

# Owning the future of PR and leadership through innovative communication

Issued by [PRISA](#)

14 Mar 2017

2017 PRISA National Conference – “Leading through innovative communication” is set out to convene futurists, business leaders and communication professionals to discuss key issues surrounding innovation, communication and leadership. The conference will be held on 4-5 May 2017, at the Indaba Hotel, Fourways, Sandton, Gauteng.

The must-attend two-day conference will attract a broad spectrum of professionals and will also give them relevant insight on leading through innovative communication within a business in a modern society.

PRISA vows to not only provide a platform to discuss new technologies but to also provide incubation area for innovative approaches to leadership and communication. PRISA intends to showcase the most influential and thought-provoking thinkers that will change the landscape in business communication.



Pertinent topics include:

- Futuristic communication trends that will change your outlook on your company
- Leadership - A shift to a more collaborative approach
- How must the public relations industry change to meet the future?

PRISA will also be celebrating its 60th anniversary with a gala dinner. PRISA will be sharing their nostalgic moments in the journey of public relations. As part of this celebration, the first 20 people to register will receive a complimentary dinner for a partner. This will be a chance to network with industry icons about the latest trends.

For more information, please visit PRISA on [www.prisa.co.za](http://www.prisa.co.za).

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

## PRISA



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

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