

**In an effort to enhance the PR industry in the Kingdom  
and under the theme "Ethics and Values"**

## **OVER 400 SPECIALISTS To PARTICIPATE IN THE THIRD ANNUAL PUBLIC RELATIONS FORUM**

**Jeddah, October 2007:** In an effort to enhance the public relations industry in Saudi Arabia, the third annual Public Relations Prospects Forum will be held in Jeddah from 27<sup>th</sup> - 28<sup>th</sup> of November 2007. Taking its theme as "Ethics and Values the Forum is being organized by the Arab Conferences Company (ARC) in collaboration with the International Public Relations Association - Gulf Branch (IPRA-GC).

After setting the calibration and standards in the last two PR Forums, this year's event will take a different course as it moves on to the subject of *Ethics and Values*, bringing together industry specialists and other interested parties for an open discussion on the subject. The forum also aims to provide the appropriate environment for those who work in the field of public relations in order to establish strategic professional relations with the target audience. In addition, the Forum's agenda includes discussion on how to increase awareness on the importance of Public Relations in the region by demonstrating the fact that, today, PR is an essential part of both the public and private sectors.

24 key speakers will contribute their experience and expertise in public relations and take part in constructive discussion with PR executives, advertising executives, marketing specialists, representatives from government agencies, major corporations and industrial organizations, and academicians and university students.

Those wanting to participate in this year's Forum will find details on the organizer's website [www.arcme.net](http://www.arcme.net) or can contact ARC by telephone, fax or email.

ARC is uniquely positioned as the first company to organize of the Kingdom's first ever Public Relations Prospects Forum, which was held in November 2005 under the patronage of HRH Prince Sultan bin Salman bin Abdul Aziz, Secretary General of the Supreme Commission for Tourism, and was attended by more than 350 PR practitioners. The theme that year was "Activation and Interaction" and the success of the innovative event was followed in 2006 by the second Public Relations Prospects Forum, which was held under the theme "Mental Picture Building...Promoting Consolidation" and was attended by more than 400 participants.

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