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](http://www.prsa.org/pd) for a comprehensive list of professional development offerings and details.
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**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**
- #PRSALearning

**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.)

**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
Secrets of Media Relations Masters
Discover How to Craft the Perfect Pitch and
Get Placements Without Pitching

DAY 1: PLACEMENTS WITHOUT PITCHING:
BUILDING MEDIA RELATIONSHIPS

This portion will focus on laying the foundation required for superior pitching success. You’ll discover Michael Smart’s unique approach to building a strong network of journalists and other influencers who know, like and TRUST you.

He will give you a step-by-step process for connecting with contacts who might trust a specific source one day only to doubt that source the next. And he’ll expand your thinking to build your network of contacts well beyond the world of journalists — to focus on creative and innovative opportunities for reaching your audience that most PR pros miss.

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

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

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

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

While 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

www.prsa.org/pd
Developing a Content Marketing Strategy and Building Your Team

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

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

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

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

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
#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
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
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 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
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.
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

**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**
#PRSAlearning

**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

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• 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
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

**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

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**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

**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

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**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
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:
- 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.
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.

SIX LIVE AND/OR ON-DEMAND MODULES
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 (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 counsel 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

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On-Demand Learning

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

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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
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.)

• 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**

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**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

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**TO REGISTER**
www.prsa.org/pd

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**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

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.

**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
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.
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.
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