

PRSA 2019 INTERNATIONAL CONFERENCE

► TAILOR YOUR CONFERENCE TRAINING BY TRACKS GEARED TO YOUR ORGANIZATION, SECTOR, CAREER ASPIRATIONS & SPECIALTY

October 20-22 | San Diego, California



INSPIRE
INNOVATE
ENGAGE
INFLUENCE

► INSPIRING, THOUGHT-PROVOKING, COMPELLING KEYNOTE SPEAKERS



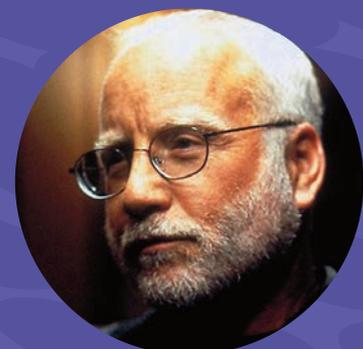
Bob Woodward

Pulitzer Prize-Winning Reporter
Bestselling Author
Washington Post Associate Editor



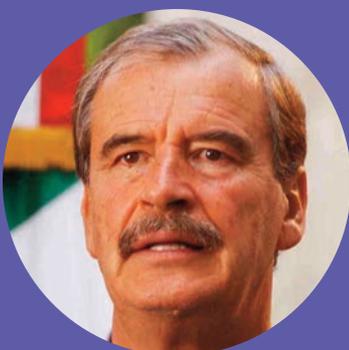
Laura Ling

Emmy Award-Winning and
Crusading Human Rights Reporter



Richard Dreyfuss

Oscar-Winning Actor and Recipient,
PRSA Award for Civic Engagement for Extraordinary
Contributions to Advancing Civics in Schools and
Championing Tools of Democracy



Vicente Fox

President of Mexico (2000-2006)



Marta Sahagún de Fox

Former Presidential Press Secretary



Frank X. Shaw

Microsoft Corporate Vice President, Communications

INSPIRE INNOVATE ENGAGE INFLUENCE

► INSPIRING, THOUGHT-PROVOKING, COMPELLING KEYNOTE SPEAKERS FOCUSING ON GLOBAL CRISES, MILITARY LEADERSHIP, CORPORATE COMMUNICATIONS AND MULTINATIONAL AGENCIES.



Tanya Acker

Emmy-Nominated TV Judge
And Host of The Tanya Acker Show Podcast



Justin Green

President, Global Alliance; Global Ambassador,
African Public Relations Association;
Past President, Public Relations Institute of Ireland



Errol Cockfield

Senior Vice President
Communications
MSNBC



Fiona Cassidy, APR

Chair
Public Relations Institute of New Zealand



Steve Vaus

Mayor
Poway, Calif.
Grammy-Winning Singer-Songwriter



**Raquel del Carmen
Rivera Torres, APR**

Directora
Asociacion de Relacionistas
Profesionales de Puerto Rico



Matt Plotkin

Executive Director
Camp Fire Long Term Recovery Group
Paradise, Calif.



**Brigadier General
Edward Thomas**

Public Affairs Chief
U.S. Air Force



**Rear Admiral
Melissa Bert**

Director
Government & Public Affairs
U.S. Coast Guard



**Brook DeWalt, APR+M,
Fellow PRSA**

Deputy Chief of Information
U.S. Navy



**Robert Hastings, APR+M,
Fellow PRSA**

Brigadier General
Texas Military Department
Past Assistant Secretary of Defense
Public Affairs



Dave Samson

General Manager
Public Affairs
Chevron Corporation



Cheryll Forsatz

Vice President
Corporate Communications
& Public Relations
Ferrero USA



Kent Landers, APR

Vice President
External Communications
Coca-Cola North America



Ivy Grant

Vice President and Chief of Staff
Customer Care
Walmart eCommerce



Jennifer Gottlieb

President
W20



Jim Joseph

Global President
BCW (Burson Cohn & Wolfe)



Barby Siegel

CEO
Zeno Group



Heather Kernahan

President
North America & Australia at Hotwire

► **DON'T MISS A PHENOMENAL CONFERENCE EXPERIENCE**

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

- **Professional Development** – 140+ outstanding sessions, 10 remarkable keynotes, 250+ super speakers.
- **Tons of Take-Homes** – Attend as many as 23 different sessions, nearly twice as many as in past years.
- **Stay Current** – Hear what's new, next and best from exciting speakers, sponsors and exhibitors.
- **Relationship Building** – Build lifetime relationships with peers worldwide.
- **Social Events** – Enjoy opening night, meet-mingle-and-more networking opportunities.
- **International Participation** – Learn from professionals around the globe, including sessions in Spanish.

► **MAKE CONFERENCE CONNECTIONS**

Networking opportunities include:

- **Opening Night Reception**
- **Newcomers Orientation**
- **Reception With the Exhibitors**
- **Diversity and Inclusion Celebration**
- **Professional Interest Section Events**
- **Sections After-Hours Dessert Social**
- **College of Fellows Mentor Program**
- **APR Accreditation Discussions**

► **YOUR CONFERENCE HOTEL**



The PRSA 2019 International Conference will be held at the four-star Marriott Marquis San Diego Marina Hotel.

Hotel room reservations must be received by Sept. 24!

► **SPECIAL PRESENTATION**



Debra Erickson

Marketing Director, San Diego Zoo
President, International Zoo Educators Association



Rick Schwartz

Ambassador & Spokesperson, San Diego Zoo

HERE'S A LOOK AT THE 140+ INNOVATIVE BREAKOUT SESSIONS TO CHOOSE FROM AT PRSA'S 2019 INTERNATIONAL CONFERENCE:

▶ SUNDAY, OCT. 20

▶ **Global Trends and Insights From Around the World Hosted by Global Alliance**

We “think global” and “act local” to reach our goals. But risk of failure is high when every part of the world has its own culture, language, traditions, values, social and economic activities. Gain valuable insights, knowledge and best public relations practices from experts across the world.

▶ **Pitch Tank: Actual Story Pitches to Hungry Media**

ABC may have “Shark Tank” — only PRSA has Pitch Tank. Journalists from popular outlets will judge attendee pitches and decide on that next great story. Attendees will learn how to better structure and deliver their next story angle.

▶ **Captain Marvel, Midway, Top Gun: Partnering With Filmmakers to Educate, Inform and Position Your Mission and Capabilities**

The military seeks ways to educate the public on the honor, courage and culture of those who keep our country safe. Placing historic locations, dynamic individuals, engaging narratives and amazing visuals in films, TV, video games and more is challenging. Hear how it comes together.

▶ **Communication Resiliency: Lessons Learned After Hurricane Maria**

Category 5 Hurricane Maria devastated Puerto Rico, moving public relations professionals into a “new normal.” As residents fled, help arrived and the island slowly recovered, communicators adjusted their focus and created strategies to help rebuild communities and Puerto Rico.

▶ **How We Drew 400,000 People to Columbia, S.C., for the Great American Eclipse – and Created a Model for Regional Tourism Collaboration in the Process**

The longest East Coast metro area’s 100 total percent eclipse created a tourism opportunity for a Southern city. See how “Total Eclipse Weekend Columbia, S.C.” raised awareness for a destination and fueled economic impact with local events, a model for strategic opportunities.

▶ **Public Relations Journal: Presenting Research That Matters to the Practice**

Gain insights into research from *Public Relations Journal*, a free, online, open-access, quarterly journal created by PRSA and now partnering with the Institute for Public Relations. Authors will present published research that includes clear outcomes for public relations practice

▶ **Rebranding NASA Johnson Space Center’s Internal Communications for the Digital Era**

Learn how the NASA Johnson Space Center external relations office reimagined its internal communications products, while being mindful of today’s technology, in order to help employees and retirees lead the charge as the American space program’s most knowledgeable ambassadors.

▶ **After the Poway Crisis — Then What? Moving a Community Away From Hate and Toward Hope**

When a gunman opened fire at a synagogue, the city’s Mayor saying “This is not Poway” set a tone for hope, healing and heroism. When tragedy is hate-based, how do we help leaders move a community forward in the aftermath, develop messages and connect with our audiences?

▶ **America Abroad: International Perceptions of the American Brand**

How American organizations are seen abroad is linked to their own reputation with the media, Hollywood, politicians and global businesses contributing to the mix. Global Affairs Committee examines this, and explores ways global brands impact public relations professionals.

▶ **Simple Ways PR and HR Can Partner to Create Winning Diversity and Inclusion Initiatives**

Learn why diversity and inclusion can’t be solely a human resources function, and how public relations is uniquely positioned to help lead these efforts as part of an integrated strategy across business units with initiatives that remove barriers and build engaged and inclusive teams.

▶ **Achieving Intercultural Competence: What Senior Leaders Have to Learn About Diversity and Inclusion**

Learn about research from the Arthur W. Page Society Diversity Committee that opens a conversation for senior leaders to assess their knowledge and their motivational and organizational assets in effectively practicing diversity and inclusion and achieving results.

▶ **Feared When Not Forgotten: Practicing International Public Relations In Countries Contentious With the United States**

What does “public relations” really mean in Russia, the Middle East or other countries? Are you interested in exploring work outside of the United States? Do you know how to prepare for potential pitfalls? This session tackles what you need to know to help clients succeed.

▶ **Shareholder Activism: A Public Relations Perspective**

Shareholder activism is at an all-time high. Investors are challenging corporations on a variety of issues, and public relations professionals are on the front lines dealing with activism. The speakers present theory-driven and practice-supported advice on managing activism issues.

▶ **The Brightest and Best Academic Research in Public Relations**

Hear more about a recent cross section of several groundbreaking, peer-reviewed articles in the *Public Relations Journal*, published by PRSA and the Institute for Public Relations, as well as papers presented at this year’s International Public Relations Research Conference.

▶ **Selling the Sizzle: How Brands (Including You) Can Become Notable and Quotable**

Ever wonder how McDonald’s, Coca-Cola and Starbucks became so successful? Learn to apply some of their communications tactics to your own professional and personal success. Get an insider’s view on how some of the best brands stay on top and how you can do the same.

▶ **Keep Calm: How to Reposition Alarmist Language to Calm and Reassure Audiences**

Health care accreditation is a sign of quality and can impact consumer decisions. What if you lose it and state agencies get involved? Learn how one team managed stakeholder perception, turned the tide and preserved public opinion through open dialogue, messaging and outreach.

“

The speakers in each session were great and the content presented was very relevant to today's trends.”

▶ **Mind the Gap: Women’s Leadership in Public Relations**

Women comprise more than 75% of professionals. Just 20% are in leadership positions. Learn via research and personal stories how to improve gender equality, empower and place women into leadership and produce results that improve employee diversity, inclusion and retention.

▶ **Advocacy in a Shifting Communication Landscape**

Collectively drawing on more than 75 years of professional and academic experience, panelists bring insight to inform ethical value-driven best practices that guide advocacy and communication efforts surrounding issues central to society and worthy of civic engagement.

▶ **Living Our Best #PR Life Through Fitness, Health and Wellness**

Public relations ranks in national surveys as one of the world’s most stressful careers, alongside the likes of air traffic controllers and surgeons. Learn methods to embrace your practical fitness, health and wellness to better reduce stress and stay mentally and physically in shape.

▶ **Increasing Diversity and Inclusion in the Financial Planning Profession: A Case Study**

Looking to advance diversity and inclusion in your organization? Learn the “brass tacks” of how one organization created marketing communication strategies and leveraged proprietary research, media relations and thought leadership to increase its diversity efforts.

For more details & to register, visit prsa.org/IC

► **Innovation Relations: The Powerful Combination of Communications and Design Thinking**

What if we could use Silicon Valley's Design Thinking to help remove guesswork and design programs that could capture our audiences' interest? This session helps you master a process and skill set that could help transform the way you approach communications challenges.

► **Invention in PR: How to Use Public Relations as a Creative Engine**

Learn how to hatch the big idea that drives product development, sales, and marketing. This session teaches an entrepreneurial approach to creating newsworthy products and services for your organization, and elevates public relations to lead across every possible function.

► **It's Not Brain Surgery, but You Need to Understand Neuroscience: Three Secrets to Getting Approval for Your Client's Project**

A proposal that offers benefits to a city and community is headed to a public hearing amid opposition. How can you help overcome opposition and get buy-in from decision makers without wasting time and money? Learn ways to get approval and the neuroscience behind them.

► **It's Only a Crisis if You Panic**

Public relations professionals are increasingly shifting their roles into reputation management. Learn more about the anatomy of issues and crisis communications, how they play out and ways to better handle them through the lens of taking the "panic" out of these situations.

► **Keeping Up With the WOW: Using Technology and Trends**

Experience live demonstrations of at least 20 work products, ranging from those you can use in your everyday work to others that can be incorporated into meetings and events. Discover technologies and trends that give your meetings and events an extra WOW factor.

► **Let's Get Ethical: Media Objectivity in 2019**

Reporters are challenged to remain objective in today's political and social environment. Is it possible? Learn ethical implications of objective reporting, the media obligation to produce and distribute the news and what it means for the future of communications and journalism?

► **Making a Difference: Communications and PR for Small Businesses and Nonprofits**

Small businesses and nonprofits have great stories to tell, but many with only a shoestring budget for public relations. Find out the secrets to crafting your story, developing a communications plan, and leveraging tools for success without breaking the bank.

► **Master the Disaster: How Critical Moments Define You and Your Organization**

When your leadership skill sets are revealed in the face of a crisis, are you sure you'll like what you see? Learn how to more confidently face reputation challenges and defend an organization's reputation against crises head-on with speed, conviction and integrity.

► **PR: Tech — Highlights From USC Annenberg's Annual Global Communications Report**

What are some changes and growth areas in our industry? Where is the industry headed? Hear highlights from USC's latest annual Global Communications Report that provides an overview, including a continuing shift from earned to shared media, Artificial Intelligence and much more.

► **Protecting Reputation: The Corporate Crisis Management Playbook**

An excellent reputation can be shattered instantly by a decades old video or tweet. Between traditional and digital media channels, learn crisis mitigation strategies and best practices for communications professionals in helping to protect their individual and brand reputations.

► **Reverse Case Study Model: An Analysis and Evaluation of Your Campaign Performance**

Is hindsight really 20/20? Find out why the Reverse Case Study method of "reverse engineering" is a valuable tool to assess your communications campaigns and activities, develop critical thinking skills and provide new baselines for future work.

► **The Art of Managing Workplace Conflict**

Creating environments for ethical discussions helps build effective teams. Learn competencies required as a trusted strategic adviser in public relations based on research by the PRSA Board of Ethics and Professional Standards with the Arthur W. Page Center along with personal stories.

► **Uncomfortable Spaces: The Role of a Trusted Adviser**

An excellent reputation can be shattered instantly by a decades old video or tweet. Between traditional and digital media channels, learn crisis mitigation strategies and best practices for communications professionals in helping to protect their individual and brand reputations.

► **The Diversity and Inclusion Imperative: An Examination of Equity, Excellence and Effectiveness in the PR Industry**

PRSA national officers, committee chairs, public relations veterans and PRSA Diversity & Inclusion Committee members lead an invigorating discussion about diversity practice "from the inside out" within the public relations industry as a whole and for PRSA specifically.

► **Smart Shifts: Leverage Data to Change the Trajectory of Your Campaign**

Is your campaign resonating with the right audiences? Do you "have a feeling" it's not working? Data helps you understand issues and make mid-campaign adjustments that could lead to better results. Learn how brands leverage data and tools to help ensure maximum benefit.

► **Flow Like a Ninja: #PRLife-Changing Tech Tools**

Juggling more action items and ideas in a day than you can count? Where is technology to save the day? Learn 20+ proven and many lesser-known but life-changing, low- and no-cost tools that can add hours into your week, and wow colleagues with new reporting and design abilities.

► **The Power of People — Fueling Today's PR Professionals for Tomorrow's Challenges**

What's the "Agency of the Future" model and how can you put it into practice? How does it focus on data-driven practices, evolve employee skill sets and bring ideas and communication methods to life to ensure every challenge is approached with the right resources in hand?

► **The Three Rs of Presenting: A Toolkit for Boosting Your Confidence**

Access a kit of tools and techniques for speakers. Employing a two-way communication model, participants will learn to strategically plan and execute anxiety-free presentations that connect with audiences utilizing simple techniques, body language and breathing processes.

► **CEPR: Shaping the Future of the Profession Globally**

The Certification in Education for Public Relations (CEPR) credentials distinguish academic programs providing faculty, curriculum and resources to prepare students for the profession. Prospective reviewers and schools will learn about the process and ask questions of this panel.

► **College of Fellows: Preparing to Apply #AspireHigher**

Be introduced to the College of Fellows, resources supporting the application process, details on completing the application, tips for writing a successful application and requirements such as criteria, letters of support and GoodFellows coaching supporting applicants through the process.

► **Congratulations! You've Earned Your APR. Now What?**

You've achieved a significant milestone in your development as a public relations professional — your APR. What comes next? APR represents a ticket to extensive options and opportunities to fuel continued professional growth. Explore avenues and ways to give back to the field.

► **Be the Brand: Creating and Elevating Your Professional Identity**

Public relations professionals help their clients' brands stand out every day. But when it comes to building personal brands, there's often missed opportunities to attract attention to get ahead. Learn about branding tools and techniques that help create a brand to help you stand out.

► **MONDAY, OCT. 21**

► **Diversity Champions and the Challenged: Inside Look at Campaigns That Worked and Where Others Could Have Done Better**

What qualities define authentic, successful campaigns that connect with diverse audiences? Why do others alienate those they're trying to reach? Learn how to create inclusive campaigns and ways to mitigate a crisis resulting from missteps in campaign creation and execution.

► **Interview With Mexico's Former First Lady, Government Spokesperson, Communications Leader and Philanthropist**

Learn about Marta Sahagún de Fox's career as a top government spokesperson and as the First Lady of Mexico. Hear her thoughts on global communications and how philanthropy can change a nation, bridge gaps and provide hope for children and the underserved.

► **Front Seat to History: Communications Leaders Share Experiences in Memorable World Events**

Look inside history-defining events: creating biggest media embed in a war zone, coordinating 250+ White House, Congressional and UN events, covering peace talks, being a Department of Homeland Security spokesman, and more — and how these leaders transitioned to new careers.

(Monday, Oct. 21, continued)

► **#TheyAreUs — Lessons Learned in the Face of Adversity: The Deadliest Mass Shooting in New Zealand History Adversity**

When a gunman attacked two New Zealand mosques, killing 51 and injuring 49 people, significant resources were mobilized with consistent, timely, people-focused communications and a leadership-driven response that had the whole world watching.

► **Strategic Communications on the Battlefield: Reaching Stakeholders During Combat Operations**

In a multi-domain battlespace, public affairs brings context, empathy and understanding where trauma and tragedy are common. Hear how warfighters navigate communications, respond to adversaries and build relationships with the public, military families, allies and host nations.

► **Inside the Latino Media Newsroom: Top Journalists Share Latest Trends and Why Latino Journalism Matters**

Which opportunities are still unclaimed in the Latino market? How can communicators assist key journalists and get them to rely on you as a source? Learn how to generate Latino media coverage from top reporters and discover fertile ground to increase media placement.

► **Big Data vs. Big Brother: How to Package Your Brand Data for Good**

Learn how to package the wealth of data at your fingertips that resonates with the public and drives reputation for your brand. Understand how to pivot the data conversation away from Big Brother, and synthesize and package it to resonate with consumers in a compelling narrative.

► **Corporate Activism — If, When and How To Engage AND Still Protect Your Brand**

CEO and corporate activism is of increasing interest to communicators and leaders. Studies show clear links and growing expectations of employees, consumers and the public for leaders to engage on key social issues. Learn to respond effectively and protect corporate reputation.

► **Marketing to Machines**

Alexa sets the mood and picks a restaurant. Algorithms choose where and how to invest our money. How do we pivot from traditional, emotionally rich storytelling and appeal directly to the intelligent but impassive machines? Get a pragmatic look at the ever-changing landscape.

► **MISinformation/DISinformation: An Open Conversation on How the PR Profession Can Lead the Fight for Truth**

Want to avoid falling prey to fake news and effectively manage through the pain points of these crises? Hear strategies and best practices that can help you minimize the risks of a fake news attack while gaining insights on both the triggers and trends connected to misinformation.

► **Communicating During a Major Crisis: A Case Study of the 2018 Camp Fire**

The 2018 wildfire in Paradise was California's most destructive, and deadliest in the U.S. since 1918. Learn how California State University Chico assisted and kept the community, parents, students, employees and fire victims informed during days and weeks after the fires.

► **Survival Tips When International Affairs Threaten Your Company's Public Relations**

Trade wars. National security. Political mudslinging. What if you're the target? How do you handle a government or a tweet-happy leader aiming to score a political point at your expense? See what responses can work and how to go from sitting duck to owning the conversation.

► **Transitioning to New Careers: Journeys of Former Military Leaders' Moves Into Entertainment, Agency, Corporate and Legislative Arenas**

Leaving one industry to join the unknown can be terrifying and fraught with uncertainty. This panel explores opportunities and challenges for those interested in continuing in communications within their area of expertise or moving to an entirely new frontier.

► **Getting It Right: Diversity and Inclusion in LGBTQ and Latinx Communications**

When portrayed in the media, the LGBTQ population wants to see their stories reflected in a fair and accurate way; Latinx groups have similar concerns. Hear about issues these communities face and steps to incorporate inclusiveness in their work while improving their own careers

► **The Ultimate in Target Markets: Utilizing Communicators to Answer the Call to Serve**

Data analytics, audience segmentation and dynamic community outreach — over the years the military has utilized among the most iconic, creative strategies and national campaigns to encourage top talent to answer the call to serve. Get a look into recruiting strategies and tactics.

► **Leadership Lessons Learned From Luna**

Oregon was the first of 14 states to experience the 2017 total solar eclipse. Go behind the scenes with Oregon's eclipse planning team to experience leadership lessons that they learned the hard way while preparing for the largest time-certain crisis they've ever faced.

► **Health Check: How the Blues Are Using Data To Tell Us About the Health of America**

Learn how BlueCross BlueShield Association leverages its data resource to communicate about health care issues and inspire dialogue around important topics that are top of mind for many Americans — including the opioid epidemic, mental health and childhood vaccinations.

► **Lessons Learned From the Oklahoma Teacher Walkout**

A duo that helped an association achieve teacher pay raises share their crisis communications plan that sought to garner support among lawmakers and teachers; overcome low brand perception, and ensure transparency and authenticity that guided their client through a crisis.

► **Choose Your Own Adventure: Understanding and Developing an Analytics Road Map**

Tracking and analyzing communications efforts are critical to showing one's worth with key decision makers, but the abundance of data and methods can be overwhelming. Learn how to build a metrics roadmap to help track and communicate the value of your communications.

► **Mayhem Is Everywhere: Allstate's Disaster Preparedness Week**

The 2018 record-setting year of 11 natural disasters devastated many Northwest communities. A company with 88 years of experience tells how it helps customers manage the mayhem via a preparedness campaign that helps calm fears and assures stakeholders in times of crisis.

► **Creating a Peanut Allergy-Free Future by Driving Parents to Act**

Research that rewrote the rules on peanut allergy prevention also led to confusion and concern. Discover how an empathetic, influencer-centric campaign by the National Peanut Board helped overcome objections and equipped parents to take control of their children's food allergy future.

► **Demystifying Diversity in Communications**

Communicating with diverse audiences, demographics and experiences can be a challenge for even the most skilled communicators. Learn how to better communicate with target audiences and to understand inclusive practices and skills to help communicate more effectively.

► **Crisis Management and the Critical Role of Leadership: A Perspective From Mexico and Latin America**

Learn how to effectively manage crisis situations, better understand the role of leadership and how to use strategic communications with practical examples from Latin America that foster critical thinking and leadership skills. *This presentation will be offered in Spanish.*

► **Accidental Karma: One Leader's Journey to "Trusted Adviser"**

Via personal stories and decades of public relations experience spanning agency, corporate, nonprofit and education sectors, explore the attributes of a trusted adviser and hear factors that move a professional into a sphere of significant leadership and influence.

► **Are You Ready for Alpha Generation? Communicating With the Generation Coming After Gen Z**

You've heard of millennials and Gen Zers. Are you prepared for the Alpha Generation — this young and among the most pivotal in centuries? Learn how to effectively communicate with, and market to this new generation that has been immersed in all things digital since infancy.

► **Asserting PR Dominance: AI-Driven Strategy for Digital Communications**

Customers increasingly expect brands to deliver consistent and personalized experiences across all media channels and content touch points. Learn how to maximize personalization and engagement by understanding algorithmic biases and optimizing your content development.

► **Elevator Pitch 3.0**

You have seven seconds to make a first impression. Every word must count. A well-crafted pitch can be used in a variety of scenarios to generate interest and extend the conversation. Bring up to two scenarios to the session and take a deeper dive into the world of elevator pitches.

► **Building a Diversity and Inclusion Brand**

Diversity and inclusion are watch words for today's successful brands. Discover how one entity made the leap, sharing how to best tell the diversity story in your marketing efforts, ways to develop measurement tactics and why crisis communication in diversity is critical.

► **Social Media Strategy and Planning**

In 2010, the U.S. Marine Corps made waves by cultivating a social media community of more than one million followers in just six months. A decade later, they still lead all the military services in social space. Learn how they translate algorithms and analytics into success.

► **Bridging the Needs Gap Between CMOs and Journalists: How to Tell Great Stories With Measurable Results**

Journalists, public relations and marketing professionals and corporate spokespeople often cross paths, but may be working toward different objectives. Learn how to bridge the gap between corporate stakeholders and the media to ensure each benefits from the relationship.

For more details & to register, visit prsa.org/IC

► **Managing and Aligning an Integrated Advocacy Campaign**

Learn to map, engage, recruit and manage strategic stakeholder support and advocacy efforts to advance your organization's interests and priorities. Coalition builders share the tools and tactics needed to advance your organizational agenda and move the needle for leadership.

► **My BFF Is a Chatbot: Human AI Relationships, Communications And Trust**

With artificial intelligence, it might soon be difficult to distinguish an AI agent from a person. Human AI relationship research presents a future charged with ethical and privacy issues, communications challenges and how AI could affect interpersonal relationships and trust.

► **Create a Video Storytelling Strategy That Gets Results and Shows the C-Suite the Value of Your Work**

Video storytelling can help you stand out, but creating one is not enough. Understand methods to get your video content to your target audience, measure it and demonstrate its value. Learn how to create a video storytelling strategy that results in actual eyeballs seeing your video.

► **Digital Defamer: Protecting and Managing Your Reputation Against Known and Unknown Adversaries**

It's been said that it takes a decade to build a positive reputation yet it takes mere minutes to destroy one. Hear a media attorney discuss specific strategies to defend against false and malicious attacks, as well as best practices for proactively managing your reputation.

A large orange circle containing a white quote: "Best conference I always go to!"

► **Emotional Intelligence: Five Leadership Skills Comms Pros Must Know**

In the past, jobs were about muscles, then intellect. Now it's about emotional intelligence. Learn five tools emotionally intelligent leaders use to shift the conversation from a downward spiral into an active, empowered leadership opportunity that drives positive change and resilience.

► **Ethical Practices in the 21st Century**

Dramatic social and technological advances in media and professional communication have brought with them new ethical challenges for public relations professionals. Get practical advice on how applying public relations ethical principles can help meet these challenges.

► **Finding a Work-Life Balance Spanning Generations and Workplaces**

Work pace is at an all-time high, with many expected to be on 24/7. Intense work and personal demands are rising in every generation. The panel of business owners from three different generations share how they find work-life balance and offer tips for your work-life balance too.

► **Higher Education at an Inflection Point**

Senior communicators in higher education share how they utilize their campus' intellectual capital, influence enrollment strategy, support fundraising and innovate their communications and marketing programs to help a centuries-old industry meet today's challenges.

► **How Capable Are You? Measure Yourself Against the Best**

How do you measure up against the best in the world? PRSA helped develop the Global Capability Framework for individuals and teams. This session helps you find out about the framework, determine how you measure up and how to plan your development for the future.

► **Leading Through Change: Navigating Uncertainty in a High-Velocity World**

During these times of change, leaders must help their organizations navigate complexity and uncertainty. Learn new practical, game-changing ways you can help lead change, clarify goals, gain greater buy-in and take your own leadership skills to the next level.

► **Less Vader, More Skywalker: Social Marketing and the Power of Positivity**

Public relations drives social good and addresses social "bad." Learn how social marketing can change audience behavior with positive, proactive messaging and examples from the "Starts with One" opioid abuse prevention campaign to change behaviors across Washington state.

► **Make Your Content Work Harder for You**

Learn how to conquer your fear of content calendars and make them work for you by using content more effectively and tapping branding, social media and content strategy to achieve your desired outcomes. Leave with "fill-in-the-blank"-style templates and actionable tips.

► **Managing an Integrated Marketing Team**

For years, lines divided public relations and marketing functions. But these professionals often manage programs and projects that cross back and forth across that line. Learn to organize and manage an integrated marketing team that uses earned, owned and paid media to get results.

► **Mind the Gap: Leading Across Generations**

Diversity is now defined in the broadest sense. Your high-performing team could have members from up to five generations, each with distinct perspectives and motivators. Learn strategies and tactics to lead across the generations and achieve your goals — no matter the generation.

► **Who Influences Whom? Tips and Tricks on the Best Ways to Identify and Engage Online and Offline Influencers**

Learn tips, tools and techniques for identifying today's top influencers — not all of whom are on social media! Panelists will share best practices for how to keep influencers positively engaged to help your organization, brand and/or issue. *This presentation will be offered in Spanish.*

► **PR Strategies to Drive a Health Care Brand Transformation**

Rebranding one of the nation's largest nonprofit health systems was a monumental undertaking taking more than three years to complete. Learn about the comprehensive public relations strategy to support the brand rollout across 2,600 care sites in 21 states and Washington, D.C.

► **Quantifying the Contribution of Storytelling to the Bottom Line**

This session will provide marketing communications and business professionals with a comprehensive framework to measure and evaluate the efficacy of their efforts, understand the impact of stories on bottom-line results and share how to put that knowledge into action.

► **An Interactive, How-To Guide for Launching Your Own Virtual PR Agency in 2020**

A "virtual" agency is no longer synonymous with "not real." Powerful communications technology and a mobile workforce make it easier to launch and grow a virtual PR powerhouse that can compete with brick-and-mortar agencies. Learn tips that help you launch your own venture.

► **Redefining the Field of Public Relations Careers**

With a changing landscape in the public relations field, this panel tackles several critical topics, including debates over the roles of advertising, marketing and journalism; shifts in job titles; career progression; digital transformation, and what's in store for the future of public relations.

► **Stay Curious, Stay Ahead: Thrive by Turning Curiosity Into Agility**

Today's uncertain business environment causes many companies to move too cautiously or not at all. Companies thriving today are, typically not stagnant. Learn about research showing how communicators can help curious companies be more agile and better prepared for the future.

► **Storytelling Rx: Fast-Acting Remedies for Your Biggest Storytelling Challenges**

Storytelling is a powerful tool. Yet too often, we let complexity, intimidation and fear get in our way. Learn new ways to better diagnose among the biggest mistakes corporate storytellers make with simple remedies prescribed that will allow your stories to flourish and not flail.

► **Take Charge of Your Career: 82,560 Hours to Make a Difference**

While you don't just "luck into" a positive, front-page, above-the-fold *Wall Street Journal* story, you also don't "luck into" a successful career. A meaningful career path requires research, planning and an action plan. Learn how to be more strategic, assertive and successful in your career.

► **Take Your Global Media Relations Skills to a New Level**

Learn actionable strategies and tactics to improve your global media relations pitching skills and form lasting relationships. Understand the culture of media representative you want to engage with and how media is disseminated, stakeholders consume media and who controls the media.

► **The Authenticity Code: Getting Real About Diversity and Inclusion**

A workplace may be diverse, but is it authentically inclusive? Are employees comfortable bringing their whole selves to the table? The Authenticity Code of D&I self-assessment allows you to benchmark your D&I efforts on employee, leadership and strategic levels.

► **The Digital Dilemma: How to Manage a Crisis in the Age of Google**

Google is the new first impression. Negative content can linger on search results for years, often resulting in many challenges. Learn how to integrate crucial digital tactics to curate your results, manage the spread of negative news and mitigate the damage digitally for brands in crises



What a wonderful variety of topics with engaging, informative speakers."

► **The Divide Holding Back Influencer Marketing**

Divides between marketers and influencers hold back influencer marketing's potential from the length of an ideal engagement to ROI. Learning how each thinks will bridge that gap and how more rigor around process and measurement helps increase effectiveness and credibility.

► **The "New Order" in Advocacy — Changing Strategies for a Changing Time**

Advocacy is how we build relationships among publics, persuasively tell their stories and protect reputations. Explore the evolution of advocacy and how an explosion of new channels, tools, platforms and media are changing how advocacy is conducted and what the future may hold.

► **The Privacy Principles: Five Global Trends That Will Shape PR's Future**

Public relations is at the intersection of privacy and open access, balancing initiatives made stronger by data with reputations potentially compromised, while weighing technological and ethical challenges. Learn how to bring clarity and dissect trends reshaping communications.

► **The Role of Search Engine Optimization in Integrated Communications**

Quality content is more important than ever to search engines in how they rank websites. Participants will better their understanding of search engine optimization (SEO) techniques and how SEO can be effectively used to boost websites, press releases and earned media results.

► **The Secret Psychology of Your Influencer Game**

Learn why *Forbes* listed Behavior-Based Communication No. 1 among "Marketing Tools and Tactics That Will Shake Up 2019." Learn how to use the psychology of perception to create and build influencers and how behavior-based communicators tools can offer a competitive edge.

► **The Stories We Tell**

As master storytellers, we are responsible for crafting narratives that influence audiences to take action through the lens of inclusivity, equity and balanced representation. Explore the role of public relations professionals in shaping diverse and inclusive messaging and narratives.

► **Turn and Face the Change: Communicating Organizational Change With Authenticity and Empathy**

Explore strategies and techniques for communicating changes proactively when news may not be perceived as positive. Learn how to use empathy, listening and concise and shareable messages to manage reputation during personnel changes, irregular operations and in crises.

► **Turn Your Content Into Media Coverage: Build a Happy Marriage Between Content Marketing and PR**

Do you need more attention from the media? Learn ways to more effectively integrate content marketing and public relations. This session offers real-world examples that will help increase the number of links to your content and strengthen relationships with media and influencers

► **Women in Leadership: Ageism, Emotion and Psychological Safety**

Too tough. Softy. Too direct. Too sympathetic. Too emotional. Know-it-all. It doesn't end for women in leadership. Learn what holds women back from reaching their leadership potential and trends making men and women in workplaces less collaborative and more combative.

► **Nine Brainstorming Techniques to Add Creativity Into Your PR**

Learn brainstorming techniques to infuse creativity and innovation into your strategies and tactics, that help you come up with new ideas individually and that lead both communications and non-communications teams in developing engaging and effective solutions.

► **Becoming a Master Storyteller**

Storytelling isn't as easy as it may seem both in terms of how to identify stories and how to tell them. Their stories make information relevant, relatable and applicable to what we do. Gain insights into the listeners' perspective and best practices that set good storytellers apart.

► **Building a Brand Around a Cause: The Benefit Designation and Its Social and Economic Impact**

Legislation regarding Benefit Designation is making it easier for brands to focus on causes in meaningful and transparent ways without alienating stakeholders by developing new entities. Learn how these entities advance CSR and show the power of cause-centered campaigns.

► **Managing Change and Transitions With Confidence, Clarity and Certainty**

As the communication industry changes, it is imperative that we remain adaptable to change throughout our career. Learn helpful strategies, tactics and tools on how to make and manage career choices with confidence, clarity and certainty in a purposeful and focused direction.

► **Attorneys as Allies: Balancing Stakeholder Needs With Legal Concerns in a Crisis**

Public relations and legal often seem to have opposing goals in crisis communications. Learn how to think like an attorney and build relationships with legal counsel to protect the brand and reputation while protecting the organization from undue liability exposure in a crisis.

► **TUESDAY, OCT. 22**

► **Journalists, Journalism and the Free Press in Peril**

Many journalists in oppressive nations are in peril professionally and physically. The free press is threatened daily by authoritarian regimes, even as many news organizations face grave new economic uncertainties. Learn how to help protect journalists, journalism and the free press.

► **Lessons From the Playing Field: What Fandom Teaches Us About Public Relations Engagement**

Learn how fan worship in sports drives emotional attachment to products, events, places and organizations. Discover ways relationship management techniques, integrity and ethical behaviors create sports heroes and how a compelling playbook can energize public interest.

► **Around the World in a Day: Creating Global Internal Communications Campaigns That Work**

As information ricochets globally in a flash, it's never been harder and more critical to follow a realistic, effective approach for global workforce communications that balances local and regional nuances with international messaging. Hear real-life stories that will inspire your work.

► **2020 Census Challenge: Engaging Every Household in America**

Hear about a campaign to reach every household on the importance of the census and its first online option. Learn how data shapes strategies, plans and techniques in high stakes public education campaigns to reach diverse audiences in a time of apathy and growing mistrust.

► **Whistleblower: Taking a Stand for Ethics**

Courage, honesty, integrity, servant's heart, innovation and even risk taking. Paula Pedene took the ultimate risk to improve the lives of veterans and their families when she and a colleague exposed a nationwide scandal of secret wait lists hindering access to health care for veterans.

► **Numbers Talk! How to Integrate Measurement and Evaluation in Strategic, Effects-Based Communication**

Do the words research and evaluation scare you and stop you in your tracks? Find out how you can take small steps to incorporate meaningful analysis and results into your public relations campaigns, and, in turn, gain credibility, results and a seat at the leadership table.

► **The New Must-Have: Content Partnerships With Media**

Discover how a health system partnered with traditional and digital media outlets to produce and distribute content to strengthen its brand, drive business and achieve results that can be replicated to enhance your brand, reach large numbers, gain public trust and drive business.

► **Boosting Behavioral Impact: How to Create a Measurable Communications Program That Shifts Audience Actions**

Core scientific drivers of human behavior shape perceptions and responses to messages. Learn to design and launch campaign tests; create messages to generate responses, identify metrics to measure attitudinal and behavioral responses to campaigns, and report value and ROI.

► **When Your Leader Doesn't Listen: Instilling and Growing Trust**

Is the president or leader of your organization not listening to your counsel? Gaining respect is a critical first step. Listen as a former college president and campus public relations professional share insights on solving issues and demonstrating your capabilities as a strategic counselor.

► **Connecting the PR Dots: Effective Storytelling With Purpose**

Learn how Florida's Orange County, home to global tourism destination Orlando, engaged in a multifaceted and multilingual campaign across a variety of platforms using story arcs to ultimately create awareness, and captivate and engage residents to impact behavioral change.

► **Don't Get Caught Swimming Naked: How to Communicate More Strategically in a Crisis**

Is your organization poised to communicate strategically when a crisis strikes? If not, then what is revealed are the unintended consequences of that lack of preparedness. Learn proven approaches for identifying crisis risk and communicating effectively with all audiences.

► **Building an Online Community for Your Brand**

A powerful way to grow your brand and build long-term relationships is via online communities that then can carry your message with thoughtful conversation leading to innovative change. To drive measurable results, learn how to effectively work with digital influencers and advocates.

► **How to Use SEM Strategies in Your Pitches to Secure Your Story**

The editorial world is changing and so is the way we should pitch our clients. Learn to optimize the latest digital marketing trends and techniques for increased coverage, translate the data collected into results and create pitches that get a better response rate from journalists.

► **Leveraging Micro-Influencers in Social Media**

Micro-influencers--consumers with significant, engaged social media following of between 1,000 and 10,000--can be authentic and obtainable to reach marketing goals. Learn how to leverage micro-influencers in social media to build community, connections and brand advocates.

► **From Employee Engagement to Employee Activism**

Employee engagement is evolving into employee resource groups and crowd-sourced campaigns. Explore how companies balance employee individualism with corporate social responsibility goals and the role, risks and potential benefits in new models of engagement.

► **Measuring Public Relations Results: How to Succeed in Today's Most Competitive Environments**

Learn how to design cross-functional measurement frameworks with data and insights garnered from influencer, content marketing, social media and digital and web analytics. Understand ways to drive C-suite operational objectives by measuring what matters most and why.

► **Meeting Business Objectives Through Corporate Sustainability And Environmental Social Risk and Governance (ESG) Goals**

We increasingly address topics like diversity, inclusion, social purpose and sustainability with varying reporting requirements. Learn to navigate and communicate attainable corporate sustainability, social risk and governance goals effectively across organizations.

► **Measure THIS! Internal Communication Measurement Grows Up**

Linking increasingly important internal communications to impact measurement is crucial. Learn recommended standards for measuring internal communications, tips and insights into smart measurement as well as how to apply these standards to strategic communication planning.

► **Meetings Are Ruining Company Culture: Comms to Rescue**

Unproductive, ineffective and underutilized meetings can waste company resources—to the tune of potentially millions of dollars for larger companies and less, yet also significant numbers for smaller firms. Learn how you can help lead organizational change around meetings.

► **PR Consultant's Business Boot Camp: Build Your Basic Business Plan**

Ever thought about starting your own independent consulting business? Get introduced to the elements of what could be a successful plan, pick up helpful tips and leave with an outline for your own basic business plan, ready for that big day when you launch your practice.

► **Practitioner to Professor: Bringing Your PR Experience to the Classroom**

Thinking about a second career as a part-time or full-time faculty member? Public relations professionals can play invaluable roles in developing the next generation of public relations leaders through classroom careers. Learn about resources that help transition into teaching.

► **Shared Challenges: Educators and Practitioners Unite on Ethics, Diversity, Dialogue and Adjunct Teaching**

Commission on Public Relations Education leaders will share info on new resources available to students and practitioners on ethics, writing, practitioner-educator dialogue, diversity and other topics, including the announcement of findings from the CPRE national survey on the role and challenges of ADJUNCT FACULTY.

► **Strategic Communications: An Essential Risk Management Tool**

Why do some companies and brands survive disaster and crises more than others? Often overlooked in risk management is strategic communications and brand. Learn best practices in crisis management and how survival after tragedy starts with and strong core values.

► **Stakeholder Relations in a Virtual World: Exploiting Digital Engagement Systems in the 21st Century**

What are among the most effective enterprise-wide stakeholder relations management and engagement tools, tactics and processes? Learn about how easy to access emerging digital engagement system applications and technologies, and implement among stakeholder groups.

► **The Power in the Palm of Your Hand: Creating Visual Stories With Your Mobile Device**

Video content has quickly become a nonnegotiable for any brand — but it's not without its challenges. This hands-on and highly interactive session teaches you not only how to create great video content with your smartphones but how to launch a video strategy — on any budget.

► **Understanding Gender-Based Communication to Combat Bias**

While we're all Earthlings, men and women do have diverse ways of speaking, thinking and communicating. Learn more about various communication styles, as well as tools to combat gender biases and that create an inclusive and result-oriented working environment for all.

► **Freefall! Making the Leap Into a Successful Solo PR Practice – Three Big Ideas To Build and Sustain Your Business**

Thinking about leaving the comfort and stability of a corporation or agency is nothing short of wrenching. Whether still on the fence about going out on your own or already established your own business, learn tips and insights in core areas to build a strong solo agency practice.

► **Case Study on Storytelling: What Happened When a Celeb Photographer Shot 60 Pieces of Content for Buttoned-Up, "Boring" Venture Capitalists**

What happens when venture capitalists are made stars by capturing them with a photographer who has shot magazine covers for the likes of Jennifer Lopez and Blake Lively? Learn the ROI of investing in this unusual form of storytelling and feedback and response from the campaign.

► **Cracks, Hacks and Backs: A Practical Guide to Multimedia Communication in 2019**

Video and podcasting are critical communications tools. Hear how professionals are using these skills to help clients and explore tactical ways to bring video strategy to life. The time for talking multimedia is over, so let's start making our communication efforts go from concept to creation.