

**“Public Relations for Place Branding after COVID-19: the Lithuania Narrative”  
May 29th, 2020.**

PROGRAM

May 29th, 2020 (Friday)	Vilnius Time: UTC +3		
	12:50-13:00	Connections and small talks	
Virtual Room A  <a href="https://litedm.zoom.us/j/93235822431?pwd=OTFEKzArU215cHRWMEJLRERtMVFcYzZ09">https://litedm.zoom.us/j/93235822431?pwd=OTFEKzArU215cHRWMEJLRERtMVFcYzZ09</a>  Meeting ID: 932 3582 2431 Password: 171268	13:00-13:10	Official Opening of the XIXth Symposium in Global Communication	Dr. Volker Stolz, Chairman Global Communication Institute e.V.  Dr. Enric Ordeix, President Global Communication Institute, Blanquerna-URL (Barcelona, Catalonia-Spain)  Dr. Averill Gordon, Global Team Mentor and VP, Auckland University of Technology, Auckland, New Zealand  Dr. Renata Matkeviciene, Symposium Chair, Vilnius University (Vilnius, Lithuania)
Virtual Room A	13:10-13:50	Discussions on change of PR profession and field due to COVID-19  Moderator: Jolanta Guzaite – Quintus, Vilnius University (Vilnius, Lithuania)	„The Covid19 pandemic: Lessons for solving the climate crisis. Five factors of effective communication - and what everyone of us can do“ Daniel Silberhorn, Erfurt University (Erfurt, Germany ) <a href="https://youtu.be/bjp8cUXmF1w">https://youtu.be/bjp8cUXmF1w</a>  „Communication during COVID-19: challenges and opportunities“ Lina Jakučionienė, Vilnius University (Vilnius, Lithuania) <a href="https://youtu.be/2fNZa4yhiH8">https://youtu.be/2fNZa4yhiH8</a>  „Managing PR in the face of COVID“ David Gerzof Richard, Emerson College (Boston, USA) <a href="https://youtu.be/LF19mgAcM9k">https://youtu.be/LF19mgAcM9k</a>  „The Positive Outcomes of the Covid-19 Lockdown“ Ranjini Rao, Institute of Journalism & Mass Communication Commits (Bangalore, India) <a href="https://youtu.be/EaEAKDf1LTE">https://youtu.be/EaEAKDf1LTE</a>  „Crisis & Resilience: communication role during the COVID-19 “ Gabrielė Šerėnienė, Coca-Cola HBC Baltics (Vilnius, Lithuania)  „Post-COVID – the future of public relations“

			Dr. Katharina Wolf, Curtin University (Perth, Australia)
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**XIXth Symposium in Global Communication in  
“Public Relations for Place Branding after COVID-19: the Lithuania Narrative”  
May 29th, 2020.**

PROGRAM

May, 29, 2020 (Friday)	Vilnius Time: UTC +3	<b>FINALS</b>	
Virtual Room A <a href="https://liedm.zoom.us/j/93235822431?pwd=OTFEKzArUzI5cHRWMEJlREtMVFcYz09">https://liedm.zoom.us/j/93235822431?pwd=OTFEKzArUzI5cHRWMEJlREtMVFcYz09</a> Meeting ID: 932 3582 2431 Password: 171268	14:00-14:15	Opening speeches and Introduction to the Grand Jury Salutation from -Enric Ordeix -Pavel Slutzky, -Marius Gurskas	-Marius Gurskas, Head of the Brand Lithuania Unit, Office of the Government of the Republic of Lithuania  Board of Global Communication Institute: -Enric Ordeix, GlobCom President Welcome, Blanquerna-URL Barcelona-Catalonia (Spain) -Averill Gordon, Global Team Mentor and VP, Auckland University of Technology, Auckland, New Zealand -Pavel Slutzky, Process Evaluation and Methodology Director, Chulalongkorn University (Thailand) -Gaelle Duthler, Innovation and Research Director, Zayed University (Abu Dhabi) -Chris Pentz, Web and Online Platforms Director, Stellenbosch University (SouthAfrica)  - Dr.Renata Matkeviciene, Symposium Chair, Vilnius University (Vilnius, Lithuania)
Virtual Room A	14:15-16:15	Presentations of finalists	Led by: Chris Pentz
Virtual Room A	14:15-14:45	1st finalist – team 2	20 min+10 min Q/A session
Virtual Room A	14:45-15:15	2nd finalist – team 3	20 min+10 min Q/A session
Virtual Room A	15:15-15:45	3rd finalist – team 4	20 min+10 min Q/A session
Virtual Room B <a href="https://liedm.zoom.us/j/3846501601?pwd=S3l6NVdwNENXMjJhek9OZGgrZTkxUT09">https://liedm.zoom.us/j/3846501601?pwd=S3l6NVdwNENXMjJhek9OZGgrZTkxUT09</a> Meeting ID 384 650 1601 Password 362426	15:45-16:15	Meeting only for the members of the Grand Jury	-Marius Gurskas, Head of the Brand Lithuania Unit, Office of the Government of the Republic of Lithuania -Board of Global Communication Institute -Dr.Renata Matkeviciene, Symposium Chair, Vilnius University (Vilnius, Lithuania)

Virtual Room A	16:15-16:25	Announcement of the winner of GlobCom project 2020	-Dr. Pavel Slutzky, Chulalongkorn University (Thailand) -Gaelle Duthler, Zayed University (Abu Dhabi) -Dr. Enric Ordeix, President Global Communication Institute, Blanquerna-URL (Barcelona, Catalonia-Spain)
Virtual Room A	16:25-17:00	Closing of the symposium	-Dr. Renata Matkeviciene, Symposium Chair, Vilnius University (Vilnius, Lithuania) -Dr. Enric Ordeix, President Global Communication Institute, Blanquerna-URL (Barcelona, Catalonia-Spain)