

---

# Event Agenda

2025 PROI Global Summit

---

## Sunday, May 18, 2025














### PROI Global Board Dinner with Agenda Committee and Hosts

6:30 PM – 9:00 PM

Dinner for Global PROI Board Members, Agenda Committee, and Local Hosts.

Meet in the lobby at 18:30.

#### Speakers

-  **Nicola Nel**  
Global Managing Director | PROI Worldwide
-  **Angela Scaffidi**  
Managing Partner | SenateSHJ Australia
-  **Jeffrey Lambert**  
CEO | Lambert by LLYC
-  **Jean-Leopold Schuybroek**  
Director of Global Recruitment | PROI Worldwide
-  **Rebecca Mayo**  
Joint Managing Director | Lansons
-  **Tobias Mueller**  
Klenk & Hoursch AG / Corporate & Brand Communications
-  **Julie Colehour**  
Partner | C+C
-  **Ramonna Robinson**  
Founding Partner | GFM|CenterTable
-  **Paula Cowan**  
Impact Institute
-  **Philippa Honner**  
Honner Australia
-  **Megann Outram**  
PROI
-  **Debby Penton**  
CEO | Wildfire
-  **Mike Santoro**  
Summit Coordinator | PROI Worldwide

---



## Monday, May 19, 2025

### PROI Global Board Meeting

9:00 AM – 5:00 PM | Location: Magnolia Room

Agenda to be sent by Nicola Nel, GMD to the Board members via email.

#### Speakers

-  **Nicola Nel**  
Global Managing Director | PROI Worldwide
-  **Angela Scaffidi**  
Managing Partner | SenateSHJ Australia



**Jean-Leopold Schuybroek**

Director of Global Recruitment | PROI Worldwide



**Megann Outram**

PROI



**Jeffrey Lambert**

CEO | Lambert by LLYC



**Rebecca Mayo**

Joint Managing Director | Lansons



**Tobias Mueller**

Klenk & Hoursch AG / Corporate & Brand Communications



**Julie Colehour**

Partner | C+C



**Ramonna Robinson**

Founding Partner | GFM|CenterTable



**Paula Cowan**

Impact Institute



**Philippa Honner**

Honner Australia

### Optional Tours

9:00 AM – 4:00 PM

Local Tour Guide Company Sapori d'Italia is pleased to welcome you to Stresa!  
To make an inquiry about a local tour offering please contact:

"Beatrice - Sapori d'Italia" - [sapori.beatrice@stresa.it](mailto:sapori.beatrice@stresa.it)

### Global Summit Registration Check-In

6:00 PM – 6:45 PM | Location: TBD

Please check in with our Summit Events team to pick up your official event badge, and ask any questions on the upcoming week of events.

### Regional Dinners

6:45 PM – 9:00 PM

Regional Dinners will take place in three separate locations.

Each group will meet and gather at 18:45 in the hotel lobby, and follow their Co-Chairs to the restaurant location. Each restaurant is located within Stresa, and within a 15 minute casual walk. Please wear comfortable to you shoes, or if preferred, hire a taxi and meet at the Restaurant.

**AMERICAS** - Ristorante Lo Stornello - [www.ristorantelostornello-stresa.it](http://www.ristorantelostornello-stresa.it)

[Via Cavour, 35 - 28838 Stresa](#)

**APAC** - Osteria Mercato - <https://osteriamercatostresa.com/>

[Piazza Edmondo Capucci, 9 - 28838 Stresa](#)

**EMEA** - Caffè Torino - <https://caffetorinostresa.it/>

[Piazza Cadorna, 23 - 28838 Stresa](#)

---

## Tuesday, May 20, 2025

### Breakfast (On Own)

7:30 AM – 8:45 AM | Location: Il Borromeo Restaurant

## AMERICAS Regional Meeting

9:00 AM – 12:00 PM | Location: Urania Hall

Agenda to be confirmed.

### Speakers



**Ramonna Robinson**

Founding Partner | GFM|CenterTable



**Julie Colehour**

Partner | C+C

## EMEA Regional Meeting

9:00 AM – 12:00 PM | Location: Camelia Room

Agenda to be confirmed.

### Speakers



**Rebecca Mayo**

Joint Managing Director | Lansons



**Tobias Mueller**

Klenk & Hoursch AG / Corporate & Brand Communications

## APAC Regional Meeting

9:00 AM – 12:00 PM | Location: Gritti Room

### Speakers



**Paula Cowan**

Impact Institute



**Philippa Honner**

Honner Australia

## Lunch

12:00 PM – 1:30 PM | Location: Meazza Room

### Sherpa Lunch

12:00 PM – 1:30 PM | Location: Meazza Room

#### Sherpa Introductory Lunch

There will be a reserved table during lunch on the first day of the summit (Tuesday, 20 May) so that the sherpas and new partners can dine together. We'll introduce ourselves to one another, actively connect with each other on LinkedIn and share one "need or lead" during the discussion.

### Speakers



**Ramonna Robinson**

Founding Partner | GFM|CenterTable



**Nicola Nel**

Global Managing Director | PROI Worldwide



**Rania Azab**

4 PR Group



**Patricia Santa Marina**

CEO | Minerba CC



**Fielding Dupuy**

General Manager | Comunicandes



**Pablo Cateriano**

General director | Métrica



**Marta Mejia**



**Toks George-Taylor**



**Mauricio Ferro**  
CEO | TANK Consultoria



**Tracy Jones**  
Founder & MD | Dialogue Communications



**Ciro Dias Reis**



**Chris King**  
Joint MD | Wildfire

### Opening Remarks - Global Summit

1:30 PM – 1:45 PM | Location: Minola Room

Opening Remarks - 2025 PROI Global Summit

#### Speaker



**Angela Scaffidi**  
Managing Partner | SenateSHJ Australia

### Client Panel: Approaching the Italian Market and New Trends in Communication

1:45 PM – 2:45 PM | Location: Minola Room

#### Welcome from our Italian Hosts - Mailander and Heritage House

##### Moderator:

Damir Biuklic, Mailaner, PROI - Italy

##### Featured Panelists:

Rosario Vizzini, Mars Wrigley Director, Italy

Michele Laterza, Mutti spa, Corporate Communication Director

Elisabetta Moroni, Heritage House, PROI - Italy

#### Speakers



**Damir Biuklic**  
Mailander



**Elisabetta Moroni**  
Managing Partner | Heritage House

### Refreshment Break

2:45 PM – 3:15 PM

### New Partner Introductions

3:15 PM – 4:30 PM | Location: Minola Room

#### New Partner Introductions:

2023 - USA - Hawaii- iQ360 - Lori Teranishi
2023- Saudi Arabia - Jummar PR - Ibrahim Almutawa
2024 - Slovenia - Herman & Partners - Jože Špiljak
2024 - Tanzania - Neiked! - Elisha Simon
2025- Ecuador - Comunicandes - Fielding Dupuy + Paola Vallejo
2025- South Africa - Dialogue - Tracy Jones
2025 - Peru - Metrica - Pablo Alberto Cateriano Llosa
2025 - Nigeria - SKOT Comms - Toks George-Taylor
2025 - Mexico - Zimat Consultores - Marta Mejia
2025 - Ethiopia- Zeleman - Shani Senbetta

#### Speakers



**Angela Scaffidi**

Managing Partner | SenateSHJ Australia



**Lori Teranishi**

Founder & CEO | iQ 360, Inc.



**Ibrahim Almutawa**



**Joze Spiljik**



**Elisha Simon Maghiya**



**Fielding Dupuy**

General Manager | Comunicandes



**Tracy Jones**

Founder & MD | Dialogue Communications



**Pablo Cateriano**

General director | Métrica



**Toks George-Taylor**



**Marta Mejia**

### **New Partner Kahoot Quiz**

4:30 PM – 4:45 PM | Location: Minola Room

Kahoot Quiz!

How much do you know about your New Global PROI Partners?

#### **Speakers**



**Mike Santoro**

Summit Coordinator | PROI Worldwide



**Debby Penton**

CEO | Wildfire

### **PROI New Program Updates: Staff Exchange, Mentorship, Forum Groups, LATAM + Africa Working Groups**

4:45 PM – 5:15 PM | Location: Minola Room

#### **Speaker**



**Nicola Nel**

Global Managing Director | PROI Worldwide

### **Closing Remarks**

5:15 PM – 5:30 PM

Recap of Day 1, Preview of Rest of Conference, Inspire!

#### **Speaker**



**Angela Scaffidi**

Managing Partner | SenateSHJ Australia

### **Il Verbano on Isola Pescatori**

6:45 PM – 10:00 PM

18:30 Start to gather in the hotel lobby

18:45 Depart for the dock, walk to the boat

18:50 transfer by boat to Isola Pescatori

19:00-21:00 Opening Reception and Dinner

21:30 Transfer back to the Borromees by boat

---

## Wednesday, May 21, 2025

### Breakfast (On Own)

7:30 AM – 8:45 AM | Location: Il Borromeo Restaurant

### Global ESG Meeting

8:00 AM – 9:00 AM | Location: Minola Room

#### Speaker



**Ted Deutsch**

### Wisdom Walks

8:00 AM – 9:00 AM | Location: Hotel Lobby

#### Wisdom Walks Learn from PROI Leaders

During a walk through the stunning gardens of the Grand Hotel, partners will share their business challenges with a senior PROI leader. These seasoned experts will offer guidance and insights, creating a dynamic, solution-focused conversation in a serene setting.

Apply for a wisdom walk here:

Ciro Dias dos Reis
Peter Finn
Andreas Fischer-Appelt
Jeff Lambert
Madan Bahal
Julie Colehour
Joanne Painter
Angela Scaffidi
Richard Tsang
Rezani Aziz

#### Speakers



**Debby Penton**

CEO | Wildfire



**Pedro Dias Reis**



**Peter Finn**

Founding Partner | Finn Partners



**Andreas Fischer-Appelt**

Partner | FischerAppelt AG



**Jeffrey Lambert**

CEO | Lambert by LLYC



**Madan Bahal**

Managing Director | Adfactors PR



**Julie Colehour**

Partner | C+C



**Joanne Painter**

Icon



**Angela Scaffidi**

Managing Partner | SenateSHJ Australia



**Richard Tsang**

Chairman | Strategic Public Relations Group



**Rezani Aziz**

CEO | Adfactors PR Sri Lanka

### Keynote & Workshop: Conflict as a Catalyst

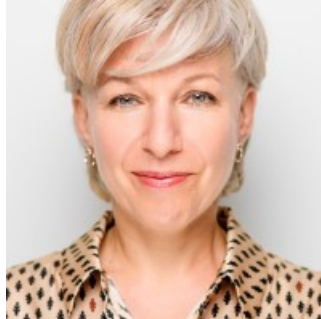
9:00 AM – 11:45 AM | Location: Camelia Room

Meet in the Camelia Room for an interactive and experiential workshop led by Anna Lecat - "Conflict as a Catalyst"

Conflict as a Catalyst is a transformative keynote and workshop filled with actionable insights, where stepping out of your comfort zone and embracing conflict fosters trust, unity, resilience, and personal and professional growth.

### Anna Lecat

<https://www.linkedin.com/in/anna-lecat/>



#### Speaker



**Nicola Nel**

Global Managing Director | PROI Worldwide

#### Refreshment Break

10:30 AM – 10:45 AM

#### Lunch

11:45 AM – 1:00 PM | Location: Meazza Room

#### Lunch - African Network

11:45 AM – 1:00 PM | Location: Meazza Room

During lunch we will hold an African Network meeting with all present African partners at the Global Summit, your presence is requested to plan the next steps, and upcoming African Summits.

#### Speakers



**Nicola Nel**

Global Managing Director | PROI Worldwide



**Megann Outram**

PROI



**Jean-Leopold Schuybroek**

Director of Global Recruitment | PROI Worldwide



**Amin Fares**

DPR Group



**Janet Kimani**

Levanter



**Baaba Cofie**

Mahogany Consult



**Esi Asante Antwi**



**Tracy Jones**

Founder & MD | Dialogue Communications



**Rania Azab**

4 PR Group



**Toks George-Taylor**



**Kwame Senou**

Senior Advisor, Chair | Gazelle Touch



**Louise Mezzina**

Mojo PR



**Elisha Simon Maghiya**

### Panel A: Growing/Scaling Your Business to Sell

1:00 PM – 2:00 PM | Location: Minola Room

#### Speakers



**Jeffrey Lambert**

CEO | Lambert by LLYC



**Rebecca Mayo**

Joint Managing Director | Lansons



**Peter Finn**

Founding Partner | Finn Partners



**Mauricio Ferro**

CEO | TANK Consultoria

### Panel B: My Biggest Mistake

1:00 PM – 2:00 PM | Location: Camelia Room

#### Speakers



**Julie Colehour**

Partner | C+C



**Mark Pogachefsky**

President | MPRM Communications



**Paula Cowan**

Impact Institute



**Dirk Aarts**

Managing Partner | 24/7Communication

### What Would You Do?

2:00 PM – 3:00 PM | Location: Minola Room

The top-rated session is BACK! Round 3 of What Would You Do!

Join Bryan Cohen, C+C, USA as he asks PROI leaders what they would do! in these real life scenarios. Chances are you have been in this same position, or possibly will be in the future! Audience participation, and sharing is encouraged!

#### Speakers



**Bryan Cohen**

C C



**Rania Azab**

4 PR Group



**Patricia Santa Marina**

CEO | Minerba CC



**Lori Teranishi**

Founder & CEO | iQ 360, Inc.

### Refreshment Break

3:00 PM – 3:30 PM

### Break Out Session 1: Motivating Your Employees

3:30 PM – 4:15 PM | Location: Minola Room

Guided Breakout; the scenario below will be discussed in a guided facilitation session in Minola Room.

"An agency leader has been very successful in the last year, growing revenues 15%, but is getting feedback that employees are unhappy. Two junior staffers who recently joined aren't delivering the expected results and complaining about workload. A top performing mid-level manager is complaining about burnout. And a trusted senior resource recently commented that she's not feeling as engaged or motivated as she once was. What actions/programs would you advise to this agency leader?"



What actions have you taken that have worked in scenarios like this? What has not worked?"

### Break Out Session 2: Business Development

3:30 PM – 4:15 PM | Location: Minola Room

Guided Breakout; the scenario below will be discussed in a guided facilitation session in Minola Room.

"An agency leader has shared that they are in a new business slump. They have lost 8 of their last 9 pitches and this has resulted in both a significant revenue and morale hit for the business. What areas would you recommend investigating to improve results? What have you done to pivot your business approach to win more business?"

#### Speakers



**Sarah Reakes**

Managing Director | KISS



**Kathrin Schum**

Board Member & Owner | Klenk & Hoursch

### Break Out Session 3: AI

3:30 PM – 4:15 PM | Location: Camelia Room

Guided Breakout; the scenario below will be discussed in a guided facilitation session in Camelia Room.

"A small agency leader wants to join the "AI revolution" and make a large investment in artificial intelligence. Staff has been experimenting with ChatGPT and a few other AI tools, but has not made this a significant priority until now. Where would you recommend this agency start? What AI investments have you made? What has worked and what hasn't?"

#### Speakers



**Anne Green**

Principal, CEO | G&S Business Communications



**Rebecca Rico**

Social Intelligence Director | ATREVIA

### Break Out Session 4: Scaling Your Business

3:30 PM – 4:15 PM | Location: Camelia Room

Guided Breakout; the scenario below will be discussed in a guided facilitation session in Camelia Room.

"You've successfully grown your agency to 25-30 people with £3m in annual revenue and 20% NP, but you're feeling stuck when it comes to accelerating further growth. Your agency has been successful in establishing a strong client base and a solid reputation, but breaking through the £3m barrier is proving tricky. In this climate, one could argue this agency is doing well, but how can it identify what's holding them back and what strategies might you have used to stimulate growth at this stage?"

#### Speakers



**Dirk Aarts**

Managing Partner | 24/7Communication



**Rezani Aziz**

CEO | Adfactors PR Sri Lanka

### Closing Remarks (Recap of Day 2, Announcements)

4:15 PM – 4:45 PM | Location: Minola Room

#### Speaker



**Angela Scaffidi**

Managing Partner | SenateSHJ Australia

### Thats Amore Challenge

5:30 PM – 8:00 PM

#### Led by Saponi D'Italia

ITALY - THAT'S AMORE CHALLENGE

5.30 p.m. Meeting with the operators in the hotel lobby (GH TL Des Iles Borromees)

5.40 p.m. Short walk to the boat pier and boat transfer to Isola Bella

Around 5.50 p.m. Arrival at Isola Bella, division in teams and short briefing

Around 6.00 p.m. Ready, steady... go! Italy that's amore activity

Around 7.10 p.m. end of activity and reward of the winning team

Around 7.30 p.m. Boat transfer to Stresa

Around 7.50 p.m. Arrival back in Stresa

To sign up for this Challenge, please submit your name [here](#)

We have a limit of 60 persons, so please sign up early.

### **PROI Pub Night for dinner**

8:00 PM – 9:30 PM | Location: Borromees Cantina

Private Dinner located in the Borromees Cantina and Bar.

### **Disco Night**

9:30 PM – 11:59 PM | Location: Disco Inferno Borromees Hotel

PROI will have exclusive use of Disco Inferno, the Hotel Borromees private Discoteque.

Open bar service for the first hour, then cash bar will be applied.

DJ and Dancing open until late.

---

## **Thursday, May 22, 2025**

### **PROI Policy Committee Meeting**

7:00 AM – 8:30 AM | Location: Camelia Room

Closed policy session for committee members only.

#### **Speakers**



**Nicola Nel**

Global Managing Director | PROI Worldwide



**Andreas fischer-Appelt**

Partner | fischerAppelt AG



**Jean-Leopold Schuybroek**

Director of Global Recruitment | PROI Worldwide



**Angela Scaffidi**

Managing Partner | SenateSHJ Australia



**Elaine Chuah**

Executive Director | Priority Communications



**Richard Tsang**

Chairman | Strategic Public Relations Group



**Michaela Benedigova**

Managing Director and Partner | Seesame, Slovakia



**Andrew Cross**

President | Walker Sands

### **Breakfast (On Own)**

7:30 AM – 8:45 AM | Location: Il Borromeo Restaurant

### **Panel: How to Transform from a PR Agency to a Multidisciplinary Agency**

9:00 AM – 10:00 AM | Location: Minola Room

#### **Speakers**



**Pavlina Rieselova**



**Doy Roque**

Managing Director | M2.0 Communications Inc.



**Trudy Kremer**

Owner/Partner | Jackson Spalding



**Andreas fischer-Appelt**

Partner | fischerAppelt AG

## Great Works: Client and Agency Work Session 1/2

10:00 AM – 10:30 AM | Location: Minola Room

Great Works features the top 5 campaigns selected from our judging committee, who reviewed nearly 50 incredible submissions! The finalists stood out based on creativity, results, and impact.

### Here are the top 5 Great Works:

<b>BOKFriday Campaign</b>	<b>Dialogue</b>	<b>EMEA</b>	<b>Tracy Jones</b>
The Worriers	ERA Communications	APAC	Anthony Larmon
LL Bean Icons	Jackson Spalding	Americas	Trudy Kremer
<b>Seven Days</b>	<b>Gullers Group</b>	<b>EMEA</b>	<b>Johanna Ahlmark &amp; Katarina Gentzel Sandberg</b>
Oreo Trust the Twist	fischerAppelt	EMEA	Denise Sima & Mirjam Patermann

Presenting in session 1 is Gullers Grupp and Dialogue.

#### Speakers



**Katarina Gentzel Sandberg**

Senior Partner | Gullers Grupp



**Tracy Jones**

Founder & MD | Dialogue Communications

#### Refreshment Break

10:30 AM – 10:45 AM

#### PROI All Group Meeting

10:45 AM – 12:00 PM | Location: Minola Room

Global Chair Remarks - Angela Scaffidi, Senate SHJ, Australia

Global Managing Director Remarks - Nicola Nel, PROI Worldwide

Director of Finance - Megann Outram, PROI Worldwide

Recruitment Report - Jean-Leopold Schuybroek, PROI Worldwide

PROI Partner Anniversaries & Recognition

Founders Award Presentation & Recognition

Agency of the Year Awards - Americas, EMEA, APAC

Regional Summits 2025 & 2026

Global Summit 2026 - Announcement

Election of Next Global Chair 2026-2028

#### Speakers



**Nicola Nel**

Global Managing Director | PROI Worldwide



**Megann Outram**

PROI



**Jean-Leopold Schuybroek**

Director of Global Recruitment | PROI Worldwide



**Angela Scaffidi**

Managing Partner | SenateSHJ Australia

#### Group Photo

12:00 PM – 12:15 PM

#### Lunch

12:15 PM – 1:30 PM | Location: Meazza Room

### Break Out Session 5: Maintaining Profitability

1:30 PM – 2:30 PM | Location: Minola Room

Your agency is in a growth phase, with increasing revenue and an expanding client base. However, despite the success, profitability is starting to decline. You're taking on more projects and clients, but the margins are getting thinner, and overhead costs are rising. What actions should this agency take to ensure profitability is maintained without putting teams under undue pressure or sacrificing quality as you scale?

#### Speakers



**Michael Rush**

360PR



**Pavlina Rieselova**

### Break Out Session 6: Product Innovation

1:30 PM – 2:30 PM | Location: Minola Room

A small agency leader has been very successful in growing their business through top notch media relations. Clients are asking for various new products based on their expertise here. What new products/offerings would you recommend this agency explore? Where have you seen new areas of opportunity? What new services are you selling and how are they performing in market?

#### Speakers



**Doy Roque**

Managing Director | M2.0 Communications Inc.



**Daniella Givon**

### Break Out Session 7: Creating Client Loyalty

1:30 PM – 2:30 PM | Location: Camelia Room

Despite an amazing amount of new business wins, an agency is finding it has flat revenues for the year. An agency leader has performed an analysis showing that the core problem is client loss with a large percentage of clients leaving the firm in 6-12 months without returning. What areas would you recommend investigating? What actions would you recommend? What have you done to combat client turnover? What has worked and what hasn't?

#### Speaker



**Roberto Adriani**

Senior Partner | Heritage House

### Break Out Session 8: Working with PROI Partners

1:30 PM – 2:30 PM | Location: Camelia Room

A new PROI partner approaches you and ask you how they can maximize the value of PROI. What would you recommend? What advice would you give for member exchanges? For sharing new business and winning pitches with other PROI partners? For leveraging the PROI brand?

#### Speakers



**Eveline Wan**

Executive Director | Strategic Public Relations Group



**Marina Leonidhopoulos**

Managing Partner | Out of the Box

### Refreshment Break

2:30 PM – 3:00 PM

### Great Works: Client and Agency Work Session 2/2

3:00 PM – 4:00 PM | Location: Minola Room

Great Works features the top 5 campaigns selected from our judging committee, who reviewed nearly 50 incredible submissions! The finalists stood out based on creativity, results, and impact.

#### Here are the top 5 Great Works:

BOKFriday Campaign	Dialogue	EMEA	Tracy Jones
--------------------	----------	------	-------------

The Worriers	ERA Communications	APAC	Anthony Larmon
LL Bean Icons	Jackson Spalding	Americas	Trudy Kremer
Seven Days	Gullers Group	EMEA	Johanna Ahlmark & Katarina Gentzal Sandberg
Oreo Trust the Twist	fischerAppelt	EMEA	Denise Sima

Presenting order ERA Communications, Jackson Spalding, fischerAppelt

#### Speakers



**Trudy Kremer**

Owner/Partner | Jackson Spalding



**Anthony Larmon**



**Karen Denise Sima**

fischerAppelt



**Mirjam Patermann**

Account Director | Financial & Professional Services | fischerappelt

#### Panel: The Future Agency: Lessons from PROIs Most Innovative Agencies

4:00 PM – 5:00 PM | Location: Minola Room

Moderated by Paul Holmes, PRovoke Media Founder.



#### Speakers



**Andrew Cross**

President | Walker Sands



**Johanna Ahlmark**

Gullers Grupp



**Amy Binder**

RF|Binder Partners



**Craig Badings**

Partner and co-lead reputation practice | SenateSHJ



**Paul Holmes**

PRovoke Media

#### 2025 Global Summit - Closing Remarks

5:00 PM – 5:30 PM | Location: Minola Room

#### Speaker



**Angela Scaffidi**

Managing Partner | SenateSHJ Australia

#### PROI Global Board Meeting - Post Summit Wrap Up

5:30 PM – 6:15 PM | Location: Camelia Room

#### Speakers



**Nicola Nel**

Global Managing Director | PROI Worldwide



**Jean-Leopold Schuybroek**

Director of Global Recruitment | PROI Worldwide



**Megann Outram**

PROI



**Rebecca Mayo**

Joint Managing Director | Lansons



**Tobias Mueller**

Klenk & Hoursch AG / Corporate & Brand Communications



**Paula Cowan**

Impact Institute



**Philippa Honner**

Honner Australia



**Rezani Aziz**

CEO | Adfactors PR Sri Lanka



**Ramonna Robinson**

Founding Partner | GFM|CenterTable



**Julie Colehour**

Partner | C+C



**Jeffrey Lambert**

CEO | Lambert by LLYC

## **PROI 55th Anniversary Dinner**

6:45 PM – 10:00 PM | Location: Regina Palace

Come celebrate PROI's 55th Anniversary with an evening at the Regina Palace.

Please meet in the hotel lobby to complete a short 5 minute walk along the promenade, gather with your partners for an evening to celebrate 55 years of PROI Worldwide.

The Global Summit, formally concludes at the end of the dinner.

---

**Friday, May 23, 2025**