible Leadership** (Day 3).

Why: SMART Power, blending soft and hard power with strategic communication, equips PR professionals to influence effectively and ethically.

Recommendations:

- Develop training modules to teach SMART Power as a strategic competency for PR professionals.
- Integrate SMART Power into leadership programs and PR curricula.
- Promote case studies showcasing the application of SMART Power in campaigns, reinforcing its relevance and utility.

Appendix

1. Conference Schedule

Overview of the Four-Day Program:

A detailed timeline of the key events, sessions, and activities that defined the **World Public Relations Forum 2024**. This schedule provides a comprehensive overview of each day's focus areas. <https://worldprforum.co.id/#schedule>

Day 1: Opening Ceremony and Foundational Discussions

- **Keynote Address:** The Strategic Power of Trust
- **Panel Discussions:**
 - PR's Responsibility to Lead with Trust
 - Emerging Trends in Communication

Day 2: Cultural Diplomacy and Collaboration

- **Keynote Address:** Public Diplomacy in a Fragmented World
- **Panel Discussions:**
 - The Super Power of a Nation's Soft Power
 - Ethical Implications of AI in Surveillance and Privacy

Day 3: Indonesian Public Relations Conference

- **Opening Address:** Indonesia's Role in Advancing PR Standards
- **Panel Discussions:**
 - Responsible Leadership
 - Collaborative Alliance for Collective Impact

Day 4: Indonesia Young Public Relations Gathering

- **Keynote Address:** The Next Gen PR for Purposeful Progress
- **Interactive Sessions:**
 - Engaging Youth in Sustainability Initiatives
 - Future PR Trailblazers for a Sustainable World

2. Speaker Biographies

Profiles of Key Contributors:

The **World Public Relations Forum (WPRF) 2024** featured a diverse and influential lineup of speakers and panelists. This section provides an alphabetically arranged list of all contributors, detailing their roles, affiliations, and key contributions.

Angela Barter

- **Title:** Founder, The PR Agency; Sustainability Communication Strategist
 - **Affiliation:** South Africa
 - **Key Contributions:** Emphasized authentic sustainability messaging and strategies to combat greenwashing.
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Anne Gregory

- **Title:** Director, Global Alliance for Public Relations and Communication Management; Professor Emeritus of Corporate Communication
 - **Affiliation:** University of Huddersfield, UK
 - **Key Contributions:** Delivered a keynote on rebuilding the Global Ethics Framework using **Ethical Design** principles.
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Audrey Prokastama Petrinny

- **Title:** Vice Chair, Indonesia Public Relations Association (Perhumas); Head of Corporate Affairs
 - **Affiliation:** GoTo Financial, Indonesia
 - **Key Contributions:** Moderated discussions on leadership and collaboration, emphasizing ethical decision-making.
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Boy Kelana Soebroto, MCIPR

- **Title:** Chairman, Indonesia Public Relations Association (Perhumas); Director, Global Alliance; Head of Corporate Communications
- **Affiliation:** Astra, Indonesia

- **Key Contributions:** Delivered the opening address and moderated sessions on leadership and collaboration, highlighting Indonesia's role in advancing global PR standards.
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Catherine Arrow, LPRINZ, FPRINZ, FCIPR

- **Title:** Founder and Executive Director
 - **Affiliation:** PR Knowledge Hub Ltd, New Zealand
 - **Key Contributions:** Explored ethical challenges of AI and surveillance in PR practices.
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Fiona Cassidy, APR, FPRINZ, LPRINZ

- **Title:** Director, Global Alliance; Director, FR Consulting; Chief Examiner
 - **Affiliation:** Public Relations Institute of New Zealand (PRINZ)
 - **Key Contributions:** Shared insights on soft power and cultural diplomacy, inspiring collaborative initiatives.
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Gladys Díaz, APR

- **Title:** Secretary, Global Alliance; Principal
 - **Affiliation:** GMD Public Relations Consultant, Puerto Rico
 - **Key Contributions:** Addressed ethical considerations in AI communication strategies.
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Justin Green

- **Title:** President and Chief Executive Officer
 - **Affiliation:** Global Alliance for Public Relations and Communication Management, Ireland
 - **Key Contributions:** Highlighted the importance of ethical PR leadership and international collaboration.
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Kanjeng Gusti Pangeran Adipati Arya Mangkunegoro X

- **Title:** Pengageng
 - **Affiliation:** Mangkunegaran Surakarta, Indonesia
 - **Key Contributions:** Delivered a keynote on purposeful social change through culture, emphasizing cultural preservation and innovation.
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Kristy Nelwan

- **Title:** Member, Indonesia Public Relations Association (Perhumas); Chair of ED&I; Head of Communication
 - **Affiliation:** Unilever Indonesia
 - **Key Contributions:** Highlighted transparent sustainability communication and corporate responsibility.
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Marlene Danusutedjo

- **Title:** Vice Chair, Indonesia Public Relations Association (Perhumas); Director of Public Relations
 - **Affiliation:** Four Seasons Hotel Jakarta
 - **Key Contributions:** Led discussions on sustainability and PR's role in driving impactful campaigns.
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Mike Hardy, CMG, OBE, FRSA

- **Title:** Chair, International Leadership Association; Professor of Intercultural Relations
 - **Affiliation:** Coventry University, UK
 - **Key Contributions:** Explored ethical and inclusive leadership, focusing on cultural intelligence and responsible decision-making.
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Nezar Patria

- **Title:** Vice Minister of Communication and Digital Affairs
 - **Affiliation:** Indonesia
 - **Key Contributions:** Provided insights into the ethical integration of AI in communication strategies.
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Norman Agatep

- **Title:** Director, Global Alliance; President and Managing Director
 - **Affiliation:** Grupo Agatep, Philippines
 - **Key Contributions:** Encouraged youth entrepreneurship and innovation through PR strategies.
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Paula Mendes

- **Title:** Director, Global Alliance; Chief Executive Officer
 - **Affiliation:** Portuguese Association for Corporate Communication (APCE), Portugal
 - **Key Contributions:** Spoke on shaping global PR standards to ensure accountability and consistency.
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Peter Mutie

- **Title:** Director, Global Alliance; Chief Executive Officer
 - **Affiliation:** Peterson Integrated Communications Ltd, Kenya
 - **Key Contributions:** Discussed the role of legal frameworks in enhancing PR professionalism globally.
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Prita Kemal Gani, MBA, MCIPR, APR, FIPR

- **Title:** President
- **Affiliation:** ASEAN Public Relations Network (APRN), Indonesia
- **Key Contributions:** Advocated for collaboration among PR organizations to create unified and impactful initiatives.

Sandiaga Uno

- **Title:** Minister of Tourism and Creative Economy
 - **Affiliation:** Indonesia
 - **Key Contributions:** Discussed Indonesia's cultural richness as a tool for soft power and global diplomacy.
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Silvia Arto

- **Title:** Vice President, Global Alliance; Global Head of Communications
 - **Affiliation:** BNP Paribas, France
 - **Key Contributions:** Emphasized the role of strategic communication in entrepreneurship and ESG integration.
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Zagy Berian

- **Title:** Sustainability Practitioner, Youth-Led Climate Initiative
 - **Affiliation:** Indonesia
 - **Key Contributions:** Advocated for youth-driven sustainability campaigns, emphasizing grassroots action and partnerships.
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Ziena Jalil

- **Title:** Chief of Staff
- **Affiliation:** New Zealand Institute of Skills and Technology, New Zealand
- **Key Contributions:** Inspired the next generation of PR professionals with a focus on youth leadership and sustainability.

3. Participant Feedback

Insights from Attendees:

Summarized feedback from participants highlights the success of the event and areas for improvement.

Positive Themes:

- Strong emphasis on ethical leadership and cultural diplomacy.
- Valuable networking opportunities with global peers.
- Youth-focused Day 4 was widely appreciated for its dynamic and inspiring sessions.

Suggestions for Future Forums:

- Incorporate more interactive workshops and skill-building sessions.
 - Increase the focus on emerging technologies like AI and their practical applications.
 - Provide additional case studies showcasing successful PR campaigns.
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4. Supporting Materials

References and Resources from the Forum:

This section includes materials cited during the sessions and other resources for attendees.

- **AMEC Standards Documentation:**
Reference materials for integrating measurement, evaluation, and reporting standards into PR practices. <https://amecorg.com/amecframework/>
- **2024 Global Alliance Trends Report:**
Key insights into the evolving landscape of public relations.
<https://www.globalalliancepr.org/news/2024/11/17/global-alliance-launches-2024-edition-of-pr-amp-communication-trends-and-insights-report>
- **Visual Resources:**
 - Photos from each day's sessions.
 - Charts depicting delegate demographics and session attendance.