

**Publication: allAfrica**

**Date: 20 October 2014**

**Headline: Nigeria: At World PR Forum, Oladele Underlines ICT for the Future**

## **Nigeria: At World PR Forum, Oladele Underlines ICT for the Future**

PUBLISHED ON OCTOBER 20, 2014

MADRID is a beautiful, peaceful and serene to host the World Public Relations and Communications professionals. The World Public Relations Forum, Madrid 2014 with the theme 'Communication with Conscience' held at the Palacio Municipal de Congresos of Madrid that hosted IMF meetings at a time, started with meetings amongst institutes and bodies of public relations from different countries of the world including Nigeria.

The first task on Saturday, September 20 held at Hotel Pullman Madrid Airport & Feria, was chaired by Chairman, Global Alliance, Prof. Anne Gregory. The meeting was a project update of the earlier meeting held in June which aim to research into what might constitute global body of knowledge, competencies and behaviours while allowing for national or cultural considerations, taking global standard beyond the profession to employers and other stakeholders. Going forward, Global Alliance was given the go-ahead on the project and to report back at the next annual general meeting.

The next session was the research colloquium, which is a platform for academics in the field of public relations and communication management to come up with research and trends in the field. Amongst the researches presented included 'A Revision of Communication Strategies for Effective Disaster Risk Reduction: A Case Study of the South Durban Basin of KwaZulu Natal, South Africa' by Prof. Renitha Rampersand and Chris Skinner both of Durban University of Technology, South Africa. They also presented another one on 'Examining the Practice of Corporate Social Responsibility (CSR) in Sub-Saharan Africa'.

Other researches are 'Corporate Social Responsibility in Abu Dhabi: A Policy Framework' by the trio of Nouf Al Zaabi, Ayesha Al Fahim and Safiya Humaid of Zayed University, Abu Dhabi, United Arab Emirates; 'What is Public Relations to Society? Towards an Economically Informed Understanding of Public Relations' by the duo of Gregor Halff of Singapore Management University & European School of Management and Technology, Singapore and Prof. Anne Gregory of University of Huddersfield, United Kingdom; and 'Knowledge, Competencies and Self-Awareness in Public Affairs: A U.K. Pilot Study and Methodological Approach' by Sarah Roberts-Bowman of London College of Communication, University of the Arts, London, United Kingdom.

**Publication: allAfrica**

**Date: 20 October 2014**

**Headline: Nigeria: At World PR Forum, Oladele Underlines ICT for the Future**

On the official opening day on Monday, September 22, 2014 at the Palacio Municipal de Congresos of Madrid, with the sub-theme as 'The Communication Challenge', various challenges were examined. They ranged from the social to climate and to digital without forgetting the leadership challenge, especially its next steps. Part one of the day was on deconstructing communication with emphasis on organisations, people, values and contents. Following that is another sub-theme: 'Transforming Communication'. The focus of this second part is to consider how the public relations and communication profession must transform itself in order to transform organisations with communication at the core. Here, issues analysed are reputation, corporate social responsibility, a new agency-client partnership and communication measurement.

Leading through communication is the focus of the third part. Its aim is to bring out leadership lessons within and beyond organisations so that communication can be put at the centre of decisions that affect people and the planet. Discussions focused on leading sustainable organisations, counseling leaders, social media challenge leadership, leading mobile/display/video challenges, social business and leading with best practice.

The final part of the forum was on taking action: communication with conscience. It focused on transparency and democratization, co-creation, role of communication in economic recovery and information: a role for the Media in the New Communication Paradigm.

In his position where he also chaired the session of Leading the Mobile, Display and Video Challenges, the President and Chairmen of Council of the Nigerian Institute of Public Relations, Dr. Rotimi Oladele, FNIPR underlined the importance of ICT for future practice in the field of public relations and communication management. This, he said is very important considering the value that the ICT has brought to the fore in communication.

According to him, public relations can situate interaction pre-marketing and that the role of public relations can even be stronger in case of customer relations while taking the advantage of the ICT. He added that public relations can serve before marketing begins which will make public relations to make use of the mobile as a tool proactively.

WHILE showing institutional support for the forum, the Prime Minister of Spain, Mariana Rajoy noted that communication professionals should recognize constant changes in the profession and thanked the Global Alliance for choosing Spain and in particular Madrid as the host of the forum. Rajoy stressed that "no modern organization can afford to neglect its communication" while adding that the "Spanish brand" is highly valued.

**Publication: allAfrica**

**Date: 20 October 2014**

**Headline: Nigeria: At World PR Forum, Oladele Underlines ICT for the Future**

The Nigerian delegation led by Dr. Oladele included Kunle Ogedengbe, Francis Atuk of Shell Petroleum Development Company, Basil Agboarumi of SAHCOL, Carol Adetona also of Shell, Muazu Yusuf of Petroleum Product Pricing Regulatory Agency, and Yakubu Dati of the Federal Aviation Authority of Nigeria.

Though the forum only held yearly between 2006 and 2008, going forward, the World Public Relations Forum will be held every year now with Kenya to host 2015 edition in Nairobi from November 15 to 18 while Canada will host the 2016 edition with the theme: Communication Across Cultures. With Kenya having its economy upgraded by 25 per cent with the recent rebasing, is it any surprise that the East African country will be hosting with the theme 'Public Relations in Emerging Economies?'

The forum came up with Momentum from Madrid and these are universal principles that emerged from the dialogue. These are Public relations and communication management must aspire to a social purpose, serve social cohesion, and aim to bring communities together; public relations and communication management can enable social integration by listening, identifying agendas, and creating shared narratives and safe places for dialogue around the social challenges of each society.

Also, it was held that public relations and communication professionals must take responsibility for identifying how they can serve their own societies; by realizing the power of communication, each public relations and communication professional can be a leader.

True leadership achieves personal, organizational and societal transformation, and by reflecting on transformational leadership moments, our profession can learn to serve our organizations better, and by doing that, serve society better.

The World Public Relations Forum is the most important event on public relations and communication management where the best experts in the industry meet to discuss the profession and redefine its future. The previous seven editions were held in Rome, Italy (2001); Trieste, Italy (2004); Brasilia, Brazil (2006); Cape Town, South Africa (2007); London, United Kingdom (2008); Stockholm, Sweden (2010); and Melbourne, Australia (2012).