



## The Center for Global Public Relations

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# News Release

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### **Scholars and Practitioners to Unite at Global Research Conference**

*The Center for Global Public Relations hosts conference on global communication*

CHARLOTTE – The Center for Global Public Relations (CPGR) will host its second annual global research conference April 20 in the Barnhardt Student Activities Center at the University of North Carolina at Charlotte, uniting scholars and practitioners from around the world.

“This year’s theme, ‘Communicating Beyond Borders: Building Relationships Among Corporations, NGO’s and Governments,’ promotes a multidisciplinary exploration of the relationships that are imperative for successful communication in a globalized world,” said Dr. Dean Kruckeberg, executive director of the Center.

Conference attendees will have the opportunity to explore research topics submitted by leading scholars/educators, practitioners and graduate students on topics including government and global corporate communication, social media and international public relations practice.

Following roundtable discussions and a keynote speaker, a global panel featuring practitioners and scholars will speak on the unique practice of public relations in regions such as Latin America and Europe. The panel will include Joe Epley, APR, Fellow PRSA, Epley Consulting; Dr. Juan Carlos Molleda, University of Florida; Dr. Alma Kadragic, Zayed University, Dubai; and Oliver Schmidt, C4CS.

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General registration is \$60 advance (\$70 day of). “This year, CGPR is pleased to announce a discounted student rate of \$25 (\$30 day of),” said Kate Brissenden, conference manager. “The registration fee includes breakfast, lunch and conference materials.”

We also invite conference participants and others to attend the Teaching International Public Relations Colloquium from 1 p.m. to 3 p.m. April 19 in the UNC Charlotte Student Union, room 200. This event is free.

For more information regarding the conference or registration, please visit <http://cgpr.uncc.edu> or email Center manager Chelsea Wilde at [CenterGPR@uncc.edu](mailto:CenterGPR@uncc.edu).

UNC Charlotte’s Center for Global Public Relations is dedicated to helping public relations practitioners, scholars/educators and students coalesce into a global community that shares universal professional values and best practices. The Center is a resource that provides onsite research and educational opportunities, continuing education programs and global partnerships for those who want to increase their knowledge about global public relations. For information on how you can become involved and support the Center, please visit <http://www.cgpr.uncc.edu>.

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