



## Tips and Instructions for ICON Attendees

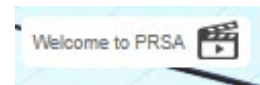
To attend ICON 2020 log in to: <https://www.prsa.org/icon-login>

Use your username and password from your MyPRSA account. If you did not have an account prior to registering for ICON 2020, we created one for you. If you do not know your login credentials, please click on the Retrieve Username/Password link and you will receive an email that will unlock your account and let you reset your username and/or password.

### Welcome

Once logged in, you will arrive in the Main Lobby.

A welcome video will play the first time you are in the lobby. You may replay the video at any time by clicking on the small white video bar at the top right of the lobby screen.



Please note the hashtag **#PRSAICON2020** and share it via social media with your comments on events, activities, sessions, keynotes and more.

Throughout ICON 2020, broadcast messages will pop up on your screen to remind you of upcoming events, announce special programs, provide information on any urgent matters or changes to programming, which though rare, may occur. You can close the messages by clicking the X in the corner or wait for the message to close automatically. Broadcast messages remain on screen for 1-2 minutes depending on the length of the message.

### Orientation

The orientation program will help you get familiar with the platform and how to navigate the ICON 2020 experience. We highly recommend attending to become familiar with the virtual environment and use it for optimal learning, engagement and networking. Hear practical insights and informed advice designed to help you make the most of your virtual Conference experience, as well as your PRSA membership. Orientation will be held on Monday, Oct. 26 at 10 a.m. EDT in the General Session Theatre.





## Getting Around

Access various areas for programming and networking via a variety of access points.

**Option 1:** Click on the white signs hanging on the mezzanine, and on the back wall, to access:



**General Sessions:** Keynote Addresses, PRSSA programs, Silver Anvils, Orientation and other programs.

**Breakouts:** PD Sessions

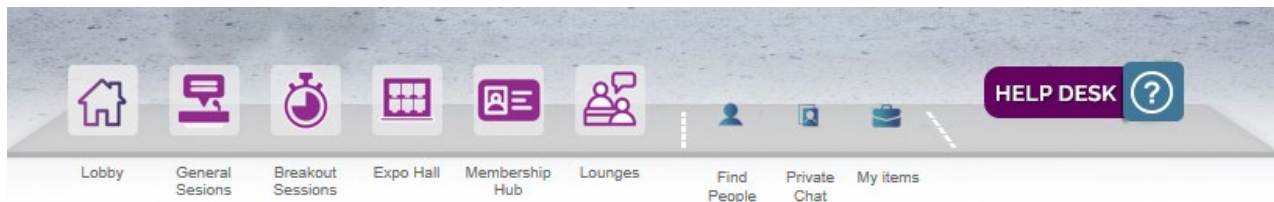
**Section Lounge:** Symposia and Sections Social

**Social Events:** Opening Night Events, D & I Celebration, Concert in the Link Up Lounge and more.

**Expo Hall:** Exhibitors, Sponsors and Partners are waiting to meet you here. And join the Exhibitors Reception

**Membership Hub:** Stop by the Membership Hub and network with other members via group chat. Ask questions about membership, benefits and programs available to you. Download information from the PRSA Resource Wall and chat with staff members who will be there to answer your questions through chat via the special monitors.

**Section Symposia:** Click on the large sign on the back wall to enter the Section Lounge and participate in the Symposia. (Requires pre-registration).



**Option 2:** Use the **Navigation Toolbar** while attending ICON 2020, visible at the bottom of your screen throughout the experience. In addition to accessing the various rooms and special areas, you can find friends and colleagues, or chat privately from this toolbar.

Check out your briefcase, labeled **My Items** on the right of the toolbar. Several important documents have been pre-loaded for your convenience, including a full schedule for your reference. The schedule is up to date as of Oct. 21<sup>st</sup>. Minor changes to programming may occur. We have also provided information on the Leaderboard contest, which allows you to accumulate points for various activities and potentially win a prize. This document will also be available in the briefcase, as well.

You may download information and content into the briefcase as you travel through the conference. Simply click on the briefcase at the far right of the item you wish to save from any content window, while open.



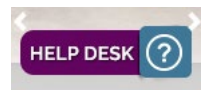
## PRSA Resources

Filter By: All

The screenshot shows a list of two items in a 'PRSA Resources' section. The first item is 'PRSA Code of Ethics' with a 'View' button, a five-star rating, a 'Share' dropdown, and a briefcase icon. The second item is 'PRSA Statement of Professional Values' with a 'View' button, a five-star rating, a 'Share' dropdown, and a briefcase icon.

Once an item is downloaded into your briefcase, you can view, download or share. You can also delete by selecting the item and clicking on the Remove Item button on the lower left.

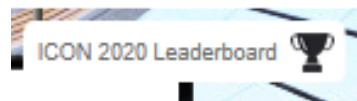
The screenshot shows the 'PRSA Code of Ethics' item in a briefcase. It includes a checkbox, a document icon, the text 'PRSA Code of Ethics', a 'Share' dropdown, and a 'View' button.



At the far right of the toolbar you will see a Help Desk icon. Click on this icon at any time to ask questions and seek support on matters specific to ICON, including tech support, programming questions, directions or advice on how to make the most of your visit to ICON 2020.

Ongoing promotions about the upcoming events of each day will also appear on the toolbar at the far-right end. Click on any promotion to visit the activity area and get details, or to attend and participate in the event.

## Follow the Leaderboard



Check the **Leaderboard** by clicking on the small toolbar visible at the top of every page, throughout your adventures and travels at ICON 2020 and see how you are ranking. The more places you visit, and actions you take, the more points you earn. Prizes will be awarded to the top ten leaders at the close of ICON 2020. Winners will be notified within ten (10) business days by phone and/or email.



Points are awarded for simple activities, such as visiting rooms, chatting, downloading content, and finding hidden photo images of microphones and Silver Anvils! Just click on the images and rack up the points.

Full details will be available in your briefcase.

## Attend Keynotes, Special Events and Breakout Sessions

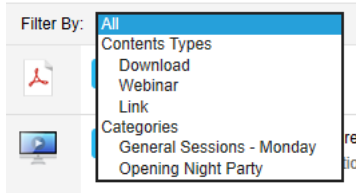
*For an optimal learning experience, we encourage you to interact with speakers and other attendees via the Q&A/discussion box on the side of each session. Speakers will be available in the session during that session's scheduled time. If you arrive late to a breakout session, look through the Q&A/discussion box to see if your question has been already answered.*



In the **General Session Theatre** and **Breakout Session** rooms you will see a large screen divided into four quadrants. Click on the quadrant for each day to access the programs and events.

Once you click, a content window opens and you will see the activities for that location.

**Day 1 - General Sessions - Monday**



You may use the dropdown box at the top left to filter by type of content.

An agenda is located at the top of each content window.

**Day 1 - General Sessions - Monday**

Filter By: All

View	<b>Agenda</b>	★★★★★	Share	
Launch	<b>PRSSA Welcome Address</b> Hear from PRSSA National President Carolyn Lok, PRSSA National Committee and the University of Memphis Conference Committee on the status of the Society and what you can expect throughout ICON 2020. National President's Citation and Star Chapter Award recipients will also be announced. Make sure to watch until the end for a special National Committee greeting.	★★★★★	Share	
Launch	<b>ICON Orientation</b> Welcome to an all new ICON virtual experience as we gather for the first-ever fully online ICON, and learn how to use the virtual environment for optimal learning, engagement and networking. Hear practical insights and informed advice designed to help you make the most of your virtual Conference experience.	★★★★★	Share	
Launch	<b>PRSSA Living Legends Panel</b> You are invited to join The Plank Center for Leadership in Public Relations as it presents "A Conversation With Living Legends: Tony Cervone and Joanne Bischmann" on Monday, Oct. 26. Led by Emma, both Tony and Joanne will offer insightful advice and observations that will enrich your study of public relations. The Plank Center for Leadership in Public Relations is named in honor of Betsy Plank, a PR pioneer and a champion of PR education.	★★★★★	Share	
Launch	<b>Opening General Session with Keynote Speaker Jon Meacham</b> Join us for the opening celebration of ICON 2020, with a performance by Music City Royalty, Chelsea Council, Chelsea in Liberty, Cecilia and daughter of Business Coach and Podium Council!	★★★★★	Share	

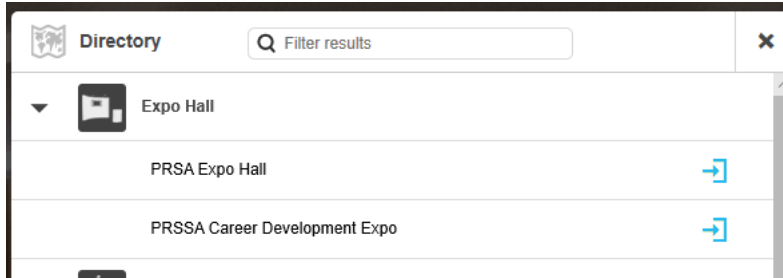
## On Demand Sessions

Missed a session? All breakout sessions and certain general sessions will be made available to attendees for playback beginning Oct. 30. Recorded programs will be available for 30 days.



## Expo Hall

To access the **Expo Hall** by using the Navigation Toolbar, click on Expo Hall on the toolbar and you will see a directory:



There are two expo halls. The **PRSA Expo Hall** and the **PRSSA Career Development Expo**. PRSA's Expo is open each day during ICON 2020. The Career Development Expo is open on Wed. Oct. 28 from 2:30 – 5 p.m.

Click the arrow to the right of either hall to enter. Once you enter the exhibit hall you will see a large board listing all exhibitors. We encourage you to visit their booths, meet them, discover the solutions they can offer, and thank them for supporting the profession and PRSA and PRSSA.

**Career Development Expo:** To enter an exhibit, simply click on the logo.



**PRSA Expo Hall:** Click on the logos to visit exhibitors.





In the **PRSA Expo Hall**, you will notice a sign on the left that will allow you to open group chat, attend the **Exhibitor Reception**, visit the **Military Pavilion**, open Wed. Oct. 28, 9 a.m. – 6:30 p.m. or visit the **PRSA Jobcenter**.

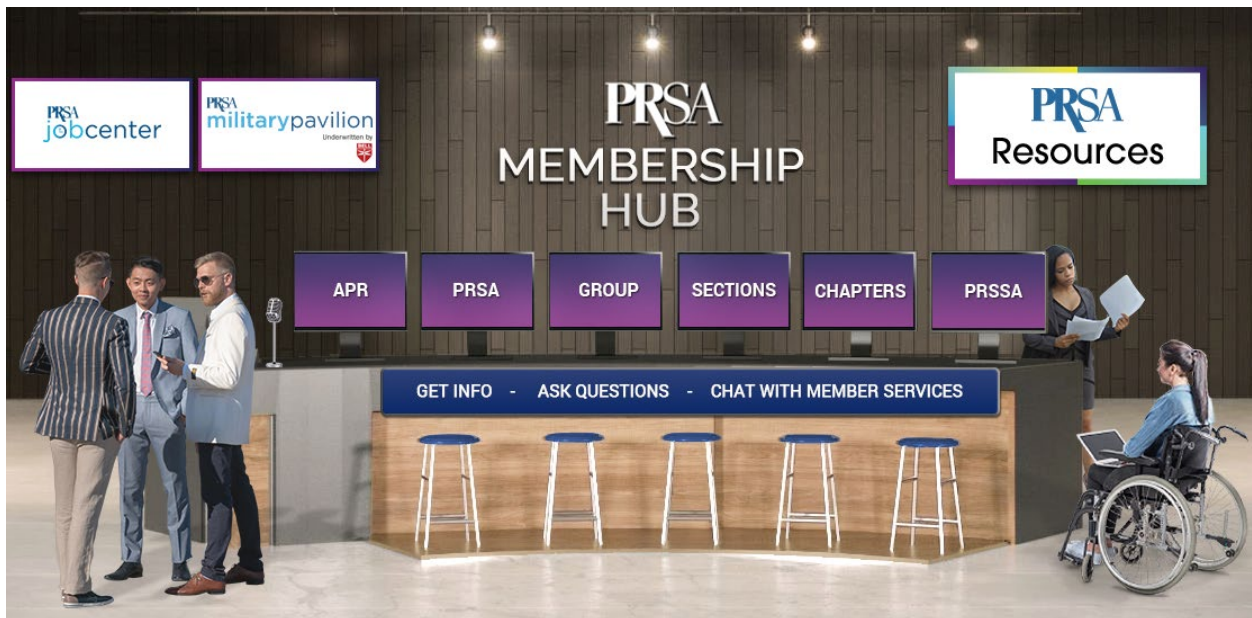
Simply click on the sign for the activity you'd like to participate in or booth you'd like to visit and enter.

## Membership Hub

Click on the **PRSA Resources** sign to open the content wall and find information about PRSA and PRSSA benefits and offerings.

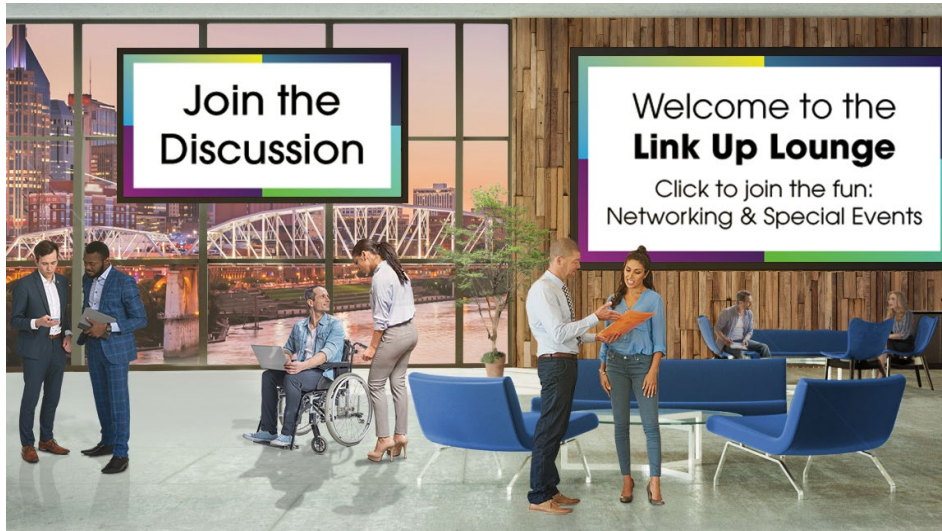
Click on any of the purple monitors to speak with staff and ask questions about membership, programs and offers from PRSA and PRSSA.

Click on **PRSA Jobcenter** and **Military Pavilion** to visit each of the special program booths in the Expo Hall. If you're looking for a job or to hire a pro visit the Jobcenter and discover resources to help you. Members of the military, veterans and those looking to hire veterans are invited to visit the Military Pavilion for networking, and information on careers in public affairs, government communications and transitioning from service to civilian life as a professional communicator.





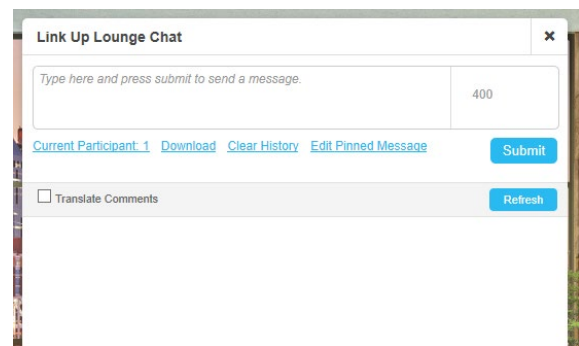
## Link Up Lounge



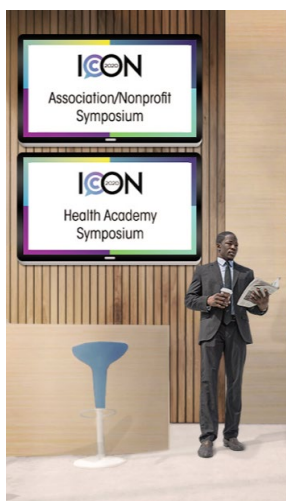
To attend social events and network with other attendees, visit the **Link Up Lounge**.

To access events and participate in fun programming, click on the large Welcome sign on the right and open the content window. Launch the program you plan to attend.

To join group chat in this room, click on the **Join the Discussion** box on the left. The group chat will open.



## Section Lounge



Enter the Section Lounge to attend any of the **Section Symposia**. Click on the appropriate program on the wall and a content window will open.

An agenda is available at the top, along with an At-a-Glance Flyer with information on the sponsoring Professional Interest Section. Each session for the Symposium will be listed and you will be able to launch the session and attend from the content window. You must be pre-registered for any Symposium.

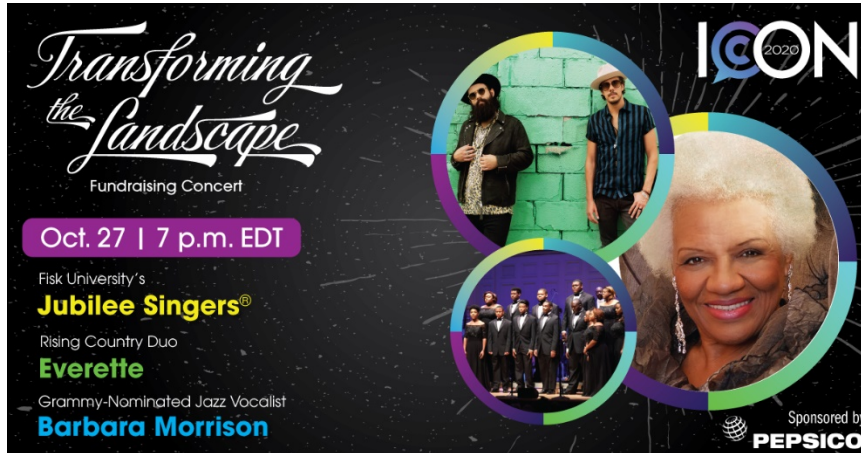
The **Sections Social** will take place in this lounge on Tuesday at 5 p.m. To attend, please enter the lounge and click on the blue bar at the top left to Join the Discussion.

Join the private chat to speak directly with staff.



## Kick off your Shoes, Put Your Boots On or Your Feet Up!

From line dancing lessons, and tours of Nashville, to a transformative concert experience, and sessions with songwriting storytellers and the Jack Daniels historian, there is something for everyone at ICON 2020. Social events and activities are accessible in the Link Up Lounge.



We will celebrate Diversity & Inclusion, the best of our profession at our Silver Anvil Awards, and the promise of our young leaders and next generation in our PRSSA Awards. And we will spend time with living legends of the profession and the music industry.

We hope you enjoy your ICON 2020 experience. We

encourage you to participate in a variety of activities, gain information and knowledge from our exclusive programming and engaging speakers, hear from thought leaders and engaging panels in our keynote sessions, and plan to relax and enjoy our fun, networking and social events.

Complete our session surveys, rate the programs and content, and let us know what you think about ICON 2020. We are thrilled to have you as a participant.

We look forward to seeing you in person soon, and wish you the very best for a safe, healthy and fulfilling experience at ICON 2020.