



Internal agenda

Panel discussion
International Perspectives on PR Education
at the 2nd Careers Day PR

June 17, 2005

Westfälische Wilhelms-Universität

**Schlossplatz 2
D-48149 Muenster
Germany**

**Phone: +49 251 83-0
Fax: +49 251 83-32090**

- 1:15 p.m. Welcome and introduction *Dr. Sievert*
- 1:20 p.m. **Introduction of panel participants and their individual qualification programs**
- Austria *Prof. Dr. Signitzer*
 - Netherlands *Prof. Dr. van Ruler*
 - Singapore *Ass. Prof. Dr. Sriramesh*
 - Switzerland *Ass. Prof. Dr. Lurati*
 - UK *Mr Chan*
 - USA *Ass. Prof. Dr. Weintraub*
- 2:00 p.m. **Comparative discussion of each country's training approaches local context** *panelists*
- Level of professionalization and academization of the PR landscape in the represented countries
 - Business administration as a (new) issue in communication management
 - Significance of communication science for basic PR training and continuing education in the field
 - Challenges for future qualification of PR specialists and managers
- 2: 50p.m. Concluding remarks from individual country representatives and the moderator *panelists*
- 3:00 p.m. Closing of session *Dr. Sievert*