



CALL FOR PAPERS

2017 PRISA NATIONAL CONFERENCE

Theme: “**Leading through Innovative Communication – 2017 PRISA National Conference**”.

Date: 4-5 May 2017

Venue: Indaba Hotel, Johannesburg

PRISA is celebrating its 60th year with a conference to mark this milestone. This year's conference will again offer academics an opportunity to showcase their latest research to local and international delegates. The international delegation includes the board members of the International Communications Consultancy Organisation (ICCO) who will be hosted by PRISA during the conference.

Berger and Meng (2014) published the research results of a global study on leadership in PR in which they highlight the need for systematic research on the topic of leadership, its development and assessments needs. In addressing leadership challenges in complex environments that are subject to constant change, innovation becomes a new way of thinking, not simply a new business goal. Innovative ideas grow in complex and uncertain contexts, where market and other forces often vacillate in ways which cannot be predicted or controlled.

As a Public Relations Professional practicing in these contexts it is risky to think of the future as a process or a product that can be managed, without relating it to purpose. Leaders who respect the importance of knowledge and purpose, are those that understand purpose for being - both their own and that of the business organisation - and are able to connect employee purpose with organizational purpose of behaving and becoming. It is through these processes of being, behaving and becoming that social systems are able to change and constantly renew. Preparing for the future, fostering innovation, investing in knowledge and collaborating with employees in and around organizational purpose are all related - and their common denominator is leadership.

Important notice:

In addition to this commemorative celebration a special edition of the accredited academic journal, *Communicare*, will publish selected conference papers. Papers will be peer reviewed and approved through the normal selection processes.



Academics and researchers in PR, Corporate Communication, Strategic Communication, Marketing Communication or any related field are invited to submit an abstract according to the following guidelines by **10 MARCH 2017**:

- Abstracts must be in English
- 500 words for the abstract in Arial 12 font
- The abstract should clearly reflect the name and surname of its author/s, their affiliations and full contact details (telephone, cell numbers and email address)
- The abstract should be submitted in Word format.
- A biography of not more than 100 words for each author
- The abstract must be the original work of its author/s
- The abstract have to be new, unpublished research

Submit abstracts to Adele Paulsen at adele@prisa.co.za by 10 March 2017.

THERE ARE ONLY 8 SLOTS AVAILABLE FOR RESEARCH PAPER PRESENTATIONS.

Successful submissions will be notified by 24 March and full papers will need to be available by end April 2017 to secure your slot at this important event. Full papers of 5000 words maximum are required.

Conference registration for academic presenters will be FREE! This excludes travel and accommodation costs.

Looking forward to receiving your abstract.

Rene Benecke, CPRP

PRISA Education Training and Research Chair 2017