



From the Desk of the CEO

As communications continues to evolve, organizations need professionals who can adapt quickly, think strategically and deliver measurable business results. Investing in professional development helps ensure your team is prepared for what's next.

PRSA ICON 2026, the largest annual gathering of communications professionals, delivers practical strategies, expert insights and actionable ideas that attendees can immediately apply within their organizations. Over three days, participants will explore today's most important topics, including AI, leadership, crisis communications, reputation management and strategic communications, while learning from leading experts and peers across every sector of the profession.

Beyond the educational sessions, ICON offers unmatched opportunities to exchange ideas, build professional relationships and discover innovative approaches to today's communications challenges. Attendees also benefit from connections with professionals participating in our Health & Life Sciences Conference, Educators Academy Summit, Leadership Assembly and PRSSA programming.

I encourage you to support your communications team by investing in their attendance at PRSA ICON 2026, October 18–20, at the Orlando World Center Marriott in Orlando, Florida. They will return with new knowledge, valuable connections and practical strategies that can strengthen your organization.

Thank you for your consideration. I hope to welcome your team to Orlando this October.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew Marcial', is written in a cursive, flowing style.

Matthew Marcial, CAE, APR
Chief Executive Officer
PRSA