ICCO

Global Summit

#ICCOGlobalSummit

11th - 13th November, 2025 | Trident Bandra Kurla, Mumbai, India

THE CHANGE AGENDA

Taking place in Mumbai this November, the ICCO Global Summit will bring together global leaders in communications and public relations to address "The Change Agenda" — examining how the global public relations community can navigate and drive transformation in a rapidly evolving information landscape.

The Summit's conversations and sessions will directly underpin the development of a comprehensive 10-point plan designed to help consultancies and in-house practitioners navigate a period of immense turbulence and transformation, focusing on the following key industry drivers:

1. Creativity & culture
2. Measurement, evaluation, data/analytics
3. AI in PR: craft & models
4. Tech transformation & disinformation
5. Geopolitics & crisis
6. Influence & media
7. Talent & next gen
8. Climate/ESG
9. Health & humanity
10. DEI/Gender



ICCO MEMBERSHIP BENEFITS

The Membership that Puts You on the Global PR Map

The International Communications Consultancy Organisation (ICCO) is the voice of public relations consultancies around the world. The ICCO membership comprises 41 associations representing 82 countries across the globe: from Europe, Africa, Asia, the Middle East, the Americas, and Australasia. Collectively, these associations represent over 3,000 PR firms.

ICCO empowers PR professionals worldwide to lead, innovate, and shape the global future of communication.

COUNCIL OF EUROPE AND UNDP COLLABORATION

Through collaborations with the Council of Europe and UNDP, ICCO members gain direct access to global insights, resources, and policy dialogues on critical issues such as misinformation, climate communication, and freedom of expression. These partnerships open doors to exclusive research, expert forums, and international networks, empowering members to apply world-class standards and strategies in their work.

ICCO MEMBERSHIPS

ICCO membership provides immediate credibility and access to the world's most influential PR network. Members benefit from discounted event access, exclusive resources, thought leadership, and the power to shape the global communications agenda.

ICCO BI-MONTHLY WEBINAR

Join ICCO's expert webinars covering innovation, leadership, best practices, and global market intelligence. Members enjoy free access, speaking opportunities, and session archives.

ICCO GLOBAL SUMMIT

The ICCO Global Summit is the annual gathering of the world's PR and communications leaders, offering exclusive access to top-tier insights, thought leadership, and global networking—available to members at discounted rates.

ICCO GLOBAL AWARDS

The ICCO Global Awards celebrate excellence in communications worldwide, recognising campaigns that deliver real impact. Members enjoy discounted entry and the opportunity to elevate their work on a global stage.

#ICCOPR IN CANNES

#ICCOPR in Cannes ensures that the PR profession is visible and heard at the Cannes Lions International Festival of Creativity. Members benefit from VIP access to exclusive events, networking and panel opportunities.

EUROPEAN FORUM

The European Forum brings together PR professionals and policymakers from across the region to explore key challenges, build partnerships, and influence the future of the industry.

ICCO PR WORLD REPORT

ICCO facilitates commercial partnerships that help members collaborate with global brands, co-create initiatives, and unlock valuable exposure and business opportunities across continents.

ICCO NextGen PR REPORT

The ICCO NextGen PR Report offers a window into the expectations, motivations, and values of emerging PR talent, helping members future-proof their consultancies and create workplaces that attract and retain top professionals.

NextGen PR WORLD CUP AND FUTUREPR COMPETITION

ICCO champions emerging talent through international competitions that spotlight the creativity and strategic thinking of young professionals. Member organisations can nominate national teams and gain global visibility for their rising stars.

ICCO PODCAST

Tune into expert-led discussions with global PR leaders on trends, challenges and, success stories. Members get featured opportunities and amplified reach through ICCO's global audience.

SPOTLIGHT MONTHS

Each month, ICCO curates content and programming around key themes—like ethics, innovation, sustainability, AI, or DEI giving members a platform to showcase expertise and contribute to timely global conversations.

ICCO WORKING GROUPS

Contribute directly to shaping the profession's future through specialised working groups on Misinformation / Disinformation, Climate Communications Taskforce, Ethics, Healthcare, Public Affairs, NextGen and more. A powerful space for influence, insight, and international collaboration.

AGENCY FINDER

Be visible to global clients, media and partners via ICCO's exclusive Agency Finder. It's a trusted tool for finding top consultancies worldwide, only accessible to ICCO members.

FORTNIGHTLY NEWSLETTER

Stay up to date with curated insights, global news, event updates and member highlights. Promote your achievements and gain visibility across ICCO's global network.

ICCO Training Programmes

ICCO Training programmes are designed for the fast-changing communications landscape focusing on AI-driven PR, sustainability storytelling, crisis preparedness & cross-border reputation management. Members gain access to expert-led sessions, global case studies & practical tools.

Day 1 12th November, 2025

Time	Title
8.30 AM	Registration
9:00 AM	Introduction & Welcome
9:25 AM	Between the Pillars: Managing Business Resilience in a World of Rising South and Reframing West
10:00 AM	Rewiring Stakeholder Engagement for the Age of Rage
10:30 AM	Consultancies in flux: How Asia is leading the way
11:05 AM	Tea / Coffee Break
11:35 AM	Navigating the 5X Era – Five Seismic Shifts Reshaping Global Corporate Communications
12:05 PM	Wisdom Begins in Wonder: Improving our Mastery of Tech, Societal and Geopolitical Challenges
12:30 PM	Creativity and Culture: Perspectives from Diverse Markets
1:00 PM	Lunch
2:00 PM	No More Excuses: Making Measurement Work
2:35 PM	Reputation, Risk and Resilience: Unlocking the Enormous Material Value of True Crisis Preparedness
3:15 PM	Tea / Coffee Break
3:45 PM	NextGen PR World Cup
4:00 PM	The Influence Equation – Truth and Trust
4:30 PM	Special guest
5:00 PM	Close
7:30 PM	ICCO Awards + Gala Dinner

Day 2 13th November, 2025

Time	Title
8.30 AM	Arrival to the Summit Hall
8.45 AM	Introduction
9:00 AM	Optimising the Human Algorithm: How GenAI can amplify, not dampen, human connection
9:30 AM	Reprogramming PR: AI at the Cutting Edge
10:00 AM	Tea / Coffee Break
10:30 AM	From Boardroom to Battleground: The Rise of Geopolitical Risk
11:00 AM	Truth Under Siege: Combating Mis - and Disinformation
11:30 AM	Redefining Global Communications from India
12:05 PM	Women in PR: Progress, Gaps, and the Road Ahead
12:45 PM	Special Address
1:00 PM	Lunch
2:00 PM	Human & Machine Gatekeepers: Mastering Influence
2:30 PM	Consultancy Growth and Evolution: What's Next for PR Firms?
3:10 PM	PR as a Force for Good
3:45 PM	NextGen Report session
4:10 PM	Special guest
4:30 PM	Vote of Thanks and Close

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Reputation & Critical Issues Advisory

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