

Why Every PRSA Member Should Invest in the Profession's Premier Annual Conference



Conference Overview

[PRSA ICON](#) is the largest annual gathering of public relations and communications professionals in the United States, bringing together communicators from every sector, career stage and specialty.

Dates: October 18–20, 2026 / **Location:** [Orlando World Center Marriott](#), Orlando, Fla.



The Business Value

Strengthen Your Strategic Skills

- Gain practical strategies you can put to work immediately.
- Learn how leading organizations are approaching AI, executive communications, reputation management, crisis communications and stakeholder engagement.
- Choose from three days of workshops, keynote presentations and breakout sessions.

Stay Ahead of What's Next

Explore the trends shaping the future of communications, including:

- AI and communication technology
- Reputation and trust
- Executive visibility
- Leadership communications
- Emerging trends and future-ready strategies

Expand Your Network

- Connect with communicators from agencies, corporations, nonprofits, government, healthcare and higher education. Build relationships that support career growth, collaboration, mentorship and new business opportunities through networking events, receptions and celebrations.

Learn From Industry Leaders

- Hear from nationally recognized keynote speakers, executives and communications innovators who are driving the future of the profession.
- Customize Your Learning
- Tailor your experience with sessions designed for every career stage and practice area, aligned with your professional goals and organizational priorities.

Bring Value Back to Your Organization

Return with:

- Actionable communications strategies
- Practical AI applications

- Proven campaign ideas and best practices
- Leadership insights
- New technology and vendor solutions

Access Specialized Learning

Enhance your ICON experience with specialized programming, including:

- [Health & Life Sciences Conference](#)
- [Educators Academy Conference](#)
- [Emerging Professionals](#) programming
- Section networking events



Why Attend?

ICON helps you:

- Strengthen strategic and leadership skills
- Expand your professional network
- Discover new technologies and AI tools
- Stay ahead of industry trends
- Bring practical, measurable ideas back to your organization



Who Should Attend?

ICON is designed for communications professionals at every career stage—from emerging professionals to senior leaders—in agencies, corporations, nonprofits, associations, government and independent consulting. **Accredited Members (APR) also earn 3 Continuing Education Units (CEUs) toward maintaining their Accreditation by attending.**



Save on Registration

- **PRSA members save \$400** compared with non-member registration.
- **Register by July 31** to save an additional **\$250** with the Saver Rate.
- **10% discount on ICON registration** if you participate in their [PRSA Group Discount Program](#).



The Bottom Line

ICON is an investment in your career and your organization. You'll leave with actionable strategies, valuable connections and fresh ideas to help you communicate more effectively, lead with confidence and deliver stronger business results.

2K

Comms Pros

80+

Industry Experts

10+

Learning Tracks

3

Days of Professional Development

Learn more and register at prsa.org/ICON

