

INSPIRE INNOVATE ENGAGE INFLUENCE

PRSA 2019 International Conference Oct. 20–22 | San Diego, California

Don't Miss A Phenomenal Conference Experience

PRSA's International Conference helps professionals achieve excellence, navigate change, assert influence and position importance of public relations in today's complex world through:

Professional Development — 100+ outstanding sessions, 10 remarkable keynotes, 300+ super speakers.

Tons of Take-Homes — Attend as many as 22 different sessions — nearly twice as many as in past years.

Staying Current — Hear what's new, next and best from exciting speakers, sponsors and exhibitors.

Relationship Building — Build lifetime relationships with peers from around the globe.

Social Events — Enjoy opening night, meet-mingle-and-more networking opportunities.

Keynote Speakers

Hear from inspiring, thought-provoking, compelling keynote speakers including:



Bob Woodward, Pulitzer Prize-winning reporter, bestselling author, *Washington Post* associate editor and ultimate insider on government inner workings at the highest levels, shares stories on key movers and shakers and a look behind the scenes at the halls of power.



Laura Ling, Emmy Award-winning and crusading human rights reporter who was imprisoned in North Korea, details her journey uncovering groundbreaking stories across the globe.



Frank X. Shaw, Microsoft Corporate Vice President, Communications the go-to professional for technology reporters, focuses on "Thriving in the Next Communications Age."

Plus, more speakers to be announced!

3 Days of Learning

1,000+ Attendees | 100+ Professional Development Sessions | 7 Programming Tracks | 50+ Exhibitors

Conference Tracks Tailor your Conference training to career level, sector and specialization with seven different tracks:

Marketing Communication

Strategic approaches utilizing content marketing tactics for diverse communication across Paid, Earned, Shared and Owned platforms to prove ROI, enhance campaign effectiveness and achieve objectives.

Digital Communication

Technical skills across the digital communication landscape, concentrated on interests within branding, social media and content strategy to leverage a variety of digital tools through evolving channels and platforms geared to appeal to different audiences.

Leadership & Management

Best practices in leadership innovation and inspiration, management skills development, team building, workplace infrastructure, conflict resolution and mentoring.

Big Data & Measurement

Analytics and large-volume data to optimize the performance of your campaigns and show the fully integrated decision-making of your communication strategies for ongoing efficiency.

Reputation & Crisis Management

Communication strategies, case studies and resources with advanced perspectives in reputation management as well as crisis communication via defined approaches for developing programs to leverage the success of your organization.

Tools & Techniques

Skill-building training for messaging, writing, relationship building, pitching, word of mouth, speechwriting, and storytelling tools and techniques.

Special Interests

Methods to address the needs of specific audiences and aspects such as health care, technology, ethics, diversity and inclusion, global business and education, plus guidance on Accreditation and work/life balance.

Register by Sept. 13 to save \$100!

For more information, visit <http://prsa.org/go/icon19> or call +1 (212) 460-1400

