

# 2019

## Professional Development Catalog



## Dear Public Relations and Communication Professionals:

In an era of rapid technological change and disruption, it's important that public relations and communication professionals continue to learn new skills to adapt to this ever-changing environment.

PRSA's professional development program offers communication professionals a wide variety of learning opportunities. Regardless of your career stage or whether you prefer to learn through in-person sessions or online courses at your office, PRSA has a solution to meet your needs. Our District and Section programs allow you to seek learning opportunities with other professionals in your region or focus area.

Compelling keynoters, industry leaders and innovators make us excited about the PRSA 2019 International Conference, to be held Oct. 20-22 in San Diego. We hope you will include this highly regarded program as part of your 2019 professional development plan. See you in San Diego!

Best regards,



**Debra D. Peterson, APR**  
2019 National Chair  
Public Relations Society of America

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*As a guide to support your professional development journey, PRSA offers three suggested learning levels: Foundational, Intermediate and Advanced.*

*All courses, dates, times and prices in this catalog are subject to change. Please visit [www.prsa.org/pd](http://www.prsa.org/pd) for a comprehensive list of professional development offerings and details.*



# Webinars

## FORMAT

LIVE

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

Various

## TIME/DURATION

1 hour

3-4 p.m. ET

## PRICE

Members: FREE

Nonmembers: \$200

## SUGGESTED LEVEL

Foundational/Intermediate

## ACCREDITATION



1.0 APR

Maintenance

Credit per

webinar

## FOLLOW ALONG

#PRSAWebinars

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

- JAN. 24, 2019 WRITE FOR READABILITY
- JAN. 29, 2019 HOW TO TELL YOUR ORGANIZATION'S STORY TO GET MEDIA COVERAGE
- FEB. 13, 2019 WIN OVER JOURNALISTS AND INFLUENCERS IN THE CHANGING MEDIA LANDSCAPE
- FEB. 21, 2019 HOW CURIOSITY AND ATTENTION DRIVE PR OUTCOMES
- FEB. 26, 2019 SURVIVAL PLANNING: BUSTING SILOS, BREAKING BAD HABITS AND EMBRACING YOUR HERESY IN ORDER TO RETURN TO GROWTH
- MAR. 7, 2019 BRAND BUILDING: A STEP-BY-STEP PROCESS TO ELEVATING YOUR ORGANIZATION'S BRAND TO KEEP LOYAL FANS AND ATTRACT NEW FANS
- MAR. 19, 2019 10 TECH TOOLS TO MAKE YOUR LIFE EASIER
- MAR. 28, 2019 10 ADVANCED SPEAKING TIPS TO SUPERCHARGE YOUR NEXT PRESENTATION
- APR. 11, 2019 THE STRATEGY CASCADE: HARNESSING THE POWER OF CONVERSATION
- APR. 16, 2019 ACT LIKE A COMMUNICATOR, THINK LIKE A CEO
- APR. 25, 2019 REACH READERS ONLINE
- MAY 9, 2019 NOW THAT YOU GOT MY ATTENTION, WHAT DO YOU WANT: MAKING THE COMPELLING ARGUMENT TO THE BOSS WHEN BUDGETS ARE ON THE LINE
- MAY 16, 2019 PUBLIC RELATIONS AND MULTIMEDIA: FIVE STEPS FOR SUCCESS ANYONE CAN DO RIGHT NOW
- MAY 21, 2019 BRANDS TAKING A STAND AGAINST SOCIAL INJUSTICES – WHEN STAYING SILENT IS NO LONGER AN OPTION
- JUNE 6, 2019 CREATING CONTENT THAT WORKS: HOW TO GET – AND KEEP – EMPLOYEES' ATTENTION
- JUNE 11, 2019 HOW HOT ARE YOU? MEASURE YOUR CAPABILITY BAROMETER IN COMMUNICATIONS
- JULY 18, 2019 HOW TO WRITE BETTER, EASIER AND FASTER
- JULY 30, 2019 VIRTUAL AGENCY OR INDEPENDENT PRACTICE? A PR ENTREPRENEUR'S GUIDE TO SUCCESS
- AUG. 20, 2019 LEVERAGING MICRO-INFLUENCERS IN SOCIAL MEDIA
- AUG. 22, 2019 PLANNING FOR TOMORROW AND STAYING AHEAD OF THE NEWS
- AUG. 29, 2019 HOW YOU MUST ADAPT YOUR MEDIA RELATIONS TO SURVIVE AND THRIVE
- SEPT. 12, 2019 TALKING AND WALKING THE DIVERSITY AND INCLUSION MANDATE: WHAT TO DO ABOUT D&I IN THE WORKPLACE
- NOV. 7, 2019 THINK LIKE A READER
- NOV. 20, 2019 PR WRITING HACKS: QUICK TWEAKS TO DRAMATICALLY BOOST THE READABILITY AND PERSUASIVENESS OF YOUR WORK
- SPRING DATE TBA THE PR BUTTERFLY EFFECT: STAYING AWAKE IN A PR CRISIS ACROSS 14 TIME ZONES



# APR Boot Camps

## FORMAT

IN-PERSON

## LOCATION

Harrisburg University  
Harrisburg, Pa.  
Ohio Location TBA

## DATE

April 10–12, 2019  
November Date TBA

## TIME/DURATION

8:30 a.m.–5 p.m.  
8:30 a.m.–Noon (last day)

## PRICE

DAYS 1, 2 AND 3  
(either APR or APR+M)  
PRSA Members: \$400  
Nonmembers: \$400

DAY 1 ONLY  
(either APR or APR+M)  
PRSA Members: \$80  
Nonmembers: \$80

DAYS 2 AND 3 ONLY  
(either APR or APR+M)  
PRSA Members: \$320  
Nonmembers: \$320

## SUGGESTED LEVEL

Foundational

## ACCREDITATION

N/A

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

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.

This course is designed to provide a setting for busy professionals to focus on final preparations. 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)



**Elizabeth M. Smith, MBA, APR**  
President  
Integrated Communications Ventures

## PRESENTERS (DAYS 2 AND 3)



**Jason S. Kirsch, APR**  
Senior Counselor, PRWorks, Inc.  
(Facilitates the computer-based Examination preparation on days 2 and 3.)



**Amy B. Hill, APR**  
Director of Advocacy and Public Policy  
Central Pennsylvania Food Bank  
(Facilitates the computer-based Examination preparation on days 2 and 3.)





# Secrets of Media Relations Masters

## Discover How to Craft the Perfect Pitch and Get Placements With Pitching

### FORMAT

IN-PERSON

### LOCATION(S)

Atlanta  
New York

### DATE(S)

March 21–22, 2019 (ATL)  
Sept. 19–20, 2019 (NY)

### TIME/DURATION

9 a.m.–5 p.m.

### PRICE

FULL TWO-DAY WORKSHOP  
Members: \$1,080  
Nonmembers: \$1,280

### EITHER DAY INDIVIDUALLY

Members: \$615  
Nonmembers: \$715

### SUGGESTED LEVEL

Foundational/Intermediate

### ACCREDITATION



4.0 APR  
Maintenance  
Credits

### FOLLOW ALONG

#PRSAMRMasters

### TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

## 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 average 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



# PR Boot Camp

## Key Concepts and Techniques of Effective Public Relations

### FORMAT

IN-PERSON

### LOCATION

Washington, D.C.

### DATE(S)

May 2–3, 2019

### TIME/DURATION

May 2: 9 a.m.–5 p.m.

May 3: 9 a.m.–3 p.m.

### PRICE

Members: \$845

Nonmembers: \$995

PRSSA Member

(students): \$275

### SUGGESTED LEVEL

Foundational/Intermediate

### ACCREDITATION



4.0 APR

Maintenance

Credits

### FOLLOW ALONG

#PRBootCamp

### TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

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 theory and practice of 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 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



*All participants will receive a workbook for this event.*



# Emotional Intelligence: The Next Professional Frontier for Communication Pros

## FORMAT

IN-PERSON

## LOCATION

Los Angeles

## DATE(S)

May 10, 2019

## TIME/DURATION

9 a.m.–5 p.m.

## PRICE

Members: \$645

Nonmembers: \$845

## SUGGESTED LEVEL

Foundational/Intermediate

## ACCREDITATION



2.0 APR

Maintenance

Credits

## FOLLOW ALONG

#CommEQ

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

Emotional Intelligence (EQ) is at the top of conversations in every level of business today. Research indicates that EQ mastery is crucial for organizations to succeed and cultures to thrive in the future; and all five aspects of EQ fall under the domain of communications. As communicators, it is imperative that we take a leadership role bringing emotional intelligence into our organizations.

This full-day workshop is designed to enhance participants' EQ, expand leadership capabilities and teach the skills we need to counsel and serve within our organizations at the highest level. Through hands-on tools, techniques, instruction, handouts and exercises, participants will learn the brain science of success and pivotal skills in communications and EQ to shift into an active, empowered leadership position in any situation. These are the skills the organizations and stakeholders we serve will need to operate more effectively and thrive as the best versions of themselves. That process begins with us.

## YOU WILL LEARN:

- How to use brain-body science to master the inner and outer conversation.
- Core skills in emotional intelligence.
- How to help organizations be more integrity-based and values-driven.
- Master-level communication that builds connection, harmony and trust.
- How to shift from the weakest to the strongest part of yourself as a leader.
- Tools for using challenge as opportunity — and helping organizations do so.

## PRESENTER

Heathere Evans, APR

President

Pivot Inc.







# Maximize Owned and Earned Media to Garner (Real) Results

## FORMAT

IN-PERSON

## LOCATION

Chicago

## DATE(S)

May 16, 2019

## TIME/DURATION

9 a.m. – 5 p.m.

## PRICE

Members: \$645

Nonmembers: \$845

## SUGGESTED LEVEL

Foundational/Intermediate

## ACCREDITATION



4.0 APR

Maintenance Credits

## FOLLOW ALONG

#PRSAOEmedia

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

Have you ever had a client or executive tell you they wanted their communications program to make the cash register sing? Or get on the first page of Google results? Or outperform their competition? We all know communications can do those things, but it's a long game and it's not always directly correlated – UNLESS you strategically integrate earned and owned media, use some SEO strategies and some elbow grease, and understand how today's journalists work for views and shares. In this workshop, founder of the podcast *Spin Sucks* and author of the book by the same name Gini Dietrich will teach you exactly how to do that – with precision and guaranteed results every time. She'll help you benchmark your own program, set metrics and build a plan to garner real results.

## YOU WILL LEARN:

- How to use data to build content around what your audience(s) wants.
- How to build an editorial calendar that's focused on your audience.
- How to pitch media and influencers with your own content.
- How to earn a link back to your site – from major news, business and trade publications.
- How to measure results, build awareness, increase search rankings and achieve global domination.

## PRESENTER



**Gini Dietrich**

Founder and CEO

Arment Dietrich Inc.



# Visual Storytelling Boot Camp

## Content Marketing: How PR Pros Can Own Visual Storytelling in an Overloaded World of Content

### FORMAT

IN-PERSON

### LOCATION

San Francisco

### DATE(S)

May 22, 2019

### TIME/DURATION

9 a.m. – 5 p.m.

### PRICE

Members: \$645

Nonmembers: \$845

PRSSA Member

(students): \$275

### SUGGESTED LEVEL

Foundational/Intermediate

### ACCREDITATION



2.0 APR

Maintenance

Credits

### FOLLOW ALONG

#VirtualStorytelling

### TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

We live in a visual world. People remember 30 percent of what they read, but 80 percent of what they see. That's why today's PR professional needs to understand how to tell stories visually.

Whether you have access to a whole video team or your own smartphone, this workshop will teach attendees how to evolve their storytelling skills, incorporating a content-marketing approach that includes strategic visuals.

Understand what makes a good story and how to structure it. Attendees will see examples and learn how and when to use different types of multimedia content including video, graphics, 360 and virtual reality.

Learn tangible visual storytelling tips and real-life case studies including an example that helped one brand increase website traffic by 249 percent through visual storytelling.

#### YOU WILL LEARN:

- How to apply your and your team's current skills to the new role of visual storytellers in PR. Learn proven steps on how to transition your role and your team's role to seamlessly adopt visual content marketing. See examples of how other organizations are structured for storytelling using visual content. Learn how to find stories and set up an editorial calendar that's easy to execute.
- Lights ... camera ... editing. What equipment do you need? From the best cameras and edit gear at different budget levels to the top-rated software and tools, learn what brands at all budget levels use for visual storytelling success.
- Multimedia production tips from an Emmy Award-winner. Once you have the right equipment, how do you use it to start getting results for your brand? Learn easy-to-incorporate tips from how to set up a great interview background to how to use simple editing techniques to make a bad interview look great.
- How to amplify your content. When it comes to visual storytelling, one size does not fit all channels. Learn how to strategically incorporate various tactics for different channels. Understand the digital strategies and skills needed to integrate storytelling into Facebook, Twitter, Instagram and other social platforms to amplify your visual content.
- How to track and measure your storytelling success. If you can't prove ROI, it didn't happen, right? Understand the best practices for measuring visual storytelling including the best tools and templates.

#### PRESENTERS



**Lisa Arledge Powell**

President  
MediaSource



**Jerred Ziegler**

Director of Content  
MediaSource



# Behavioral Communication – The Latest Science of Being Heard

## FORMAT

IN-PERSON

## LOCATION

New York

## DATE(S)

June 7, 2019

## TIME/DURATION

9 a.m.–5 p.m.

## PRICE

Members: \$645

Nonmembers: \$845

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



2.0 APR

Maintenance  
Credits

## FOLLOW ALONG

#BehavComm

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

We are entering a new era in PR and marketing with the integration of behavioral science, psychology and neuroscience into professional communication. Data-driven decisions can now be made to guide messaging, content marketing, media messages and crisis communication. In an always-on and hyperconnected world, the nuances of our communication are the difference between being heard and being ignored; and behavior-based communicators have tools to be heard that give them a competitive edge.

Join the first PRSA Workshop on Behavioral Communication from Elizabeth Edwards, founder of Volume PR and the 11th Octave, and one of PRSA's highest-rated speakers, to learn how to ensure your communication is heard and that your audiences take action.

Forbes listed Behavior-Based Communication as No. 1 on their list of “Marketing Tools and Tactics That Will Shake Up 2019” because of its ability to make communication, PR and marketing measurably more successful.

### IN THIS DYNAMIC AND INTERACTIVE ONE-DAY WORKSHOP, YOU WILL LEARN:

- How to make your communication have a competitive advantage over other voices.
- How to base communication decisions on hard data to increase outcomes.
- To describe “Replication Crisis” is and why we can’t rely on all past psychological research.
- What “Non-Conscious Research” is and how Pledge used it to revamp their messages to compete against one-step dusting products.
- What the “11th Octave” is and why we need to engage it to be heard in a noisy world.
- How to apply behavioral economics and Nobel Prize-winning “Nudge Theory” to increase positive responses to communication campaigns.
- What the “Backfire Effect” is and how to make sure your communication does not create greater distance between you and your audience.
- How one of the nation’s largest retirement brands was telling audiences NOT to buy their services (and how to not make the same mistake).

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

- Understand how the mind is reacting to modern-day communication and what we must now do to gain attention.
- Understand how to manage crisis communication and gain the highest degree of message acceptance.
- Pitch media differently to increase the number of contributed articles placed.
- Enhance your persuasion skills in your communication, marketing and public relations.
- Strengthen loyalty among internal and external audiences.
- Define how to release information so that it has the highest likelihood of being remembered.
- Create a list of free tools to run your content through to guarantee it is at the right level for your audiences.
- Master key skills needed to start speaking to your audience’s “11th Octave.”
- Audit your existing communication new behavioral laws to increase positive responses from what you already have in place.

### PRESENTER



**Elizabeth Edwards**  
Founder and President  
Volume Public Relations



# PR Strategy

## Build Your Strategic, Behavioral and Measurable PR Plan

### FORMAT

IN-PERSON

### LOCATION

Boston

### DATE(S)

June 13–14, 2019

### TIME/DURATION

June 13: 9 a.m.–5 p.m.

June 14: 9 a.m.–3 p.m.

### PRICE

Members: \$845

Nonmembers: \$945

PRSSA Member

(students): \$275

### SUGGESTED LEVEL

Foundational/Intermediate

### ACCREDITATION



4.0 APR

Maintenance

Credits

### FOLLOW ALONG

#PRStrategicPlanning

### TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

This two-day workshop will combine both learning about the intricacies of building a measurable, behavioral, strategic plan and time to create a working plan for your department 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!

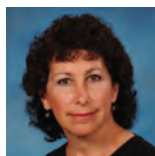
You will learn communication and behavioral public relations theories along with data-driven decision making that will help you focus your efforts and prepare a plan that:

- 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.

- Bring your organization's vision and mission statements, current organization goals and objectives, past research on stakeholder perceptions and readiness to act.
- 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



# Communication Research and Measurement Master Class

## FORMAT

IN-PERSON

## LOCATION

Chicago

## DATE(S)

June 18–19, 2019

## TIME/DURATION

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–5 p.m.

## PRICE

TWO-DAY MASTER CLASS

Members: \$845

Nonmembers: \$995

## SUGGESTED LEVEL

Advanced

## ACCREDITATION



4.0 APR

Maintenance

Credits

## FOLLOW ALONG

#MeasurementMC

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

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 THE CLASS, THEY WILL WALK OUT WITH DELIVERABLES THEY HAVE CREATED THEMSELVES. SOME OF THE KEY CONCEPTS COVERED IN THE CLASS INCLUDE HOW 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 of IPR Measurement Commission

CEO

Sinickas Communications Inc.



# Increasing Personal Effectiveness Master Class

## FORMAT

IN-PERSON

## LOCATION

New York

## DATE(S)

July 9–10, 2019

## TIME/DURATION

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–Noon

## PRICE

1 1/2-DAY MASTER CLASS

Members: \$845

Nonmembers: \$995

## SUGGESTED LEVEL

Advanced

## ACCREDITATION



4.0 APR  
Maintenance  
Credits

## FOLLOW ALONG

#IPEMC

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

The future is about doing meaningful and purposeful work. The pace of change is so fast that people tend to be overwhelmed. Giving communication professionals an anchor for finding a sense of purpose in their role is invaluable. Increasing Personal Effectiveness (IPE) is the anchor that will help master class participants in discovering this purpose.

The PRSA Increasing Personal Effectiveness Master Class is a professional development offering that is designed as an in-depth, in-person, 1 1/2-day immersion in advanced best practices in personal effectiveness. The in-class instruction, role-play and exercises are structured to provide measured behavioral changes in employee performance, communication and ownership for results that help you perfect your personal brand. The master class dives into advanced tactics and strategies by having participants apply the principles learned through in-class activities within the related subjects of New Choices for Growth and Change, Understanding Behavioral Styles, Powerful Communication Skills, Effective Listening Practices, and Managing Success for Results.

The PRSA Increasing Personal Effectiveness Master Class is a proven, practical, skills-based course that will help you acquire new performance strategies and develop advanced skills for becoming more effective. Being personally effective and accountable has never been more important. The competitive landscape requires a fast-paced level of growth and interaction in order to influence, persuade and collaborate with diverse thinking. Whether developing your career as an emerging leader or refining best practices as an individual contributor, IPE provides immensely valuable tools for aligning skills with current cultural expectations.

Participants will be given digital and written tools to help extract personal insights, uncover oversights and identify opportunities to strengthen performance. Through the central focus of personal ownership for refining behaviors that need attention to communicating in the most polished way, participants immediately look within instead of blaming others for choices.

Bring your personal communication challenges to this unique, collaborative course designed to empower participants with skills that cultivate stronger communication, develop personal accountability and appreciate diverse thinking.

### INCREASING PERSONAL EFFECTIVENESS MASTER CLASS MODULES:

- New Choices for Growth and Change
- Understanding Behavioral Styles
- Powerful Communication Skills
- Effective Listening Practices
- Managing Success for Results

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

- Become accountable for their behavior, communication, thinking and professionalism through their personal choices.
- Build self-awareness about their strengths, skill sets and areas that need developing.
- Learn about individual behavior styles to maximize their communication with peers, direct reports, clients and senior management.
- Develop assertive language patterns to provide feedback and resolve conflicts in a professional manner.
- Achieve goals with business impact that will result in professional growth.

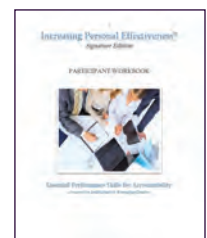
### PRESENTER



**Suzanne Updegraff**  
President  
Employee Development Systems

*Those who participate in the two-day Master Class and successfully complete the post examination will receive a Certificate of Participation.*

*Additionally, each participant will receive a copy of the "Increasing Personal Effectiveness Workbook."*



# Crisis Communication Master Class

## FORMAT

IN-PERSON

## LOCATION

Seattle

## DATE(S)

July 18–19, 2019

## TIME/DURATION

Day 1: 9 a.m.–5 p.m.

Day 2: 9 a.m.–5 p.m.

## PRICE

TWO-DAY MASTER CLASS

Members: \$845

Nonmembers: \$995

## SUGGESTED LEVEL

Advanced

## ACCREDITATION



4.0 APR

Maintenance Credits

## FOLLOW ALONG

#CrisisCommMC

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

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.

Additionally, each participant will receive a copy of the book, “The Agony of Decision: Mental Readiness and Leadership in a Crisis.”

## CRISIS COMMUNICATION MASTER CLASS CURRICULUM / CASE STUDIES (SUBJECT TO CHANGE):

- 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

## PRESENTERS



**Helio Fred Garcia**

President

Logos Institute for Crisis Management and Executive Leadership



**Adam Tiouririne**

Senior Fellow

Logos Institute for Crisis Management and Executive Leadership



# When to Use Videos – and Learn How to Make Them Yourself

## FORMAT

IN-PERSON

## LOCATION

New York

## DATE(S)

Sept. 13, 2019

## TIME/DURATION

9 a.m.–5 p.m.

## PRICE

Members: \$645

Nonmembers: \$845

PRSSA Member

(students): \$275

## SUGGESTED LEVEL

Foundational/Intermediate

## ACCREDITATION



2.0 APR

Maintenance

Credits

## FOLLOW ALONG

#PRSACommVideos

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

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. In this hands-on seminar, 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



### Jason Maderer

Senior Director, Media Relations  
Marketing and Communications  
Carnegie Mellon University



### Steven Norris

Assistant Director, Social Media  
Georgia Institute of Technology



### Brice Zimmerman

Social Media Manager  
Georgia Institute of Technology



# EXECUTIVE COMMUNICATION ONLINE SERIES

Strategic knowledge, skills and abilities for the busy communication professional



## FORMAT

LIVE

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

Thursdays,  
April 4–May 9, 2019

## TIME/DURATION

Noon–1:15 p.m. EDT

## PRICE

See Website

## SUGGESTED LEVEL

Advanced

## ACCREDITATION



1.0 Maintenance  
Credit per module  
for a total of  
6.0 Credits

## FOLLOW ALONG

#PRSAExecComm

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

Maintaining relevant communication skills is one of the most critical needs for successful communication professionals today. PRSA's new Executive Communication Online Series is designed to teach and empower you with strategic knowledge, skills and abilities to develop quantifiable business outcomes.

The Executive Communication Online Series, consisting of six sessions, will enable you to transition from a traditional communication pro to an expert strategic communicator aligning with specific business goals. Throughout the program, you'll be learning skills you can start applying to your work immediately, resulting in a digital badge for each session completed during the series. The course involves a combination of presenters providing the structure of the core curriculum and teaching from both theory and practice.

This brand-new professional development offering is designed as a live, online series of six sessions and will launch on April 4, airing each consecutive Thursday from Noon–1:15 p.m. EDT (April 4, 11, 18, 25, May 2 and 9). All sessions will be recorded so that participants can review them after the live airing. Participants will be required to participate within the Online Series' Private Community and asked to read "light" materials for each session prior to the live broadcast.

### THIS PROGRAM IS DESIGNED FOR:

- Professionals seeking to elevate relevant communication skills.
- Strategic communication executives with P&L responsibility.
- Leaders responsible for managing teams with specific business goals.
- Practitioners leading or bridging culture on the cutting edge of dynamic change.
- Communication executives with eight or more years of experience.

Research and Planning	April 4, 2019	Noon–1:15 p.m. EDT
Implementation and Evaluation	April 11, 2019	Noon–1:15 p.m. EDT
Managing PR and Communication Issues	April 18, 2019	Noon–1:15 p.m. EDT
Leading PR and Communication Function	April 25, 2019	Noon–1:15 p.m. EDT
Managing Relationships	May 2, 2019	Noon–1:15 p.m. EDT
Applying Ethics and Law	May 9, 2019	Noon–1:15 p.m. EDT

### DIGITAL BADGES:

All registrants who participate (live or on-demand) will be awarded a digital badge for each session that is completed. Registrants who are awarded all six badges qualify for **\$150 discount** toward any online program offered by PRSA Learning or the Examination for Accreditation in Public Relations (APR) fee.





# REPUTATION RISK MANAGEMENT CERTIFICATE PROGRAM



SIX ON-DEMAND MODULES

## FORMAT

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

24/7 (Online Offering)

## TIME/DURATION

Approximately six hours

## PRICE

Members: \$975

Nonmembers: \$1,225

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



1.0 Maintenance Credit per module for a total of 6.0 Credits

## FOLLOW ALONG

#PRSARepRiskMgt

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

In the wake of unprecedented, high-profile and devastating corporate crises, Reputation Risk has emerged as the No. 1 most important strategic risk for every organization. CEOs and boards need someone to tackle these risks for them – with more than just a crisis management plan. Communicators have an opportunity to meet this need for leadership by implementing a low-tech, high-touch, cross-functional process that gives senior management confidence that Reputation Risk is well managed.

Designed as an on-demand certificate of completion program, the Reputation Risk Management (RRM) Certificate Program is designed to equip management-level communicators with advanced perspective, best practices and a practical, implementation-ready approach to managing Reputation Risk.

### REPUTATION RISK MANAGEMENT MODULES:

- Introduction and Case Studies: Reputation Risk: a Low-Tech, High-Touch, Cross-Functional Approach
- Differentiating and Marketing in a Volatile Reputation Risk Environment
- CSR and Sustainability as a Path to Reputation Risk Mitigation
- Integrating Reputation Risk and Crisis Management Planning/Preparation/Execution
- Enhancing Enterprisewide Communication and Reputation Risk Coordination Capabilities
- Shaping Internal Culture as Highest-Level Reputation Risk Mitigation

### OBJECTIVES OF THE REPUTATION RISK MANAGEMENT CERTIFICATE PROGRAM:

- Understand the intersection of Enterprise Risk Management and Reputation Risk: Why Is It Such a Big Problem and Why Is the Current Approach Incomplete?
- Learn how to leverage the communicator's skill set to build on existing infrastructure, engage other functions and deliver real value that addresses the biggest risk faced by your organization.
- Apply a new approach that builds on your organization's unique strengths to deepen understanding of existing Reputation Risks, identify and monitor emerging risks, enhance existing mitigation efforts, and develop new Reputation Risk Management strategies.





# MEASUREMENT AND ANALYTICS CERTIFICATE PROGRAM



SIX ON-DEMAND MODULES

## FORMAT

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

24/7 (Online Offering)

## TIME/DURATION

Approximately six hours

## PRICE

Members: \$975

Nonmembers: \$1,225

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



1.0 Maintenance Credit per module for a total of 6.0 Credits

## FOLLOW ALONG

#PRSAMeasurement

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

The Measurement and Analytics Certificate Program goes well beyond simply measuring the effectiveness of communication. You also will learn how to build research into the beginning of your communications planning process in ways that are fast, easy and inexpensive. Also, at the end of resource-intensive communication campaigns that involve audience behavior changes, you'll be able to calculate the marginal ROI on your organization's communication investment.

Designed as an on-demand program, participants will learn skills they can start applying to their work immediately, resulting in a skills-based certificate of completion when they're finished.

### MEASUREMENT AND ANALYTICS CERTIFICATE PROGRAM MODULES:

- Using Research Before Developing Communication Plans
- Evaluating the Success of Messaging/Campaigns
- Evaluating the Success of Channels
- Connecting Communication Measures to Business Results
- In-Depth Measures for Specific Channels
- Best Practices for Research Methodology

### PRESENTER



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





# CONTENT MARKETING CERTIFICATE PROGRAM



SIX ON-DEMAND MODULES

## FORMAT

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

24/7 (Online Offering)  
(Coming spring 2019.)

## TIME/DURATION

Approximately six hours

## PRICE

Members: \$975  
Nonmembers: \$1,225

## SUGGESTED LEVEL

Intermediate

## ACCREDITATION



1.0 Maintenance  
Credit per module  
for a total of  
6.0 Credits

## FOLLOW ALONG

#PRSAContentMarketing

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

Content Marketing is one of the most in-demand skill sets needed for successful communication professionals today. PRSA's Content Marketing Certificate Program is designed to teach and empower you to develop content strategies and tactics that deliver quantifiable business outcomes.

Designed as an on-demand program ending with a certificate of completion, the Content Marketing Certificate Program will enable you to transition from a traditional communication pro to a Content Marketing rock star and learn how to create a Content Marketing plan to strategically align with business goals.

### CONTENT MARKETING CERTIFICATE PROGRAM MODULES:

- Editorial Planning and Team Structure
- Developing a Content Marketing Strategy
- Storytelling Strategies for Content Marketing Success
- Gaining Exposure for Your Content Marketing Program
- Using Earned, Social Media and Influencer Tactics to Boost Effectiveness
- Content Marketing Measurement and Analytics

### PRESENTER



**Lisa Arledge Powell**  
President  
MediaSource





# COMMUNICATING TO MANAGE PERFORMANCE CERTIFICATE PROGRAM



SIX ON-DEMAND MODULES

## FORMAT

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

24/7 (Online Offering)

## TIME/DURATION

Approximately  
four to five hours

## PRICE

Members: \$975  
Nonmembers: \$1,225

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



1.0 Maintenance  
Credit per module  
for a total of  
6.0 Credits

## FOLLOW ALONG

#PRSACMP

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

The Communicating to Manage Performance (CMP) Certificate Program is a dynamic skills-based certificate of completion course designed to empower managers, team leaders and supervisors to build performance every day through effective, consistent workplace communication. This on-demand program will enable you to take advantage of emerging management best practices that focus on day-to-day behavior and tangible high-performance results.

### THE CMP CERTIFICATE PROGRAM WILL FUNDAMENTALLY HELP YOU ACHIEVE THREE GOALS:

1. Solid communication skills for developing and sustaining a core team.
2. Manage competitive strength for communicating results.
3. The ability to produce solutions in today's globally networked environment through clear, thoughtful and comprehensive messaging.

Participants will gain or enhance skills that will allow them to set expectations, provide clear and timely redirection of performance or behavior that is ineffective (or inappropriate), and value the unique contribution of each employee through proven listening and encouraging techniques. After taking this course, you will be armed with substantive tools to enhance your career and provide immediate application at work.

### THE TOPICS WITHIN THIS CERTIFICATE PROGRAM INCLUDE:

Foundational setting expectations, clear communication, ownership of performance behavior, positive performance feedback, active listening, acknowledgment of ideas and appropriate feedback for improvement.

### CMP CERTIFICATE PROGRAM MODULES:

- Giving Corrective Feedback
- Describing Behavior or Results
- Using I-Statements
- Giving Positive Feedback
- Active Listening
- Acknowledging Ideas

### PRESENTER



**Suzanne Updegraff**  
President  
Employee Development Systems





# REPUTATION MANAGEMENT CERTIFICATE PROGRAM

EIGHT ON-DEMAND MODULES

## FORMAT

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

24/7 (Online Offering)

## TIME/DURATION

Approximately eight hours

## PRICE

Members: \$975

Nonmembers: \$1,225

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



1.0 Maintenance Credit per module for a total of 8.0 Credits

## FOLLOW ALONG

#PRSARepMgt

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

Corporate Reputation Management (RM) is a concept at the core of the communication profession – one that has matured into a management discipline over the past 20 years that extends beyond the traditional domain of the function. As it has matured and expanded into the realm of business strategy and corporate governance, communicators are seen as the go-to experts inside their organizations. This on-demand professional development offering is designed as a certificate of completion program to equip management-level communicators with solid perspective, best practices and resources to meet the changing expectations of senior management for reputation leadership.

### THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Manager and senior-level PR and communication professionals.
- Professionals who council their leadership.
- Strategic thinkers in communication roles.
- Professionals who are responsible for corporate culture.
- Any professional responsible for managing a corporate brand.
- Industry leaders responsible for implementing initiatives across an enterprise.
- Professionals responsible for digital communications.

### BY THE END OF THIS CERTIFICATE PROGRAM, PARTICIPANTS WILL HAVE LEARNED HOW TO:

- Master key skills, tools and proven processes necessary to become an internal “champion” for corporate reputation.
- Highlight/share case studies from organizations that have succeeded along their reputation journeys.
- Quantify, benchmark and ultimately connect the dots from reputation to business results.
- Grasp new digital and social tools that present the greatest threat (and opportunity) for their organization’s reputation.
- Draw on the insights of experts who have witnessed the evolution of disconnected.
- Incorporate CSR and what it takes to demonstrate a clear path in setting the vision for an organization.
- Win support for their programs and initiatives from outside the function and across the organization.
- Understand what key traits CEOs are looking for in their communication leaders, and receive advice for their personal professional development and career advancement in the Reputation Economy.

### REPUTATION MANAGEMENT MODULES:

- Reputation Champion’s Path Forward
- Reputation and the CEO
- KPIs and Collaboration: The Reputation Journey
- Digital Reputation
- Measurement Discipline – Solve the Reputation Value Equation
- CSR and Reputation: Establishing a Vision
- Reputation and the Communicator’s Career
- Corporate Diplomacy and Executive Leadership





# DIGITAL COMMUNICATION CERTIFICATE PROGRAM

SIX LIVE AND/OR ON-DEMAND MODULES

## FORMAT

LIVE

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

Wednesdays,  
May 22–June 26, 2019

## TIME/DURATION

3–4:30 p.m. EDT

## PRICE

Members Early-Bird: \$1,295

Members Regular: \$1,495

Nonmembers: \$1,795

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



1.0 Maintenance  
Credit per module  
for a total of  
6.0 Credits

## FOLLOW ALONG

#PRSA DigComm

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

The Digital Communication Certificate Program concentrates on an advanced technical landscape for digital communicators working within branding, social media and content strategy to leverage a variety of digital tools through evolving channels and platforms geared to appeal to different audiences. The Digital Communication Certificate Program will equip management-level communicators with best practices within digital content strategy, personas, digital storytelling, writing for SEO and the web, digital innovation and the measurement of digital communication.

This brand-new professional development offering is designed as a live, online series of six modules and will launch on May 22, 2019, and run through June 26, 2019, airing each consecutive Wednesday from 3–4:30 p.m. EDT. All modules will be recorded so that participants can listen or review them after the live date or to re-listen in preparation for the final exam. Additionally, member participants will be given access to PRSA's Online Integrated Communication Community, an exclusive online forum offering private access and interactive dialogue with other members taking the course.

The course involves a combination of presenters, with Justin Seibert providing the structure of the core curriculum. Each week he will be joined by one or more experts in various aspects of the week's topic who will present case studies of how they applied the concepts. After successfully completing and passing the 18-question, multiple-choice test at the end of the series, registrants will be awarded a certificate of completion.

### THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Manager and senior-level PR and communication professionals.
- Any professional responsible for managing a corporate communications team.
- Leaders charged with advising other executives.
- Professionals responsible for managing digital communications.
- Marketing professionals.
- Communicators with five or more years of experience.

### BY THE END OF THIS CERTIFICATE PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Apply digital strategy across multiple channels to drive stronger results in a faster, more efficient manner.
- Analyze the characteristics of the primary personas and discover more ways to use behavior to boost communication results.
- Understand how to create digital marketing content that gets picked up in search engine results.
- Enhance social media and content skills to build stronger synergy between channels.
- Innovate creative strategies for building and maintaining a digital competitive advantage.
- Create goals and measurements that determine digital success metrics to achieve business results.

### CERTIFICATE PROGRAM MODULES:

- Develop a Winning Digital Content Strategy
- Developing Personas and Tailoring Messages to Them
- Digital Storytelling
- Writing for SEO and the Web
- How to Include Innovation in Your Digital Strategy
- How to Measure Your Digital Communication Efforts and Develop a Data-Driven Plan

### PRESENTER



**Justin Seibert**  
President  
Direct Online Marketing





# INTEGRATED COMMUNICATION CERTIFICATE PROGRAM

SIX LIVE AND/OR ON-DEMAND MODULES

## FORMAT

LIVE

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

Wednesdays,  
Aug. 14–Sept. 18, 2019

## TIME/DURATION

3–4:30 p.m. EDT

## PRICE

Members Early-Bird: \$1,295

Members Regular: \$1,495

Nonmembers: \$1,795

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



1.0 Maintenance  
Credit per module  
for a total of  
6.0 Credits

## FOLLOW ALONG

#PRSAIntComm

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

The Integrated Communication Certificate Program builds an advanced approach to integrated marketing communications that is specifically built for today's communication professional. Strategic integrated communication can help organizations streamline their efforts and significantly boost results by focusing on synergy, alignment and measurement.

Designed as a live certificate of completion program, the Integrated Communication Certificate Program will equip management-level communicators with best practices within integrated marketing concepts for specific audiences in order to develop integrated strategies and tactics that work together to boost results and effectively manage your work in a planned, synchronous fashion.

The live, online series of six modules will launch on Aug. 14, 2019, and run through Sept. 18, 2019, airing each consecutive Wednesday from 3–4:30 p.m. ET. All modules will be recorded so that participants can listen or review them after the live date or to re-listen in preparation for the final exam. Additionally, member participants will be given access to PRSA's Online Integrated Communication Community, an exclusive online forum offering private access and interactive dialogue with other members taking the course.

Each module will be led by nationally and internationally recognized experts in their field. Most also will include a case study presented by an industry leader who worked through an integrated communication project, and can share what was effective and what wasn't.

After successfully completing the 18-question, multiple-choice test at the end of the series, registrants will be awarded a certificate of completion.

### CERTIFICATE PROGRAM MODULES:

- Integrated Marketing Communications Concept Review
- Building Cross-Channel Personas
- Identifying and Influencing Audience Behavior
- Using Digital Marketing and SEO Tactics to Build Integration
- The Role of Content and Social Media in Effective Integration
- Measuring Integrated Marketing Communications

### THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Manager and senior-level PR and communication professionals.
- Professionals who are responsible for corporate communication.
- Any professional responsible for managing a corporate communication team.
- Leaders charged with advising other executives.
- Professionals responsible for managing digital communications.
- Marketing professionals.
- Managers with five or more years of experience.

### BY THE END OF THIS CERTIFICATE PROGRAM, PARTICIPANTS WILL HAVE LEARNED HOW TO:

- Understand advanced concepts of integration in the context of public relations and communications projects.
- Apply integration strategy across multiple channels to drive stronger results in faster, more efficient manner.
- Understand digital marketing and SEO strategies to create more cohesive integrated plans.
- Enhance social media and content skills to build stronger synergy between channels.
- Create effective goals and measurements to determine success metrics and create a continuous improvement feedback loop.

### PRESENTER



Bonnie Harris  
CEO  
Wax Marketing

*"Change is happening at a rapid rate in the communications industry. A commitment to ongoing professional development and continuous learning is vital to remain successful in this shifting landscape."*

~ Bonnie Harris, CEO,  
Wax Marketing







# CRISIS COMMUNICATION CERTIFICATE PROGRAM

CRISIS COMMUNICATION

SIX LIVE AND/OR ON-DEMAND MODULES

## FORMAT

LIVE

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

Wednesdays,  
Oct. 30–Dec. 11, 2019  
24/7 (On-Demand Offering)

## TIME/DURATION

3–4:30 p.m. EDT  
(Live Offering)  
Approximately six hours  
(On-Demand Offering)

## PRICE

LIVE OFFERING:  
Members Early-Bird: \$1,295  
Members Regular: \$1,495  
Nonmembers: \$1,795

ON-DEMAND OFFERING:  
Members: \$975  
Nonmembers: \$1,225

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



1.0 Maintenance  
Credit per module  
for a total of  
6.0 Credits

## FOLLOW ALONG

#PRSA CrisisComm

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

Effective crisis communication can help organizations maintain trust, inspire consumer confidence and build competitive advantage. Recent poorly handled crises in business, government and nonprofits show how ineffective crisis communication can set an organization back significantly. Designed as an on-demand, certificate of completion program, the Crisis Communication Certificate Program will equip management-level communicators with best practices in industry perspectives by sharing resources and ideas, and working through various crises.

### THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Manager and senior-level PR and communication professionals.
- Professionals who are responsible for corporate reputation.
- Any professional responsible for managing a corporate communications team.
- Leaders charged with advising leaders, lawyers and other executives.
- Professionals responsible for managing digital communications.
- Risk Management professionals.
- Managers with five or more years of experience.

### BY THE END OF THIS CERTIFICATE PROGRAM, PARTICIPANTS WILL HAVE LEARNED HOW TO:

- Master key skills and tools needed to understand the drivers of trust in the context of fulfilling expectations.
- Obtain forgiveness through the specific language of apologies.
- Understand the techniques for building and sustaining a corporate narrative.
- Effectively communicate how to persuade CEOs and other senior executives during a crisis.
- Develop clarity around roles and processes.
- Define how to plan for both timely and effective crisis responses.

### CRISIS COMMUNICATION CERTIFICATE MODULES:

(Modules may differ between on-demand and live.)

- Principles of Effective Crisis Response
- Obtaining Public Forgiveness
- Telling Your Story in a Crisis
- Influencing Leaders
- Operational Readiness No. 1: Establishing an Effective Crisis Response Team and Process
- Operational Readiness No. 2: Effective Crisis Planning



*“Crisis communication is one of the most consequential disciplines in public relations. Organizations that respond effectively in a crisis create for themselves a powerful competitive advantage. But organizations that mishandle crises put themselves at a substantial competitive disadvantage. This certificate program aims to equip PR professionals to help organizations maintain the trust of those who matter, when it matters most.”*

~ Helio Fred Garcia, executive director,  
Logos Institute for Crisis Management and Executive Leadership

# On-Demand Learning

## FORMAT

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

Available 24/7  
(Online Offering)

## TIME/DURATION

Various

## PRICE

Various

## SUGGESTED LEVEL

Foundational/  
Intermediate/  
Advanced

## ACCREDITATION



1.0 APR

Maintenance  
Credit per module

## FOLLOW ALONG

#PRSAlearning

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

### 50+ Free Webinar Recordings

#### Certificate in Principles of Public Relations (for students)

##### Crafting the Perfect Pitch

- Setting Your Pitch Apart From the Noise
- Secrets of the Cold Email Pitch
- Advanced Pitching Skills Most PR Pros Don't Use
- Make Pitching Pay: Measure Your Results, Communicate Your Value and Look Like a PR Genius

##### Creating Effective Integrated Marketing Communication (IMC) Campaigns

##### Creating Integrated Communications Campaigns (ICC)

##### Writing Skills to Increase PR Reach and Results

(Available individually or as a package.)

1. PR Writing Essentials
2. Press Releases: Woo Editors and Wow the Public
3. Proofing and Grammar for PR: Master Proofreading Principles
4. Advanced PR Writing: Apply Creativity, Style and Voice

##### Communicating to Manage Performance

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

- Giving Corrective Feedback
- Describing Behavior or Results
- Using I-Statements
- Giving Positive Feedback
- Active Listening
- Acknowledging Ideas



##### Reputation Management

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

- Reputation Champion's Path Forward
- Reputation and the CEO
- KPIs and Collaboration: The Reputation Journey
- Digital Reputation
- Measurement Discipline – Solve the Reputation Value Equation
- CSR and Reputation: Establishing a Vision
- Reputation and the Communicator's Career
- Corporate Diplomacy and Executive Leadership



##### Crisis Communication

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

1. Principles of Effective Crisis Response
2. Obtaining Public Forgiveness
3. Telling Your Story in a Crisis
4. Influencing Leaders
5. Operational Readiness No. 1: Establishing an Effective Crisis Response Team and Process
6. Operational Readiness No. 2: Effective Crisis Planning



# On-Demand Learning

## FORMAT

ON-DEMAND

## LOCATION

ONLINE

## DATE(S)

Available 24/7  
(Online Offering)

## TIME/DURATION

Various

## PRICE

Various

## SUGGESTED LEVEL

Foundational/  
Intermediate/  
Advanced

## ACCREDITATION



1.0 APR  
Maintenance  
Credit per module

## FOLLOW ALONG

#PRSAlearning

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

### Reputation Risk Management

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

1. Introduction and Case Studies: Reputation Risk: a Low-Tech, High-Touch, Cross-Functional Approach
2. Differentiating and Marketing in a Volatile Reputation Risk Environment
3. CSR and Sustainability as a Path to Reputation Risk Mitigation
4. Integrating Reputation Risk and Crisis Management Planning/Preparation/Execution
5. Enhancing Enterprisewide Communication and Reputation Risk Coordination Capabilities
6. Shaping Internal Culture as Highest-Level Reputation Risk Mitigation



### Measurement and Analytics

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually.)

1. Using Research Before Developing Communication Plans
2. Evaluating the Success of Messaging/Campaigns
3. Evaluating the Success of Channels
4. Connecting Communication Measures to Business Results
5. In-Depth Measures for Specific Channels
6. Best Practices for Research Methodology



### Content Marketing

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually. Coming spring 2019.)

1. Editorial Planning and Team Structure
2. Developing a Content Marketing Strategy
3. Storytelling Strategies for Content Marketing Success
4. Gaining Exposure for Your Content Marketing Program
5. Using Earned, Social Media and Influencer Tactics to Boost Effectiveness
6. Content Marketing Measurement and Analytics



### How the PESO Model Changes the Conversation for Communicators

- Module 1: Mastering Modern Communications
- Module 2: Strategy Development and Planning
- Module 3: Leadership and Measurement

### Writing With AP Style

(Coming spring 2019.)

### Writing With Clarity for Maximum Effectiveness

(Coming spring 2019.)

# Marketing and Digital Communications Conference



## FORMAT

IN-PERSON

## LOCATION

Scottsdale, Ariz.

## DATE(S)

Dec. 5–6, 2019

## TIME/DURATION

Dec. 5: 8 a.m.–5 p.m.

Dec. 5 Reception: 5:30 p.m.

Dec. 6: 8:30 a.m.–12:30 p.m.

## PRICE

Members Early-Bird: \$855

Members Regular: \$955

Nonmembers: \$1,395

## SUGGESTED LEVEL

Intermediate/Advanced

## ACCREDITATION



3.0 Maintenance Credits

## FOLLOW ALONG

#PRSAMktgDig

## TO REGISTER

[www.prsa.org/pd](http://www.prsa.org/pd)

The PRSA Marketing and Digital Communications Conference is an exciting new conference for communication professionals designed to immerse them in the world of integrated marketing communications. Over the course of this fast-paced, unique event, attendees will learn how owned, earned and paid media work together to build communications campaigns that deliver extraordinary results.

This conference will help communicators understand and gain knowledge in the areas of digital and traditional marketing that intersect with communications practices. Communicators will learn from experts in the field of digital and traditional marketing to help build a stronger foundation in components of marketing that consistently overlap with communications. Attendees will leave with a new perspective on ways to integrate aspects of social media and public relations into an overall integrated marketing campaign including paid social advertising, integrated goals and objectives, site traffic, personas and more!

Customize your experience by choosing a track:

### DIGITAL MARKETING TRACK SESSIONS

- Gaining Better Results From Integrating Digital, Marketing and Communications
- Using Personas and Behavioral Techniques to Boost Communications Results
- The Role of SEO and Optimization in Integrated Communications
- Digital Case Study
- Busting the Silos: Integration Is the Future of Communications

### INTEGRATED STRATEGY TRACK SESSIONS

- Gaining Better Results From Integrating Digital, Marketing and Communications
- Redefining Objectives and Strategies for Integrated Campaigns
- How to Add Paid Media to the Owned Media Mix for Stronger Results
- Marketing Case Study
- Busting the Silos: Integration Is the Future of Communications



# Professional Interest Section Conferences

## FORMAT

IN-PERSON

## LOCATION

Various

## DATE(S)

Various

## TIME/DURATION

Various

## PRICE

Various

## SUGGESTED LEVEL

Foundational/  
Intermediate/  
Advanced

## ACCREDITATION



3.0 APR  
Maintenance  
Credits per  
conference

Exceptions:

2.0 APR Maintenance  
Credits per conference for  
Educators Academy and  
Association/Nonprofit

## FOLLOW ALONG

See individual website

## TO REGISTER

[www.prsa.org/conferences](http://www.prsa.org/conferences)

### Counselors to Higher Education (CHE) Senior Summit

The Forum for Leaders in Higher Education

April 10–12, 2019, Washington, D.C.

### Health Academy Conference

Sizzling Hot: A Health Care Communications Convergence

April 24–26, 2019, Phoenix

### Counselors Academy Conference

Beach, Please: Lessons in Leadership, People, and  
New Business Generation

May 5–7, 2019, St. Pete Beach, Fla.

### Connect 19 Conference

Heat Up Your Employee Communications

May 15–17, 2019, Phoenix

### Travel and Tourism Conference

Let PR Ring: Life, Liberty and the Pursuit of Travel

June 16–19, 2019, Philadelphia

### Public Affairs and Government Summit

Burst Out of Your Bubble

June 6–8, 2019, Detroit

### Corporate Communications Conference

Corporate Communications: What Next?

June 27–29, 2019, New York

### Educators Academy Super Saturday

Oct. 19, 2019, San Diego

### Association/Nonprofit Conference

Oct. 19, 2019, San Diego

# PRSA 2019 International Conference

## FORMAT

IN-PERSON

## LOCATION

San Diego

## DATE(S)

Pre-Con: Oct. 19  
Conference: Oct. 20–22

## TIME/DURATION

Various

## PRICE

Visit website

## SUGGESTED LEVEL

Foundational/  
Intermediate/  
Advanced

## ACCREDITATION



5.0 Maintenance  
Credits

## FOLLOW ALONG

#PRSAICON

## TO REGISTER

[www.prsa.org/ICON](http://www.prsa.org/ICON)



The PRSA International Conference in San Diego will spotlight the intersection of technology and media, and lead the competition by providing unparalleled information, strategies and tools for the new trends impacting the industry – essential to your professional success. This year's Conference will expand your network with powerful colleague connections and enhance your skill set with the latest best practices.

### Invest in Your Professional Future

The Conference is the perfect way to invest in yourself and your career. Gain inspiration and a fresh perspective from the energy of your colleagues as you immerse yourself in informative learning sessions led by some of the industry's brightest, most innovative minds who will provide you with information about the key drivers of critical business functions, solutions for organizational challenges, and strategies and value propositions with measurable outcomes.

### Tailor your experience at the International Conference with these seven learning tracks:

- 1. Marketing Communications**  
Strategic approaches to utilizing and aligning multiple, diverse communication across Paid, Earned, Shared and Owned (PESO) platforms to enhance campaign effectiveness and achieve objectives.
- 2. Digital Communication **NEW TRACK!****  
Technical skills across the digital communication landscape, concentrated on interests within branding, social media and content strategy to leverage a variety of digital tools through evolving channels and platforms geared to appeal to different audiences.
- 3. Leadership & Management**  
Best practices in leadership innovation and inspiration, management skills development, team building, workplace infrastructure, conflict resolution and mentoring.
- 4. Big Data & Measurement**  
Using analytics and large-volume data to optimize the performance of your campaigns and show the fully integrated decision making of your communication strategies for ongoing efficiency.
- 5. Reputation & Crisis Management**  
Communication strategies, case studies and resources with an advanced perspective in reputation leadership and crisis management on defining approaches and developing programs that leverage your organization's reputation.
- 6. Tools & Techniques**  
Skill-building training for messaging, writing, relationship building, pitching, word-of-mouth, speechwriting, and storytelling tools and techniques.
- 7. Special Interests**  
Methods to address the needs of specific audiences and aspects such as health care, technology, ethics, diversity, global business and education, plus guidance on Accreditation and work-life balance.

# Partnerships

PRSA Partnerships can help you with your career and educational advancement. PRSA is partnered with Ragan Communications, Wylie Communications and the American Management Association to offer extended discounts on seminars and online programming. Additionally, PRSA is a member of the Global Alliance to further connect PR and communication professionals around the world.



PRSA partners with the American Management Association (AMA), which offers discounted access to its many educational seminars. PRSA members can now receive \$250 off the AMA member rate for any AMA seminar when you use discount code LJTP. Help propel your career forward and build your resume by accessing these great AMA programs!

Popular AMA seminars to choose from:

- Getting Results Without Authority
- Making the Transition From Staff Member to Supervisor
- Successfully Managing People
- Developing Executive Leadership
- The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results

For more information and a full list of offerings, please visit [www.amanet.org](http://www.amanet.org).



The Global Alliance for Public Relations and Communication Management is the confederation of the world's major PR and communication management associations and institutions, representing 160,000 practitioners and academics around the world. [www.globalalliancecpr.org](http://www.globalalliancecpr.org)



PRSA teams with Ragan Communications to provide industry-related training and education to its members at a reduced cost. For this longstanding partnership, Ragan taps its nearly 50 years of communications expertise, offering PRSA members these conference topics in 2019: speechwriters, social media, PR and media relations, visual and video storytelling, communications measurement, writing for communicators, content marketing and more. For a full list of offerings from these two industry beacons, please visit [www.prsa.org/pd](http://www.prsa.org/pd).



Learn to “Catch Your Readers,” “Cut Through the Clutter,” “Master the Art of the Storyteller” and more in nine writing master classes offered by PRSA and Wylie Communications in 2019. Whether you’re polishing your skills at writing mobile web copy, social media status updates, email blasts and e-zines, or news releases, you’ll learn to reach more readers and get the word out at these sessions. Plus, you’ll get a chance to write, get feedback, edit, rewrite and leave with a totally revised piece in our working sessions. PRSA members save \$100 with the code PRSA19. [www.wyliecomm.com](http://www.wyliecomm.com)

# Not just anyone can do what you do. It takes a pro to thrive at what you do.



## Why I got my APR?

To conquer my biggest fear and realize my untapped potential.

I'll admit it. I was afraid of the APR Examination. But I didn't let fear stop me from taking the leap and preparing for it. The result? I got my APR and built the confidence to help me realize my untapped potential!

~ **Mary Beth Haban, APR**  
Lead Creative Strategist,  
Communications | Public Relations



## Why I got my APR?

To expand my value both to my employer and to the team I'd lead.

I learned most of my PR skills on the job and have a wide range of experience, including internal, corporate and digital communications. Getting my APR helped to validate my on-the-job education and position me for greater success.

~ **Heather Vana, APR**  
Editorial Director  
Avnet



Discover what the APR certification can do for your career, and take the first step today.

[www.praccreditation.org](http://www.praccreditation.org)

**PRSA**  
Learning

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