

Counselors Academy at 2016 #PRSAICON

#CAPRSA



As always, Counselors Academy section of the Public Relations Society of America is well represented at the international conference, but this year, we're taking it a step further - with a designated CAPRSA conference track.

This is your chance to learn from and network with the best in the business!



Message from the Counselors Academy Chair



Ask any member and they'll tell you the heart of PRSA Counselors Academy is our annual conference. That's where, every May, independent PR agency owners and leaders gather to learn about, debate and discuss the business of

agency PR. Of course, there's a lot more to it than that, including the lively exchange of ideas, the trusted friendships and the tight network you build that I haven't seen replicated anywhere else.

That's been our biggest success and also our biggest challenge. In recent years, CAPRSA's executive committee has worked diligently to expand our programming from one must-attend annual event to a series of online discussions and webinars. And that's helped add value and bring members closer together during the year.

Now we're trying something different: a dedicated Counselors

Academy programming track at the PRSA International Conference in Indy. You see, our members are often presenters so we decided to bundle their sessions with our CAPRSA breakout and dinearound into a an agency-focused content stream. It's a way to experience a taste of what Counselors can do for you and your firm outside our May conference, and we invite you to join us.

Look forward to seeing you there!

Martin Waxman, APR
Chair, PRSA Counselors Academy

Dine With Fellow Members

*Monday, Oct. 24, 6:30-10:30 p.m.
\$40, Business Attire Required*

Connect with Counselors Academy members and other senior-level public relations agency owners and leaders for drinks and dinner at The Columbia Club, just a short walk from the hotel.

Join us to network with a great group of PR pros and learn about the Counselors programs, events, benefits and resources in a fun, social setting.

Please pre-register online [here](#).

Sponsored by The Gill Foundation

[The Gill Foundation](#) is one of the nation's leading funders of efforts to secure full equality for lesbian, gay, bisexual and transgender (LGBT) people. PR counselors are increasingly engaging with clients to respond to the promotion of controversial anti-LGBT policies in states nationwide. To ensure those counselors have the tools they need to help their clients, the Gill Foundation is working directly with PR firm leaders across the country to learn what they need and then provide information resources and direct engagement to meet that need.



2017 Counselors Academy Conference Call for Presentations

*May 7-9, 2017; Seattle, Washington
Deadline: Nov. 4, 2016*

The annual spring conference is Counselors Academy's largest event and attracts up to 200 senior agency executives. In addition to agency principals and other leaders, attendees at the annual conference include sole practitioners as well as principals and senior executives of firms in allied industries such as advertising, event planning, digital communications and marketing. Attendees come to the conference to connect with peers and share ideas and insights that they can immediately put into practice.

Counselors Academy conference attendees are particularly interested in the following subject areas: People, Finances, Growth, Operations, Practice Evolution, Responsibility.

[Here's](#) where to get more info.

CAPRSA Track Sessions

<p>CEPR: Shaping the Future of the Profession Globally</p> <p>Mickey G. Nall*, APR, Fellow PRSA, Susan Gonders and Gary McCormick, APR, Fellow PRSA</p>	<p>Build Your PR Agency From the Ground Up: Tips From Three Entrepreneurs</p> <p>Lisa Gerber*, Chuck L. Norman*, APR and Heather Whaling*</p>	<p>TED-Style Slides: A Simple Guide to Impactful Presentations</p> <p>Rob Biesenbach*</p>
<p>A “must” for prospective reviewers and academic programs. A panel of past PRSA chief executive officer/chairmen discuss how CEPR, “the global standard in public relations education” on four continents, is shaping the future of the profession globally. Learn how to prepare the next generation of professionals by conducting CEPR site visit reviews, and so much more.</p> <p>Sunday, Oct. 23, 11 a.m.–noon</p>	<p>Currently leading an agency? Considering striking out on your own? Three savvy independent PR agency leaders share lessons learned on what it takes to start and grow your own business — be it a large company, or a small or virtual office.</p> <p>Sunday, Oct. 23, 4:45–5:45 p.m.</p>	<p>Are your presentations suffering from “Death by PowerPoint” slides — decks that are dense with words and short on imagery? The rise of TED Talks is driving audience demand for presentations that are artful, minimalist and evocative. This how-to session will show you how to wow audiences with more visually compelling TED-style slides.</p> <p>Sunday, Oct. 23, 4:45–5:45 p.m.</p>
<p>Why “Partnership Relations” Is the New PR</p> <p>Anne Green*, David Siroty and Lindsey Turrentine</p>	<p>From Apathy to Ambassadors: Motivating Audiences to Act</p> <p>Kate Snyder*, APR, Jay B. Love and Richard D. Waters, Ph.D.</p>	<p>How to Turn Any Type of Company Into an Entertainment Brand</p> <p>Doug Simon* and Keith Green</p>
<p>In trying to break through in a crowded, noisy marketplace, many brands struggle to go it alone. Fragmented audiences, multiple channels and tight budgets make it hard to gain share of voice. Yet by choosing the right partner to meet objectives, you not only share resources, you also increase PR ROI — a strategy implemented by a major real estate firm and explored in this interactive session.</p> <p>Sunday, Oct. 23, 4:45–5:45 p.m.</p>	<p>How do you inspire your target to respond? Move the focus away from your needs and onto those of the stakeholders. Discuss best practices in audience research to better understand stakeholders’ needs, and how to communicate in the online and offline worlds with messages that compel them to act and stay connected.</p> <p>Monday, Oct. 24, 10:15–11:15 a.m.</p>	<p>No matter what business you are in, to compete and succeed you have to accept that you are in the entertainment business. That’s the challenge these days for PR and marketing pros, whether you work for or represent a Fortune 500 company, a nonprofit, educational institution or a small business. But how can you turn your company — or any type of organization — into an entertainment brand for your audience and do something that will create immediate buzz and be talked about for years?</p> <p>Monday, Oct. 24, 10:15–11:15 a.m.</p>
<p>Using a Science-Based Approach to Improve PR Outcomes</p> <p>Elizabeth Edwards*</p>	<p>Podcast Strategy: From Brand Awareness to Consumer Downloads</p> <p>Gini Dietrich*, Deirdre Breakenridge and Shonali Burke, ABC</p>	<p>PR and Influencer Marketing: Playing Nice in the Sandbox</p> <p>Natalie Ghidotti*, APR and Stephanie McCratic</p>
<p>Some are calling it a “science revolution” in the communications industry — a combination of the latest research from neuroscience with tried-and-true fundamental human behavior laws from psychology, sociology and anthropology. Get a behind-the-scenes look at this science-based PR approach that creates a new best practices blueprint.</p> <p>Monday, Oct. 24, 10:15–11:15 a.m.</p>	<p>With content marketing on the rise, brands are exploring different channels for the creation and distribution of their content. Should brands be developing their own podcasts as a part of this growing content landscape? Learn proven strategies and tactics behind podcasting, and what brands need to do to find success with their own branded podcast content.</p> <p>Monday, Oct. 24, 11:45 a.m.–12:45 p.m.</p>	<p>Nowadays, it isn’t just bloggers you need to reach — it’s Twitter stars, Pinterest mavens and Instagrammers with thousands of followers. The new breed of “influencer” is changing the world of public relations. In this panel discussion, learn why PR pros need to get past the paid content discussion and move to the driver’s seat when it comes to influencer marketing.</p> <p>Tuesday, Oct. 25, 12:30–1:30 p.m.</p>

* = CAPRSA Member

Interested in joining Counselors Academy? Click [here](#) to apply.

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