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Collaboration.

It’s at the heart of what we need to succeed, the results of which I constantly see throughout PRSA, and extending to our clients, our communities and careers.

The importance of teamwork, forming alliances, and working hand-in-hand with those around us has been a through-line for me and this organization this year, particularly when it comes to you, our valued partners, sponsors and exhibitors. In conjunction with our many conferences, events, and ceremonies taking place across the country, you serve as our true colleagues. Rolling with sudden changes, being flexible with circumstance, providing counsel and expertise; you demonstrate all of these abilities and more.

As you know, we recently wrapped up ICON 2022, our first in-person national Conference in three years, and it was wonderfully gratifying to see the quality of presentations, products and professionalism that we not only have come to expect but know will take place.

So, on behalf of all of us at PRSA, I’d like to express my great appreciation for all you have done and continue to do to support us and demonstrate the true meaning of collaboration. Thank you so much.

Dr. Felicia Blow, APR
2022 PRSA Chair
ACCESSWIRE® is a global newswire and communications network, delivering regional, national and international news to thousands of customers across the world.

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Amazon’s Worldwide Communications organization focuses on protecting and burnishing Amazon’s reputation. We amplify the impact Amazon has on employees, customers, and communities. The team drives awareness and education of the many innovations and services that Amazon develops on behalf of customers by telling compelling stories across earned, owned, experiential and social channels.

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- Company Website: The Coca-Cola Company: Refresh the World. Make a Difference

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- Key Contact: Kelsey Espada, Admissions Counselor
- University Website: sps.columbia.edu/communication
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Industry Resources

Muck Rack’s Public Relations Management (PRM) platform enables thousands of organizations to build trust and tell their stories through earned media. Its media database curates hundreds of millions of data points to help PR teams find journalists and content creators, generate coverage, monitor news and prove the value of their work. Journalists use Muck Rack’s to showcase their portfolios, analyze news and measure the impact of their stories.

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