

DANIEL SILBERHORN

COMMUNICATION EXPERT



Be Inspired by Great PR Campaigns



Monday 27th April | 09:00 a.m.

What makes a truly effective global PR campaign? Analysis of IPRA Award winners (Armenia, Ghana, Latvia) to inspire GlobCom 2026 projects.

Sustainability Communication: Avoid the Greenwashing Trap!



Monday 27th April | 11:00 a.m.

How to communicate sustainability without reputational risk. Analysis of the "European Airlines" case and the new EU regulations for transparent and compliant communication.

How to Win with your Pitch Presentation



Wednesday 29th April | 2:00 p.m.

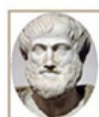
A hands-on workshop to learn how to pitch a PR campaign to an international jury. Strategies and techniques to win at the GlobCom symposium in Barcelona.

With the collaboration of the
project GlobCom and
Erasmus +

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