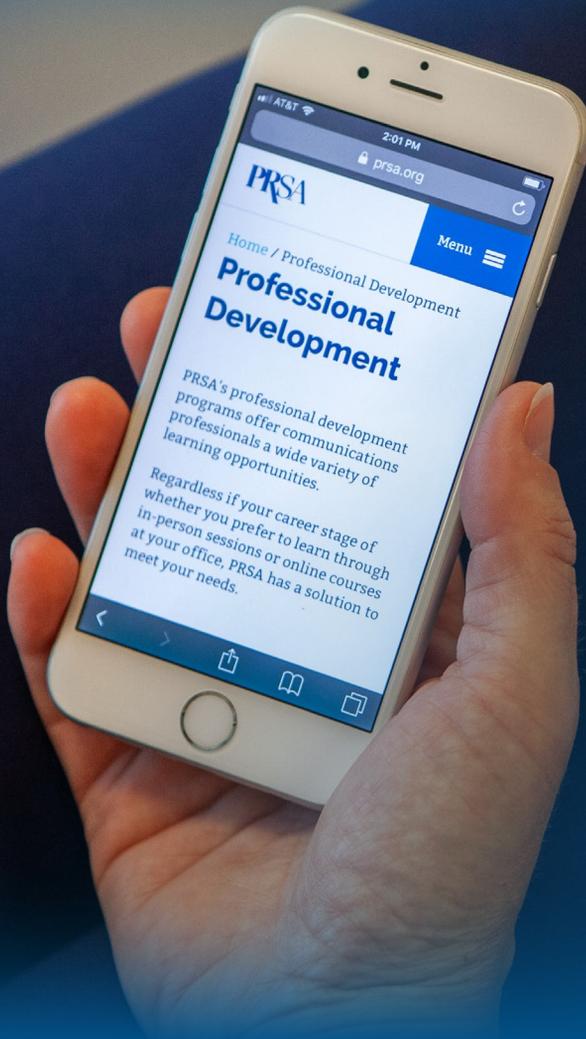


2020

Professional Development Catalog



Dear Public Relations and Communication Professionals:

Public Relations and communications professionals are committed to lifelong learning. As an organization, PRSA is committed to providing a wide array of professional development and continuing education opportunities that align with our mission of making communications professionals smarter, better prepared and more connected, throughout all stages of our careers.

I invite you to spend some time reviewing this catalog and planning your personal development for 2020. Whether it's a PRSA webinar, APR Boot Camp, workshop, certificate program or one of our many online learning opportunities, you are sure to find the right mix of professional development and educational programs that will help you navigate the rapidly changing communications landscape.

Our premiere professional development event is the annual PRSA International Conference. Make plans now to join us Oct. 25-27 in Nashville, Tennessee, at the Gaylord Opryland Resort for three days of networking, relevant break-out sessions and thought-provoking keynote speakers. I look forward to seeing you in Music City USA!

PRSA is an organization that always seeks continuous improvement. As such, we welcome your input for educational and development content that will help you stay abreast of the changes in our constantly evolving profession. If you have suggestions for professional development offerings that we might consider for the future, please don't hesitate to send those our way.

My best wishes to you for this new decade and for continued growth and success in your career.

Moving PRSA Forward!

Best regards,



T. Garland Stansell, APR
2020 PRSA National Chair
Public Relations Society of America

PRSA Board of Directors

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As a guide to support your professional development journey, PRSA offers three suggested learning levels:

- Foundational
- Intermediate
- Advanced

All courses, dates, times and prices in this catalog are subject to change

Please visit 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 CEU per webinar

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

JAN. 7, 2020	REV UP READABILITY
JAN. 9, 2020	WORK SMARTER, NOT HARDER IN 2020: GET BEYOND THE DAILY PR GRIND TO GET BETTER RESULTS WITHOUT BEING TETHERED TO YOUR PHONE 24/7
JAN. 14, 2020	ARE YOU READY FOR ALPHA GENERATION? COMMUNICATING WITH THE GENERATION COMING AFTER GEN Z
FEB. 11, 2020	FLOW LIKE A NINJA: #PRLIFE-CHANGING TECH TOOLS
FEB. 13, 2020	BECOMING A MASTER STORYTELLER
FEB. 25, 2020	TAKING A STAND FOR ETHICS
MARCH 10, 2020	A PRACTICAL GUIDE TO MULTIMEDIA COMMUNICATION
MARCH 12, 2020	THE SHIFTING TIDES OF BRAND IN PR AND COMMUNICATIONS TODAY: HOW-TO APPEAL TO THE NEW CONSUMER MARKET
MARCH 17, 2020	THE ART OF MANAGING WORKPLACE CONFLICT
MARCH 19, 2020	COMMUNICATING IN A TIME OF COVID-19
MARCH 25, 2020	EXTERNAL COMMUNICATIONS DURING COVID-19
MARCH 26, 2020	INTERNAL COMMUNICATIONS DURING COVID-19
MARCH 27, 2020	DIGITAL COMMUNICATIONS DURING COVID-19
APRIL 7, 2020	HOW TO WRITE DURING COVID-19
APRIL 21, 2020	SOCIAL MEDIA AND EFFECTIVE REPUTATION MANAGEMENT IN A TIME OF COVID-19
APRIL 30, 2020	MANAGING COMMUNICATIONS IN A TIME OF CRISIS: LEARNINGS FROM THE IMPACT OF COVID-19
MAY 12, 2020	SELLING THE SIZZLE: HOW BRANDS (INCLUDING YOU) CAN BECOME NOTABLE AND QUOTABLE
MAY 28, 2020	DECODING GEN Z: ACTIONABLE INSIGHTS FOR PUBLIC RELATIONS AND COMMUNICATION PROFESSIONALS
JUNE 2, 2020	WRITING FOR THE NEWS: THE AP'S ESSENTIAL WRITING RULES FOR PR PROFESSIONALS
JUNE 9, 2020	NINE BRAINSTORMING TECHNIQUES TO ADD CREATIVITY INTO YOUR PR
JUNE 16, 2020	STRATEGIC COMMUNICATIONS: AN ESSENTIAL RISK MANAGEMENT TOOL
JUNE 23, 2020	FROM EMPLOYEE ENGAGEMENT TO EMPLOYEE ACTIVISM
JUNE 30, 2020	DEVELOPING CROSS-CHANNEL ANALYTICS FRAMEWORKS TO MEASURE DIGITAL CORPORATE REPUTATION
JULY 7, 2020	LIFT IDEAS OFF THE SCREEN
JULY 16, 2020	PR DISRUPTED: 5 WAYS AI AND AR ARE RESHAPING PR
JULY 23, 2020	POWER IN THE PALM OF YOUR HAND: CREATING PRO VIDEOS W/ YOUR SMARTPHONE
JULY 28, 2020	BUILDING AN ONLINE COMMUNITY FOR YOUR BRAND
AUG. 13, 2020	10 THINGS YOU MUST START DOING NOW TO MORE EFFECTIVELY LEAD YOUR TEAMS, YOUR ORGANIZATION AND YOURSELF
AUG. 20, 2020	TURN YOUR EXISTING CONTENT INTO MEDIA COVERAGE: BUILD A HAPPY MARRIAGE BETWEEN CONTENT MARKETING AND PR
SEPT. 8, 2020	LEADING WITH ETHICS
SEPT. 15, 2020	REACH READERS ON THE SMALL SCREEN
NOV. 12, 2020	GETTING IT RIGHT: DIVERSITY AND INCLUSION IN LGBTQ AND LATINX COMMUNICATIONS
NOV. 19, 2020	LIVEN UP YOUR PR WRITING
DEC. 8, 2020	PR MEASUREMENT: HOW TO USE DATA TO ENGAGE YOUR STAKEHOLDERS
DEC. 10, 2020	THE POWER OF STORYTELLING IN LEADER COMMUNICATION



APR Boot Camps

FORMAT

IN-PERSON

LOCATION

Louisville, KY

DATE

Nov. 4–6, 2020

TIME/DURATION

8:30 a.m.–5 p.m. ET

8:30 a.m.–Noon (last day) ET

PRICE

DAYS 1, 2 AND 3

(either APR or APR+M)

PRSA Members: \$450

Nonmembers: \$450

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

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.)





Secrets of Media Relations Masters

Discover How to Craft the Perfect Pitch and Get Placements Without Pitching

FORMAT

LIVE

LOCATION

ONLINE

DATE

March 26–27, 2020
September 23–24, 2020

TIME/DURATION

11 a.m.–5 p.m. ET

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
CEUs

FOLLOW ALONG

#PRSAlearning

TO REGISTER

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



Developing a Content Marketing Strategy and Building Your Team

FORMAT

LIVE

LOCATION

ONLINE

DATE

June 9, 2020

TIME/DURATION

9 a.m.–5 p.m. ET

PRICE

ONE DAY VIRTUAL WORKSHOP

Members Early-Bird: \$495

Members Regular: \$545

Nonmembers: \$745

SUGGESTED LEVEL

Foundational/Intermediate

ACCREDITATION



2.0 APR
CEUs

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

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 buyers.

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 your business to document an effective content marketing strategy.
- Define key metrics to measure the success of your content marketing programs.
- Walk away with a documented content marketing road map specific to your business.

PRESENTER

Michael Brenner

Keynote Speaker, Author

CEO, Marketing, Insider Group

CMO, Concured



Reputation on the Line: Building, Managing and Defending Reputation

FORMAT

LIVE

LOCATION

ONLINE

DATE

July 30, 2020

TIME/DURATION

10 a.m.–5 p.m. ET

PRICE

ONE DAY VIRTUAL WORKSHOP

Members Early-Bird: \$495

Members Regular: \$545

Nonmembers: \$745

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



2.0 APR

CEUs

FOLLOW ALONG

#PRSAlearning

TO REGISTER

www.prsa.org/pd

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, YOU 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 to build a reputation based on what is right for their organization.
- Explore strategies and tactics to enhance a reputation, using examples.
- Examine the strategies the communicator can use to both protect and perhaps enhance.
- 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



Crisis Communication Master Class

FORMAT

LIVE

LOCATION

ONLINE

DATE

August 2020

TIME/DURATION

9 a.m.–5 p.m. ET

PRICE

ONE-DAY VIRTUAL WORKSHOP

Members Early-Bird: \$695

Members Regular: \$745

Nonmembers: \$945

SUGGESTED LEVEL

Advanced

ACCREDITATION



4.0 APR

CEUs

FOLLOW ALONG

#PRSA Learning

TO REGISTER

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

Holly Helstrom

Fellow

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



Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results

FORMAT

LIVE

LOCATION

ONLINE

DATE

November 2020

TIME/DURATION

TBA

PRICE

ONE DAY VIRTUAL WORKSHOP

Members Early-Bird: \$495

Members Regular: \$545

Nonmembers: \$745

SUGGESTED LEVEL

Foundational/Intermediate

ACCREDITATION



4.0 APR

CEUs

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

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 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 hot seat 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



case in point

online and interactive



FORMAT

LIVE

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Various

TIME/DURATION

75 minutes

3-4:15 p.m. ET

PRICE

Members Early-Bird: \$45

Members Regular: \$55

Nonmembers: \$95

CASE IN POINT REPLAY*

Members: \$35

Nonmembers: \$85

*available eight weeks post-broadcast

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

Case in Points are online, interactive case studies that are focused on various industry topics within communications. Each Case in Point is 75 minutes in length and the interaction will be tied to a private, online community. The online community will encourage participation through videos, suggested readings tied to the topic and through conversing with other attendees before and after the live session. Each Case in Point on-demand offering will be available eight weeks after the live broadcast.

THE CREATIVE EDITION

April 15, 2020

[Invention in PR: How To Use Public Relations as a Creative Engine](#)

Adam Ritchie, APR

Principal

Adam Ritchie Brand Direction

THE LEGAL EDITION

June 25, 2020

[Navigating Copyright in the Digital Age](#)

Rom Bar-Nissim

Associate

Fox Rothschild LLP

THE BRAND EDITION

Sept. 30, 2020

[How LabCorp Transformed From a Laboratory in a Former Hospital in 1969 to a Leading Global Life Sciences Company](#)

Pattie Kushner

Vice President, Chief Communications Officer

LabCorp



EXECUTIVE COMMUNICATION ONLINE SERIES

Strategic knowledge, skills and abilities for the busy communication professional



FORMAT

LIVE

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Thursdays,
April 2–May 7, 2020

TIME/DURATION

Noon–1:15 p.m. ET

PRICE

See Website

SUGGESTED LEVEL

Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSAlearning

TO REGISTER

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 2, airing each consecutive Thursday from Noon–1:15 p.m. EDT (April 2, 9, 16, 23, 30 and May 7). All sessions will be recorded so that participants can review them after the live airing. Registrants 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 2, 2020	Noon–1:15 p.m. EDT
Implementation and Evaluation	April 9, 2020	Noon–1:15 p.m. EDT
Managing PR and Communication Issues	April 16, 2020	Noon–1:15 p.m. EDT
Leading PR and Communication Function	April 23, 2020	Noon–1:15 p.m. EDT
Managing Relationships	April 30, 2020	Noon–1:15 p.m. EDT
Applying Ethics and Law	May 7, 2020	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.





COMMUNICATING TO MANAGE PERFORMANCE CERTIFICATE PROGRAM

SIX ON-DEMAND MODULES

FORMAT

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Available 24/7
(Online Offering)

TIME/DURATION

Approximately
four to five hours

PRICE

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

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSA Learning

TO REGISTER

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





CONTENT MARKETING CERTIFICATE PROGRAM



SIX ON-DEMAND MODULES

FORMAT

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Available 24/7
(Coming Late Spring)

TIME/DURATION

Approximately six hours

PRICE

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

SUGGESTED LEVEL

Intermediate

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSA Learning

TO REGISTER

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.

THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Manager and senior-level PR and communication professionals.
- Professionals who are responsible for brand storytelling efforts.
- Any professional responsible for managing a corporate communications team.
- Leaders charged with advising on brand growth strategies, new media and PR innovation.
- Professionals responsible for managing digital communications.
- Managers with five or more years of experience.

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

- Master the ability to create and repurpose content that aligns with their business goals.
- Leverage their content across paid, earned, shared and owned platforms.
- Define ways to collect data to enable them to analyze the effectiveness of their campaigns.

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





CRISIS COMMUNICATION CERTIFICATE PROGRAM



SIX ON-DEMAND MODULES

FORMAT

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Available 24/7
(Coming Late Spring)

TIME/DURATION

Approximately six hours

PRICE

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

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSALearning

TO REGISTER

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:

- Principles of Effective Crisis Response
- Obtaining Public Forgiveness
- The Challenges of Social Media in 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





DIGITAL COMMUNICATION CERTIFICATE PROGRAM

SIX ON-DEMAND MODULES

FORMAT

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Available 24/7
(Coming Late Spring)

TIME/DURATION

Approximately six hours

PRICE

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

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSA Learning

TO REGISTER

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 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





INTEGRATED COMMUNICATION CERTIFICATE PROGRAM

SIX ON-DEMAND MODULES

FORMAT

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Available 24/7
(Coming Late Spring)

TIME/DURATION

Approximately six hours

PRICE

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

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSA Learning

TO REGISTER

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 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.

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.

"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





REPUTATION RISK MANAGEMENT CERTIFICATE PROGRAM



SIX ON-DEMAND MODULES

FORMAT

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Available 24/7
(Online Offering)

TIME/DURATION

Approximately six hours

PRICE

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

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSA Learning

TO REGISTER

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 LIVE AND/OR ON-DEMAND MODULES



FORMAT

LIVE

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Aug. 12–Sept. 16, 2020

TIME/DURATION

3–4:30 p.m. ET

PRICE

Members Early-Bird: \$1,295

Members Regular: \$1,495

Nonmembers: \$1,795

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION

1.0 CEU



per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

The Measurement and Analytics Certificate Program goes well beyond simply measuring the effectiveness of communication. You will also 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.

Throughout the program, you'll be learning skills you can start applying to your work immediately, resulting in a skills-based certificate of completion when you're finished. The course involves a combination of presenters, with Angela Sinickas, ABC, providing the structure of the core curriculum. Each week, she 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.

This professional development offering is designed as a live, online series of six modules and will launch on Aug. 12, airing each consecutive Wednesday from 3-4:30 p.m. EDT (Aug. 12, Aug. 19, Aug. 26, Sept. 2, Sept. 9 and Sept. 16). All modules will be recorded so that participants can review them after the live airing. Additionally, participants who are PRSA members will be given access to PRSA's Measurement and Analytics Community, an exclusive online forum offering private access and interactive dialogue with other members taking this course.

After successfully completing and passing a multiple-choice test at the end of the six-week program, registrants will be awarded a certificate of completion and digital badge for their LinkedIn profile and resume.

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.





LEADERSHIP COMMUNICATION CERTIFICATE PROGRAM

SIX LIVE AND/OR ON-DEMAND MODULES

FORMAT

LIVE

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Thursdays,
Aug. 20–Sept. 24

TIME/DURATION

3–4:30 p.m. ET

PRICE

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

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSAlearning

TO REGISTER

www.prsa.org/pd

Successful leaders are great communicators who use a variety of oral, written and nonverbal communication skills to inspire employees, attract and retain customers, secure investors or donors, and manage operations.

Every person on the senior leadership team brings a different set of skills, experience and communication styles to the table. A strong senior leadership team builds on these strengths to meet organizational challenges and move the organization ahead.

As a PR/communication leader, you are in a unique position to counsel leaders in your organization.

THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Manager and senior-level PR and communication professionals.
- Professionals who serve on senior leadership teams.
- Professionals who counsel executives and senior leaders.
- Any professional who is responsible for managing leadership communication.
- Managers and directors with more than five years of experience.

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

- Understand the drivers of leadership attitudes and behavior.
- Build credibility, communicate authentically and lead ethically.
- Determine the critical internal and external audiences for organization leaders.
- Build strong relationships with, and among, senior leaders across the organization.
- Evaluate, optimize and communicate the organization's leadership culture.
- Avoid and resolve communication conflicts.
- Design an effective communications program for the senior leadership team.
- Coach leaders in more effective communication.
- Win leadership support for communication programs and initiatives.

CERTIFICATE PROGRAM MODULES:

- What's Different: How Senior Leaders Think, Work and Communicate
- Building Trust: Elements of Leadership Credibility, Authenticity and Ethics
- It's Who You Know: Powerful Professional Networks for Senior Leaders
- Tone at the Top: Senior Leaders' Impact on Organization Culture
- Failure to Communicate: Identifying and Resolving Conflicts
- Developing a Communication Plan for Senior Leaders

PRESENTER

Blythe Campbell, APR
Blythe Campbell Communications

"I've worked for eight different CEOs as an important voice on the senior leadership team. It's rewarding to earn the trust of senior leaders and help them understand the importance of effective communication — with each other and with their key stakeholders."





REPUTATION MANAGEMENT CERTIFICATE PROGRAM

SIX LIVE AND/OR ON-DEMAND MODULES

FORMAT

LIVE

ON-DEMAND

LOCATION

ONLINE

DATE(S)

Wednesdays,
Oct. 28–Dec. 9, 2020
(skipping Thanksgiving week)

TIME/DURATION

3–4:30 p.m. ET

PRICE

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

SUGGESTED LEVEL

Intermediate/Advanced

ACCREDITATION



1.0 CEU
per module
for a total of
6.0 Credits

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

Reputation management (RM) is a concept at the core of the communication profession, and in today's fast-paced digital world, reputations can be made or lost in the blink of a digital eye. But well-built reputations can withstand social, economic and political pressure by establishing core principles and strategies to build, enhance and protect their key attributes. In fact, challenges to reputation can and do often result in stronger reputations, if managed appropriately. This six-part session will examine reputation, establishing a reputation, building and enhancing a reputation, reputational leadership, withstanding challenges, and, importantly, rebuilding a reputation when needed.

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:

- Build lasting organizational reputations using memorable tools, techniques and strategies.
- Discover benchmarks for reputation to assess, measure and promote reputation.
- Understand how reputation can be built using internal and external methods.
- Learn how to tie reputation to business goals and results.
- Discover the reputation arc and how to grow reputation in meaningful ways.

REPUTATION MANAGEMENT MODULES:

- Reputation Management Today
- Reputation Establishment
- Reputational Leadership
- Withstanding Reputational Challenges
- Rebuilding Reputations
- Reputation Growth and Planning

PRESENTER

Paul Omodt, ABC, APR, Fellow PRSA, MBC, SCMP
Owner and Principal
Omodt & Associates Critical
Communications LLC



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 CEU
per module

FOLLOW ALONG

#PRSA Learning

TO REGISTER

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)

THE DEFINITIVE GUIDE TO PR WRITING

(Available individually or as a package.)

The Definitive Guide to Writing Like a Journalist Without Having to Be One:

- Get More Placements, Page Views and Shares by Showing Up the Smart Way
 - How to Write News Releases Management Will Love and No Editor Can Ignore
 - Polishing for PR Perfection: Master Proofreading Principles and Grammar for Boosting Your Credibility and Results
 - PR Writing Mastery: How to Set Your PR Writing Apart From Everyone Else and Maximize Your Impact
-

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





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 CEU
per module

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

CONTENT MARKETING

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

- 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



CRISIS COMMUNICATION

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

- Principles of Effective Crisis Response
- Obtaining Public Forgiveness
- The Challenges of Social Media in Crisis
- Influencing Leaders
- Operational Readiness No. 1: Establishing an Effective Crisis Response Team and Process
- Operational Readiness No. 2: Effective Crisis Planning



DIGITAL COMMUNICATION

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

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



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 CEU
per module

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

INTEGRATED COMMUNICATION

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

- Integrated Marketing Communications (IMC) 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



REPUTATION RISK MANAGEMENT

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

- 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



MEASUREMENT AND ANALYTICS

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually. NEW Live Certificate Program launching August 2020).

- 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





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 CEU
per module

FOLLOW ALONG

#PRSA Learning

TO REGISTER

www.prsa.org/pd

REPUTATION MANAGEMENT

(Available as a Certificate Program with the purchase of the complete package, or modules sold individually. NEW Live Certificate Program launching October 2020)

- 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



EXECUTIVE COMMUNICATION ONLINE SERIES

(Available as a bundled purchase of the series or sessions sold individually. Coming late spring.)

- Session 1: Research and Planning
- Session 2: Implementation and Evaluation
- Session 3: Managing PR and Communication Issues
- Session 4: Leading PR and Communication Function
- Session 5: Managing Relationships
- Session 6: Applying Ethics and Law

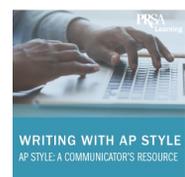


HOW THE PESO MODEL CHANGES THE CONVERSATION FOR COMMUNICATORS

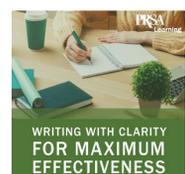
- Module 1: Mastering Modern Communications
- Module 2: Strategy Development and Planning
- Module 3: Leadership and Measurement



WRITING WITH AP STYLE



WRITING WITH CLARITY FOR MAXIMUM EFFECTIVENESS





Professional Interest Section Conferences

FORMAT

LIVE

LOCATION

ONLINE

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

Develop new skills, learn from industry leaders and peers and network as you share ideas at our popular Section Conferences and Roundtables.

PRSA Professional Interest Sections deliver targeted programming specific to a variety of industry sectors. Members and guests gain inspiration and a fresh perspective from the energy of colleagues gathering to learn from the industry's brightest and most innovative minds.

Please check www.prsa.org/conferences to see the most updated schedule of Section Conferences.



PRSA 2020 International Conference

FORMAT

IN-PERSON

LOCATION

Nashville, Tenn.

DATE(S)

Pre-Con: Oct. 25

Conference: Oct. 25-27

TIME/DURATION

Various

PRICE

Visit website

SUGGESTED LEVEL

Foundational/
Intermediate/
Advanced

ACCREDITATION



5.0 CEU

FOLLOW ALONG

#PRSAICON

TO REGISTER

www.prsa.org/ICON



The PRSA International Conference in Nashville 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. The 2020 International 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.

Network With a Vibrant Mix of Professionals

Mingle with a diverse mix of thousands of industry leaders and peers from around the world at one or more of the lively and exciting networking events the Conference has to offer. With 2,500+ public relations and communication professionals and students in one area, the Conference lends itself to prime networking opportunities, whether it’s putting a face to Twitter handles, chatting with bloggers you follow at the opening night reception or catching up with friends and colleagues at the Diversity & Inclusion Celebration.

Explore How PR Affects Your Bottom Line

With 100+ professional development sessions, the International Conference offers you 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.



PRSA 2020 International Conference

FORMAT

IN-PERSON

LOCATION

Nashville, Tenn.

DATE(S)

Pre-Con: Oct. 25

Conference: Oct. 25-27

TIME/DURATION

Various

PRICE

Visit website

SUGGESTED LEVEL

Foundational/
Intermediate/
Advanced

ACCREDITATION

5.0 CEU



FOLLOW ALONG

#PRSAICON

TO REGISTER

prsa.org/ICON



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

1. Marketing Communication

Strategic approaches utilizing content marketing tactics for diverse communication across Paid, Earned, Shared and Owned platforms to prove ROI, enhance campaign effectiveness, and achieve objectives.

2. Digital Communication

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 advanced perspectives in reputation management as well as crisis communication via defined approaches for developing programs to leverage the success of your organization.

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 and Wylie Communications 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 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 2020: 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, please visit www.prsa.org/pd.



Learn to Rev Up Readability, Master the Art of the Storyteller, Write for Mobile and more in nine writing master classes offered by PRSA and Wylie Communications in 2020. Whether you're polishing your skills at email, content marketing pieces, news releases or mobile web copy, you'll learn to reach more readers and get the word out at these sessions. Plus, you'll get feedback from Ann and the group and leave with a totally revised piece. PRSA members save \$100 with the code PRSA20. <http://bit.ly/2020WritingWorkshops>



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.globalalliancepr.org

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



"I've spent more than three decades in communications and the last 16 years in public relations. During that time, I felt I was too busy to get my APR. However, this year I was determined to set aside time to make it happen and I'm glad I did! Studying for the APR was a great way for me to challenge myself on what I thought I knew about the profession and what I needed to learn. To anyone thinking about taking the APR, I highly recommend taking the challenge. It has been very rewarding for me personally and professionally."

~ **Douglas S. Tobin, APR**
PR & Marketing Director
CareerSource Tampa Bay
Tampa, Fla.

"I decided to become Accredited to deepen my knowledge, skills and abilities in public relations and to help maximize the business and social value of the organizations that I serve. In addition, I seek to become a lifelong learner and promoter of effective public relations so that I can continuously advance the interest of our communities in meaningful ways."

~ **Kimberly Karol, APR**
Director, Stewardship and Development
Communications
Prairie View A&M University
Prairie View, Texas



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

www.praccreditation.org

PRSA
Learning

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www.prsa.org