



PRSA
Learning

Put your

PROFESSIONAL

DEVELOPMENT

in **FOCUS** for

2020

WHAT'S YOUR PROFESSIONAL DEVELOPMENT FOCUS?

Polish your crisis communication, online video, measurement skills — and more — with PRSA's 2020 workshops and master classes.

Is 2020 the year you're going to develop your crisis communication plan? Manage your reputation — online and offline? Develop a PR strategy that measurably boosts your organization's bottom line? Learn to measure, monitor and manage your PR objectives? There's a class for that!

Ready to crack the code on successful pitching? Write content marketing pieces that readers will actually read? Nail corporate storytelling? Check out our tactical PR Master Classes.

New to the field? Take a deep dive into the PR industry with our PR Boot Camp. Is it finally time to get your APR? Get ready in three intense days in our APR Boot Camp.

Whatever skills you want to polish, PRSA is here to help you put your professional development in focus for 2020 ...

*(This brochure showcases in-person workshops and master classes.
For a comprehensive list of programs — including online offerings — please visit prsa.org/pd)*

Each workshop and master class will include:

- A workbook with course materials.
- Meals (breakfast and lunch).
- A lunch guest speaker (for select workshops and master classes).
- Interactive learning.
- Multiple networking opportunities.
- Access to a private online community for pre-reading materials (if applicable) and engagement post workshop and/or master class.

Who should attend:

- Manager and senior-level PR and communication professionals .
- Consultants that work in PR and communications.
- PR and communication professionals in strategic planning roles.
- PR and communication professionals leading the industry's dynamic changes.
- Leaders who manage communication teams.
- Marketing professionals.
- Leaders charged with advising other executives.
- Professionals responsible for managing digital communications.
- PR and communication professionals who enjoy peer-to-peer and group learning.
- Professionals interested in elevating their communication skills.





Approximately **4,500** communication and PR professionals have their Accreditation in Public Relations (APR). Put yourself in good company – and set yourself apart from the crowd in the competitive public relations field – in our **APR Boot Camps**.* 7



72% of journalists say communication and PR professionals need to do a better job tailoring their pitch to suit their beats and coverage. Learn how to create the perfect pitch in our **Media Relations Master Class**.* 8



60% of marketing and communication professionals believe that identifying and connecting with key influencers is the No. 1 struggle in implementing a public relations and communications strategy. Learn to identify and reach your target market in our **Key PR/Communications Concepts Boot Camp**.* 9



49% of senior communication leaders have data that proves they've achieved real-world behavior change from their PR efforts. Learn to demonstrate that you've moved the needle on your organization's bottom line in our **Strategy Master Class**.* 10



Content marketing generates **3x** more leads over traditional marketing – while costing 62% less. Learn how to bring in new prospects, increase SEO and generate more site traffic in our **Content Marketing Workshop**.* 11

*www.prsa.org/2020-workshop-stats



65% of human conversations are made up of personal stories or gossip. Learn to enter the conversation your target audience is already having in our **Storytelling Master Class**.* 12



You're likely to lose **70%** of potential customers if four or more negative articles show up in your organization's top search engine results page. Learn to manage your organization's reputation — online and offline — in our **Reputation Workshop**.* 13



There is a **100%** increase in online video viewing each year. Learn to put your message where viewers eyes are in our **Video Creation Workshop**.* 14



16% percent of organizations took four years or more to recover their reputations after a crisis. Learn the strategies and tactics you need to help your organization bounce back faster in our **Crisis Communication Master Class**.* 15



82% of journalists say PR professionals could do a better job of researching and understanding their media outlet. Be among those who understand the outlets they're appealing to in our **Media Relations 4.0 Master Class**.* 16



77% of senior communications leaders say communicators need to do a better job of measuring and proving their impact on business objectives. Learn to measure, monitor and manage your communications plan in our **Measurement Master Class**.* 17

*www.prsa.org/2020-workshop-stats

| TITLE | TOPIC | DATE | PRESENTER(S) | LUNCH GUEST SPEAKER | CATEGORY/FORMAT | LEVEL * | LOCATION |
|--|--------------------------------|-----------------------|---|--------------------------------|-----------------|---------|------------------|
| APR Boot Camps | ACCREDITATION | Multiple | Multiple | | APR Prep | A | Multiple |
| Secrets of Media Relations Masters: Discover How To Craft the Perfect Pitch and Get Placements With Pitching | MEDIA RELATIONS | March 26–27, 2020 | Michael Smart | | Master Class | F, I | San Francisco |
| PR Boot Camp: Key Concepts and Techniques of Effective Public Relations | KEY PR/COMMUNICATIONS CONCEPTS | April 29–30, 2020 | Robin Schell, APR, Fellow PRSA | Mark Dvorak, APR, Fellow PRSA | Boot Camp | F, I | Orlando |
| PR Strategy: Build Your Strategic, Behavioral and Measurable PR Plan | STRATEGY | May 14–15, 2020 | Stacey Smith, APR, Fellow PRSA | Mark Dvorak, APR, Fellow PRSA | Master Class | I, A | San Diego |
| Developing a Content Marketing Strategy and Building Your Team | CONTENT MARKETING | May 20, 2020 | Michael Brenner | Whitney Dailey | Workshop | F, I | New York |
| Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results | STORYTELLING | May 21–22, 2020 | Rob Biesenbach | Shanita Akintonde | Master Class | F, I, A | Chicago |
| Reputation on the Line: Building, Managing and Defending Reputation | REPUTATION | June 23, 2020 | Paul G. Omodt, ABC, APR, Fellow PRSA, MBC, SCMP | Jennifer C. Schleman, MPS, APR | Workshop | F, I | Washington, D.C. |
| When To Use Videos — and Learn How To Make Them Yourself | VIDEO CREATION | July 14, 2020 | Steven Norris Brice Zimmerman | Tanu Javeri | Workshop | F, I | Denver |
| Crisis Communication Master Class | CRISIS COMMUNICATION | July 16–17, 2020 | Helio Fred Garcia Holly Helstrom | Elyse Hammett, APR | Master Class | A | Chicago |
| Media Relations 4.0: Integrating Earned Media With Owned, Shared and Paid Outreach | EARNED MEDIA | September 24–25, 2020 | Michael Smart | | Master Class | I, A | New York |
| Communication Research and Measurement Master Class | MEASUREMENT | November 12–13, 2020 | Angela Sinickas, ABC, IABC Fellow | Catherine Blades | Master Class | F, I, A | New Orleans |
| PR Boot Camp: Key Concepts and Techniques of Effective Public Relations | KEY PR/COMMUNICATIONS CONCEPTS | November 2020 | Robin Schell, APR, Fellow PRSA | Eric M. Winkfield | Boot Camp | F, I | San Francisco |
| Developing a Content Marketing Strategy and Building Your Team | CONTENT MARKETING | December 8, 2020 | Michael Brenner | Joe Gura, M.S. | Workshop | F, I | Houston |

*As a guide to support your professional development focus, PRSA offers three suggested learning levels: Foundational (F), Intermediate (I) and Advanced (A).



Approximately 4,500 communication and PR professionals have their Accreditation in Public Relations (APR). Put yourself in good company — and set yourself apart from the crowd in the competitive public relations field — in our APR Boot Camps.

APR BOOT CAMP

The APR Boot Camp is a three-day intensive course for candidates to prepare for and be advanced through the Panel Presentation™, and take the computer-based Examination for Accreditation in Public Relations (APR) or Accreditation in Public Relations + Military Communication (APR+M). This course is designed to provide a setting that will meet the needs of busy professionals whose schedules don't permit extensive preparation time.

We strongly recommend that candidates complete previous preparations through their local Chapter, on their own or by taking the APR Online Course.

(This is not a seminar for those beginning their APR journey.)

PRESENTER (DAY 1)

Various

PRESENTERS (DAYS 2 AND 3)

Various

2020 APR BOOT CAMP EVENTS:

Feb 26–28, 2020

Ft. Lauderdale, Florida

April 22–24, 2020

Houston

May 6–8, 2020

Harrisburg, Pennsylvania

Nov 4–6, 2020

Louisville, Kentucky



72% of journalists say communication and PR professionals need to do a better job tailoring their pitch to suit their beats and coverage. Learn to practice the perfect pitch in our Media Relations Master Class.

SECRETS OF MEDIA RELATIONS MASTERS: DISCOVER HOW TO CRAFT THE PERFECT PITCH AND GET PLACEMENTS WITHOUT PITCHING

DAY 1: PLACEMENTS WITHOUT PITCHING: BUILDING MEDIA RELATIONSHIPS

This portion will focus on laying the foundation required for superior pitching success. You'll discover Michael Smart's unique approach to building a strong network of journalists and other influencers who know, like and TRUST you. He will give you a step-by-step process for connecting with contacts who might trust a specific source one day only to doubt that source the next. And he'll expand your thinking to build your network of contacts well beyond the world of journalists — to focus on creative and innovative opportunities for reaching your audience that most PR pros miss.

DAY 2: CRAFTING THE PERFECT PITCH: BOOST YOUR PLACEMENTS WITH PROVEN FORMULAS FOR SUCCESS

PR pros who get more and better placements tend to have very different careers compared to those who never “crack the code” for successful pitching. These PR pros earn industrywide respect for their work and enjoy more opportunities for career advancement.

The strategies you learn in this day of the workshop have been used by previous attendees to get coverage in top-tier national media such as the front page of *The New York Times*, in *The Wall Street Journal* and *USA Today*, and on CNN and NBC's “TODAY.”

You'll hone your skills by learning from DOZENS of successful pitches that have landed major placements. And you'll begin applying what you're learning immediately during the training.

While PR pros are finding it more difficult to get emails opened and to earn attention from journalists and influencers, this two-day event will put you on a path toward creating superior results in PR with far less work.

If you aren't experiencing the success you want with your pitching and network of contacts, enroll today!

For best results, most attendees register for both days. But each day does stand on its own, so you do have the option to register for only one if that's all your schedule will allow.

PRESENTER:

Michael Smart

Principal

MichaelSMARTPR

LOCATION: San Francisco

DATE(S): March 26–27, 2020

TIME/DURATION:

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–4 p.m.

PRICE:

FULL TWO-DAY MASTER CLASS

Members: \$1,080

Nonmembers: \$1,280

EITHER DAY INDIVIDUALLY

Members: \$645

Nonmembers: \$845

(There is no early bird for this master class)

ACCREDITATION RENEWAL:



4.0 APR Renewal Units

KEY PR/COMMUNICATIONS CONCEPTS



60% of marketing and communications professionals believe that identifying and connecting with key influencers is the No. 1 struggle in implementing a public relations and communications strategy. Learn to identify and reach your target market in our Key PR/Communications Concepts Boot Camp.

PR BOOT CAMP: KEY CONCEPTS AND TECHNIQUES OF EFFECTIVE PUBLIC RELATIONS

Take a deep dive into the key aspects of the public relations profession. Whether you are a journalist, new graduate, transitioning from another field, new in your position or wanting to learn more about public relations, this overview with Robin Schell, APR, Fellow PRSA, will provide you with the knowledge you need. Gain a clear understanding of public relations and communications concepts and techniques through lectures, case study presentations, discussions and group exercises. Examine the major issues presently facing the public relations profession and participate in hands-on teamwork as you create your own public relations plan based on a case study.

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

- Understand how to transition into the public relations profession.
- Define the challenges and opportunities of the public relations profession.
- Design a 10-step public relations program including setting goals and tactical execution.
- Explain how to measure public relations effectiveness.
- Describe how to create effective external/internal communications.
- Demonstrate understanding of how to handle crisis communications.
- Understand ethics guidelines.
- Define research methodologies.
- Understand how to create and present a public relations plan.

PRESENTER:

Robin Schell, APR, Fellow PRSA
Senior Counsel and Partner
Jackson Jackson & Wagner

GUEST LUNCH SPEAKERS:

Orlando, Florida

Mark Dvorak, APR, Fellow PRSA
Executive Director/EVP
Golin

San Francisco

Eric M. Winkfield
Governmental & External Affairs
Pepco Holdings an Exelon Company

LOCATION:

Orlando • San Francisco

DATE(S):

April 29–30, 2020 • November 2020

TIME/DURATION:

Day 1: 9 a.m.–5 p.m. • Day 2: 9 a.m.–3 p.m.

PRICE:

TWO-DAY BOOT CAMP
Members (early bird): \$845
Members (regular): \$895
Nonmembers: \$1095

ACCREDITATION RENEWAL:



4.0 APR Renewal Units



49% of senior communication leaders have data that proves they've achieved real-world behavior change from their PR efforts. Learn to demonstrate that you've moved the needle on your organization's bottom line in our Strategy Master Class.

PR STRATEGY: BUILD YOUR STRATEGIC, BEHAVIORAL AND MEASURABLE PR PLAN

This two-day master class will combine both learning about the intricacies of building a measurable, behavioral, strategic plan and time to create a working plan that supports your organization's goals and objectives.

You will finish the two days with a strategic plan close to completion. Finish up any areas needing rounding out, add a timeline, budget, staffing requirements and execute!

YOU WILL LEARN COMMUNICATION AND BEHAVIORAL PUBLIC RELATIONS THEORIES ALONG WITH DATA-DRIVEN DECISION MAKING THAT WILL HELP YOU FOCUS YOUR EFFORTS AND PREPARE A PLAN THAT:

- Sets measurable, behavioral objectives tied to organizational objectives.
- Prioritizes key audiences and identifies the behaviors you need from them in order to achieve those objectives.
- Includes a list of key opinion leaders and influencers who will be instrumental in educating and persuading stakeholders.
- Outlines key stakeholder's latent readiness to behave and allows you to plan strategies and activities that capitalize on that readiness.
- Evaluates the environment in which the plan will be executed in order to identify opportunities and barriers to success.
- Identifies research needs.
- Builds in mechanisms to monitor the desired behavior(s) to measure progress and allow for midcourse corrections.
- Includes effective core messaging.
- Identifies tactics for achieving short- and long-term behaviors.
- Identifies evaluation criteria for measuring success.

The workshop is designed for you to either 1) work alone, 2) work cooperatively with others in similar industry areas (health care, financial, education, not-for-profit, etc., if in attendance) for input and insights or 3) bring your own team to form a work group.

- Brings your organization's vision and mission statements, current organization goals and objectives, past research on stakeholder perceptions and readiness to act.
- Allows you to learn as a group and bring any members of your team critical to planning and interested in becoming more strategic in their approach to public relations practice.

PRESENTER:

Stacey Smith, APR, Fellow PRSA

Senior Counsel and Partner
Jackson Jackson & Wagner

GUEST LUNCH SPEAKER:

Mark Dvorak, APR, Fellow PRSA

Executive Director/EVP
Golin

LOCATION: San Diego

DATE(S): May 14–15, 2020

TIME/DURATION:

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–3 p.m.

PRICE:

TWO-DAY MASTER CLASS

Members (early bird): \$845

Members (regular): \$895

Nonmembers: \$1095

ACCREDITATION RENEWAL:



4.0 APR Renewal Units



Content marketing generates **3x** more leads over traditional marketing — while costing 62% less. Learn how to bring in new prospects, increase SEO and generate more site traffic in our Content Marketing Workshop.

DEVELOPING A CONTENT MARKETING STRATEGY AND BUILDING YOUR TEAM

Content marketing is a huge buzzword. But what does it really mean for your business? And how do you find the resources and budget to execute a content marketing strategy today?

Communication and public relations professionals need to add a content marketing strategy to their team's objectives to fit into an evolving communications industry where PR, digital, social and marketing all work together to meet a company's business goals.

In this workshop, attendees will learn the principles behind developing a content marketing strategy as well as the various tactics that can be used in content marketing campaigns. The learnings will be augmented by real examples in the form of case studies from some of the best content marketing campaigns, and attendees will leave understanding how to get started in content marketing as a communications professional.

Leading marketing expert Michael Brenner will discuss the seven key factors to content marketing success, and outline a road map that any business can follow to reach, engage and convert new customers.

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

- Understand the core components of a content marketing strategy.
- Implement each of these for their business to document an effective content marketing strategy.
- Define key metrics to measure the success of their content marketing programs.
- Walk away with a documented content marketing road map specific to their business.

PRESENTER:

Michael Brenner

Keynote Speaker, Author
CEO, Marketing Insider Group
CMO, Concured

GUEST LUNCH SPEAKERS:

New York

Whitney Dailey

Vice President, Marketing, Research and
Insights, Porter Novelli

Houston

Joe Gura, M.S.

Market Strategy Lead, Microsoft Support
Solutions Group, Microsoft

LOCATION:

New York • Houston

DATE(S):

May 20, 2020 • December 8, 2020

TIME/DURATION:

9 a.m.–5 p.m.

PRICE:

ONE-DAY WORKSHOP

Members (early bird): \$645

Members (regular): \$695

Nonmembers: \$895

ACCREDITATION RENEWAL:



2.0 APR Renewal Units



65% of human conversations are made up of personal stories or gossip. Learn to enter the conversation your target audience is already having in our Storytelling Master Class.

UNLEASH THE POWER OF STORYTELLING: WIN HEARTS, CHANGE MINDS, GET RESULTS

As professional communicators, we are bombarded with study after study attesting to the power of stories to break down walls, build trust and influence people to act. It's one of the most hyped subjects in business today — but for good reason: stories work. But knowing and doing are two different things. What exactly goes into a good story? And how can you find, shape and deliver powerful stories that win hearts and change minds?

Rob Biesenbach cuts through the noise to clarify and simplify the storytelling process. Audience members walk away with practical tools and easy-to-follow processes they can use to create and tell more powerful stories on behalf of their organizations, their brands, their clients and themselves. Stories they can use to:

- Connect more quickly and engage more meaningfully with target audiences.
- Help drive organizational performance and strategy.
- Build the organization's brand and reputation.
- Win business and gain approval for ideas, programs and budgets.
- Position themselves as leaders and advance their career.

AMONG THE IMPORTANT LESSONS PARTICIPANTS LEARN FROM THIS ENGAGING AND INFORMATION-PACKED WORKSHOP:

- The scientific evidence behind the power of storytelling.
- Six steps for ensuring stories will resonate with their intended audience.
- A simple three-part structure for crafting any story.
- Key elements that elevate good stories to greatness.
- The biggest challenges business storytellers face, and how to overcome them.
- How to cut the clutter from stories for maximum impact.
- Using stories in any setting, from formal presentations to everyday interactions.
- How to bring out the best stories in others.
- An easy-to-follow process for finding and collecting stories that stick.

The master class features interaction, exercises and opportunities for participants to craft and practice their own stories, get feedback from peers and the instructor, and participate in "hotseat" sessions. They come away with a "bank" of stories (organizational, customer, brand, strategic, professional/career) that they can use immediately in their business, plus a simple, repeatable road map for future storytelling success.

PRESENTER:

Rob Biesenbach

Owner

Rob Biesenbach LLC

GUEST LUNCH SPEAKER:

Shanita Akintonde

Associate Professor

Columbia College Chicago

LOCATION: Chicago

DATE(S): May 21–22, 2020

TIME/DURATION:

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–3 p.m.

PRICE:

TWO-DAY MASTER CLASS

Members (early bird): \$845

Members (regular): \$895

Nonmembers: \$1095

ACCREDITATION RENEWAL:



4.0 APR Renewal Units



Included with the workshop materials, registrants also will receive their own signed copy of Rob Biesenbach's latest book, the Amazon bestseller, "Unleash the Power of Storytelling." It's a practical guide to creating powerful stories that can help you get more of what you want from your business, your career and your life. The book is the perfect companion to the workshop content.



You're likely to lose **70%** of potential customers if four or more negative articles show up in your organization's top search engine results page. Learn to manage your organization's reputation — online and -off — in our Reputation Workshop.

REPUTATION ON THE LINE: BUILDING, MANAGING AND DEFENDING REPUTATION

In today's world, reputations that took a lifetime to build can be gone in an instant — so learning how to successfully build, manage, defend and grow your organization's reputation is a critical function of any communicator's role.

In this one-day seminar, veteran communicator and PRSA Fellow Paul Omodt will walk participants through the elements necessary to master the concepts that underlie reputation. Starting with the concepts that shape and inform modern reputation, the seminar will explore how to take those concepts and turn them into actionable elements of reputation that are measurable and speak to the organization's core values. Participants will learn distinct ways to build a reputation based on what is right for their organization.

But building a reputation is one thing, managing it appropriately is an entirely different skill set. By learning how to take baseline reputational measurements and see what growth is possible, the strategies and tactics most likely to enhance reputation will be explored through examples, case studies and hands-on exercises. Participants will see how actively managing reputation is part of a communicator's operational and communications functions.

And when reputation is threatened by slowly or quickly moving events, this session will examine the strategies the communicator can use to both protect and perhaps enhance reputation.

This day-long seminar features a mix of classroom-style lecture, small group and personal exercises, hands-on development sessions and pre-readings on the nature of reputation. At the end of the seminar, participants will be ready to explore, create, grow and defend the reputations their organization needs to thrive.

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

- Turn reputation concepts into actionable elements of reputation that are measurable and speak to their organization's core values.
- Define steps and ways to build a reputation based on what is right for their organization.
- Explore strategies and tactics most likely to enhance a reputation, using examples.
- Examine the strategies the communicator can use to both protect and perhaps enhance reputation.
- Explore, create, grow and defend the reputations their organization needs to thrive.

PRESENTER:

**Paul Omodt, ABC, APR,
Fellow PRSA, MBC, SCMP**

Owner and Principal
Omodt & Associates Critical
Communications LLC

GUEST LUNCH SPEAKER:

Jennifer C. Schleman, MPS, APR

Senior Director, Marketing, Communications
and Public Relations
National Health Council

LOCATION: Washington, D.C.

DATE(S): June 23, 2020

TIME/DURATION:

9 a.m.–5 p.m.

PRICE:

ONE-DAY WORKSHOP

Members (early bird): \$645

Members (regular): \$695

Nonmembers: \$895

ACCREDITATION RENEWAL:



2.0 APR Renewal Units



There is a **100%** increase in online video viewing each year. Learn to put your message where viewers eyes are in our Video Creation Workshop.

WHEN TO USE VIDEOS — AND LEARN HOW TO MAKE THEM YOURSELF

This workshop will teach you how to shoot and edit videos that can be used in media pitches and on social media.

This hands-on workshop will teach attendees how to actually create and edit their own video content. You will use your phone to shoot video and record interviews, then edit the footage into a 30-second segment. You'll learn how to correctly frame shots and interviews. You'll also learn how to properly light your subject and get clean, usable audio. The workshop also will teach you how to host Facebook Live videos. Attendees will need to download free editing software on their laptop or phone before the session. The presenters will teach you how to use the program during the workshop. This workshop is designed for communicators who are responsible for creating news and social media content for their department or client.

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

- Edit video in an easy-to-use program.
- Create video content for media outreach and social media success.
- Recognize when they should — and shouldn't — make a video.
- Walk away thinking, "I know video is becoming more important — now I know how to make my own."

PRESENTERS:

Steven Norris

Assistant Director, Social Media
Georgia Institute of Technology

Brice Zimmerman

Social Media Manager
Georgia Institute of Technology

GUEST LUNCH SPEAKER:

Tanu Javeri

Senior Global SEO Strategist
Performance and Programmatic Marketing
IBM

LOCATION: Denver

DATE(S): July 14, 2020

TIME/DURATION:

9 a.m.–5 p.m.

PRICE:

ONE-DAY WORKSHOP

Members (early bird): \$645

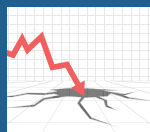
Members (regular): \$695

Nonmembers: \$895

ACCREDITATION RENEWAL:



2.0 APR Renewal Units



16% of organizations took four years or more to recover their reputations after a crisis. Learn the strategies and tactics you need to help your organization bounce back faster in our Crisis Communication Master Class.

CRISIS COMMUNICATION MASTER CLASS

The PRSA Crisis Communication Master Class is a professional development offering that is designed as an in-depth, in-person, two-day immersion in advanced best practices in crisis communication. The in-class instruction, role-play and exercises are structured to help participants master crisis communication best practices through real-world work.

The master class dives into advanced crisis communication tactics and strategies by having participants apply the principles learned through in-class activities within the related subjects of Foundational Principles of Crisis Response, Obtaining Forgiveness, Storytelling in a Crisis, Getting Executive Buy-In, Social Media and the Diffusion of Power, and Operational Readiness.

After concluding the PRSA Crisis Communication Master Class, participants can optionally take an online examination to assess their mastery of content. Those who participate in the two-day Master Class and successfully complete the post examination will receive a Certificate of Completion.

CRISIS COMMUNICATION MASTER CLASS CURRICULUM/CASE STUDIES:

- Foundational Principles of Crisis Response.
- Obtaining Forgiveness.
- Storytelling in a Crisis.
- Getting Executive Buy-In.
- Social Media and the Diffusion of Power.
- Operational Readiness.
- Avoiding Crisis Missteps.
- Course Wrap-Up, A Path Forward, and Next Steps.



Each participant will receive a copy of the book, "The Agony of Decision: Mental Readiness and Leadership in a Crisis."

PRESENTERS:

Helio Fred Garcia

President

Logos Institute for Crisis Management and Executive Leadership

Holly Helstrom

Fellow

Logos Institute for Crisis Management and Executive Leadership;
professor, Columbia University

GUEST LUNCH SPEAKER:

Elyse Hammett, APR

Vice President, Marketing and Communications
Community Foundation for Greater Atlanta

LOCATION: Chicago

DATE(S): July 16-17, 2020

TIME/DURATION:

Day 1: 9 a.m.-5 p.m. • Day 2: 9 a.m.-5 p.m.

PRICE:

TWO-DAY MASTER CLASS

Members (early bird): \$845

Members (regular): \$895

Nonmembers: \$1095

ACCREDITATION RENEWAL:



4.0 APR Renewal Units



82% of journalists say PR professionals could do a better job of researching and understanding their media outlet. Be among those who understand the outlets they're appealing to in our Media Relations 4.0 Master Class.

MEDIA RELATIONS 4.0: INTEGRATING EARNED MEDIA WITH OWNED, SHARED AND PAID OUTREACH

CREATING BOLD NEW STRATEGIES FOR SKYROCKETING VISIBILITY

Michael Smart's two-day intensive workshop is designed to help PR practitioners supercharge message reach in the face of shrinking earned media opportunities.

The traditional media relations model is fading, old-style pitching gets harder and placements diminish. It's all because the number of media outlets and journalists has plummeted. Good news: Smart practitioners are applying bold new strategies to the quest for organizational visibility ... and achieving explosive results. Learn the powerful secrets of combining earned media with owned, shared and paid content.

Learn how PR pros are creating a magical mixture of these communications ingredients to fire up new levels of interest on the part of media and end users alike. Discover the most powerful forms of PR-generated content and how clever, new organic SEO and paid techniques can rocket your messages to millions more eyeballs — especially when you blend these strategies into a combustible new combination that ignites attention and engagement. Bottom line: You will walk away with a PR toolbox replenished with strategies that revitalize your communications campaigns, helping them — and your career — soar to new levels of impact and visibility.

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

- Identify the types and characteristics of owned content that make media jump to cover it.
- Follow the new (and changing!) sequence for combining content promotion with media outreach, using proper channels at the proper times.
- Meet the new demands that media have of PR pros: to provide not just a story, but an audience.
- Define how to combine best practices for media relationship building and pitching with the best practices of content marketing for optimum success.

PRESENTER:

Michael Smart

Principal

MichaelSMARTPR

LOCATION: New York

DATE(S): September 24–25, 2020

TIME/DURATION:

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–4 p.m.

PRICE:

FULL TWO-DAY MASTER CLASS

Members: \$1,080

Nonmembers: \$1,280

EITHER DAY INDIVIDUALLY

Members: \$645

Nonmembers: \$845

(There is no early bird for this master class)

ACCREDITATION RENEWAL:



4.0 APR Renewal Units



77% of senior communication leaders say communicators need to do a better job of measuring and proving their impact on business objectives. Learn to measure, monitor and manage your communications plan in our Measurement Master Class.

COMMUNICATION RESEARCH AND MEASUREMENT MASTER CLASS

In two days, participants will hear from the instructor and each other about best practices for planning measurably successful communication campaigns, and apply what they learn to a project or campaign they will soon need to address at work. They will learn about many different ways to measure messages, channels and outcomes of communication. They also will get feedback from the instructor and other participants on the plans and measurement tools they draft themselves based on what they learn.

BY THE END OF THIS MASTER CLASS, PARTICIPANTS WILL BE ABLE TO:

- Create a communication plan for a campaign or project focused on changing stakeholder behaviors. This project should be based on a real situation each participant is addressing in his or her own organization.
- Develop a measurement plan for conducting research before the planned campaign is implemented as well as measuring during and after the campaign to track its success.
- Write measurable SMART objectives based on the communication plan for messages, channels and outcomes.
- Analyze the pros and cons of different types of communication research methodologies to apply in different situations.
- Draft a focus group guide and a survey to use as part of an overall communication audit – or to apply only to the campaign planned during the class.
- Interpret raw data from surveys and present results in an accurate and meaningful way. (This part of the class will use existing results from other surveys.)

PRESENTER:

Angela Sinickas, ABC, IABC Fellow
Member IPR Measurement Commission
CEO
Sinickas Communications, Inc.

GUEST LUNCH SPEAKER:

Catherine Blades
Senior Vice President
Corporate Communications
Aflac

LOCATION: New Orleans

DATE(S): November 12–13, 2020

TIME/DURATION:

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–5 p.m.

PRICE:

TWO-DAY MASTER CLASS

Members (early bird): \$845

Members (regular): \$895

Nonmembers: \$1095

ACCREDITATION RENEWAL:



4.0 APR Renewal Units

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CONTACT:

Colleen Seaver, Manager, Professional Development • 212-460-1480 • colleen.seaver@prsa.org

| WORKSHOP/MASTER CLASS | CITY | PRICE: | MEMBER (early bird) | MEMBER (regular) | NONMEMBER |
|---|------------------|--------|---------------------|------------------|-----------|
| <input type="checkbox"/> APR Boot Camp | Multiple | | N/A | N/A | N/A |
| <input type="checkbox"/> Media Relations | San Francisco | | N/A | \$1080 | \$1280 |
| <input type="checkbox"/> Key PR/Communications Concepts | Orlando, Florida | \$845 | \$895 | \$895 | \$1095 |
| <input type="checkbox"/> Strategy | San Diego | \$845 | \$895 | \$895 | \$1095 |
| <input type="checkbox"/> Content Marketing | New York | \$645 | \$695 | \$695 | \$895 |
| <input type="checkbox"/> Storytelling | Chicago | \$845 | \$895 | \$895 | \$1095 |
| <input type="checkbox"/> Reputation | Washington, D.C. | \$645 | \$695 | \$695 | \$895 |
| <input type="checkbox"/> Video Creation | Denver | \$645 | \$695 | \$695 | \$895 |
| <input type="checkbox"/> Crisis Communication | Chicago | \$845 | \$895 | \$895 | \$1095 |
| <input type="checkbox"/> Media Relations 4.0 | New York | N/A | \$1080 | \$1080 | \$1280 |
| <input type="checkbox"/> Measurement | New Orleans | \$845 | \$895 | \$895 | \$1095 |
| <input type="checkbox"/> Key PR/Communications Concepts | San Francisco | \$845 | \$895 | \$895 | \$1095 |
| <input type="checkbox"/> Content Marketing | Houston | \$645 | \$695 | \$695 | \$895 |

“For communication to be seen as a credible management function that adds value to an organization, we need to be able to demonstrate how our work contributes to desirable business outcomes. When we use research and measurement to demonstrate how our work helped achieve business results, we are more likely to be given more resources — staff and budget — to do even more of the same. The language of data is the one executives understand best.”

Angela Sinickas, ABC, IABC Fellow

Member IPR Measurement Commission, CEO
Sinickas Communications, Inc.

“I thoroughly enjoyed the PR Bootcamp (and my first PRSA workshop). I’ve been in PR for only a year and I wish I attended this workshop as soon as I started in my position as it was very beneficial for me. I will also be looking into the online courses/webinars as I work on implementing some of the ideas we discussed into my work.”

Megan George

Corporate Communications
SEI



“The PRSA Learning Crisis Communication Master Class was extremely valuable! The instructors were highly versed and skilled in the subject matter and the content will be very useful. All around very happy with my decision to attend.”

Anonymous Participant

“Planning will get you somewhere. Strategic planning will get you where you need to be — effectively and efficiently — by working on intermediate and long-term behaviors of your priority stakeholders and their opinion leaders. And a successful strategic planner understands stakeholders’ latent readiness to behave long before focusing on the tactics needed to motivate those behaviors.”

Stacey Smith, APR, Fellow PRSA

Senior Counsel and Partner
Jackson Jackson & Wagner



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