

INTERNATIONAL CONFERENCE

# WHO REPRESENTS PEDIGREE DOGS

Building strategies to promote our hobby



ENTUZIASTA MEDIA PHOTO

## AGENDA

- 10.30 – 11.00 **Registration**
- 11.00 – 11.15 **Opening of the conference**  
Ms. Ramunė Kazlauskaitė, President of the FCI Commission for Education and Public Relations and President of the Lithuanian Kennel Club
- 11.15 – 11.45 **German Animal Welfare Regulations and their Implementation by the VDH**  
Christa Bremer, Germany
- 11.45 – 12.15 **We Need New Stories**  
Ozan Belkis, Turkey
- 12.15 – 12.45 **Persuading the Public: Strategies for Promoting the Benefits of Pedigree Dogs**  
Ioanna Galanos, Greece
- 12.45 – 13.15 **Marketing Purebred Dogs in Sweden**  
Birgitta Bernhed, Sweden
- 13.15 – 13.45 **Intersecting with Society While Promoting and Representing Pedigree Dogs**  
Eduarda Pires, Portugal
- 13.45 – 15.00 **Lunch break**
- 15.00 – 15.30 **Teaching an Old Dog New Tricks - New Strategies for the Current Era**  
Gopi Krishnan, Malaysia
- 15.30 – 16.00 **Are You an Influencer**  
Pauline Luxmoore - Ball, UK
- 16.00 – 16.30 **How to Stop Giving the Reason for Purebred Dogs Shaming**  
Lana Rogosic Blagojevic, Croatia
- 16.30 – 16.45 **Coffee break**
- 16.45 – 17.15 **The Judge - Friend or Foe**  
Simon Luxmoore, UK
- 17.15 – 18.00 **Panel discussion**
- 18.00 – 18.15 **Summing up and closing of the conference**