

Visoka turistička škola strukovnih studija
Bulevar Zorana Đinđića 152 a, Novi Beograd

Predstavljamo Vam gostujućeg predavača iz Londona

Richard-a Linning-a

Predsednika IPRA - Međunarodne asocijacije za odnose s javnošću za 2011. godinu

Tema:

**Korupcija – nepremostiva prepreka za članstvo Srbije
u Evropskoj Zajednici?**

**Corruption – an insurmountable barrier between Serbia
and membership of the European Union?**

Presentation outlines

Richard Linning argues that communication will play a vital role in breaking down that barrier.

EU priorities in Serbia are justice, freedom and security and the fight against corruption. 2009 may be the year Serbia gains EU candidate status, but if its slide down the Transparency International 2008 corruption perception index continues - from 79 in 2007 to 85 in 2008 - the road to EU membership will be a long one. Even membership will on ease the burden of combating corruption in Serbia as Bulgaria has found to its cost. Drawing on his experience attached to the Prime Minister's Chancellery in Bucharest, Richard Linning will present the case for the key role communication will play on Serbia's road to EU membership. The level of corruption cannot be measured but perceptions can: communication can alter perceptions. Key is the identification of and engagement with key stakeholders. In Romania Richard Linning developed and implemented a strategic communication action plan for coordination of anti-fraud communication related to EU funded projects across twelve Romanian government departments and engagement with civil society and the media. The Romanian approach of centralization of operational and communication coordination has been held up as a model for the rest of the European Union.

Curriculum Vitae



Richard Linning

Founder and Senior Partner, The Stable House Partnership

President Elect 2011 and Board member IPRA, FCIPR, Member EUPRERA

During a career in international public relations Richard Linning has been responsible for public and corporate affairs, marketing campaigns, crisis management, international media and public relations programme coordination and mentoring in every continent.

Richard Linning is much in demand as a conference speaker and trainer in public relations disciplines.

Based in the United Kingdom he is a consultant on the European Union institutions and international regulatory affairs, advising and assisting clients to reconcile organisation and public policy concerns. In this role he has worked for a number of governments, international and national professional and trade associations as well as global and national companies on national, European and international issues.

His recent roles have included anti corruption governance advisor in the Chancellery of the Prime Minister of Romania, corporate social responsibility strategy development in the Middle East and Africa and as a trainer in transparency for Junior Magistrates in south east Europe.

Richard Linning is currently a Board member and President Elect 2011 of the International Public Relations Association where his responsibilities include promotion of the Charter for Media Transparency. He is a Fellow of the Chartered Institute of Public Relations and a member of EUPRERA (the European Public Relations Education and Research Association).

He is a much published author of articles on public relations, including for the OLAF publication *Deterring Fraud by Informing the Public* available at http://ec.europa.eu/anti_fraud/publications/brochure/index_en.html . A member of the Editorial Advisory Board of the Journal of Communication Management and of the Advisory Board for the Master of Management Communication, Trisakti University, Jakarta.

Prior to practising public relations Richard Linning enjoyed a successful broadcast media career in Australia, UK (BBC World Service) and Hong Kong.