



Dear PRVA members,
dear colleagues,

we kindly invite you to our next PRofi meeting on the topic

„New Activism – 2020 Global Communication Report“
on Wednesday, September 16th, 2020, at 6.00 pm
via zoom

Fred Cook, Director of the Annenberg Center for Public Relations at the University of Southern California and Chairman of PR Agency Golin, will present the findings of his research in an online presentation via Zoom.

The presentation will be followed by an open Q & A session with members of the PRVA moderated by Florian Laszlo, OBSERVER. The presentation was first shared at the first virtual [AMEC Global Summit on Measurement](#), which will come to live in Vienna on May 5th – 7th, 2021.

Key take-aways:

- Who is the new activist and how does he/she see the world differently than PR professionals?
- What can PR professionals learn about the future of their trade from activists?
- How will the importance shift between classic PR Tools and Social?
- How should PR and Corp Comms work with Activists?

We look forward to your participation and ask you to register via the [PRVA website](#) by September, 14th. All registered members will receive a zoom link for participation in good time.

Kind regards,

Yvonne Masopust
General Secretary PRVA

We process photographs taken of you during our events in which you voluntarily participate for the purpose of subsequent reporting on the basis of justified interests for (regional, national and also international) press releases and publications, information brochures and for the online presence of the PRVA (including social media channels). As a person affected, you can object to this use of your data at any time.

Der PRVA bedankt sich bei seinen Wirtschaftspartnern für die Unterstützung der Verbandsarbeit

