



# CROSSROADS OF PUBLIC RELATIONS

PRSSA 2016 National Conference | Indianapolis | October 21–25

**PRSSA**  
Public Relations  
Student Society  
of America

# WELCOME TO INDIANAPOLIS

**Indianapolis is the heart of the American Midwest. Nicknamed “The Crossroads of America,”** the city boasts a convenient location within a one-day drive of two-thirds of the country’s population.

Indianapolis has grown exponentially since its founding in 1821. The once small town has expanded to include six unique cultural districts full of diverse options for dining, entertainment and nightlife.

With the comforts of a small town and the luxuries of a big city, Indianapolis is now home to many hardworking Hoosiers and an influx of young professionals. Explore the growing city via the Indianapolis Cultural Trail or skywalk to learn why The Huffington Post named Indy one of “America’s most underrated cities for Millennials.”



## LETTER FROM THE NATIONAL PRESIDENT

On behalf of the entire PRSSA 2016–2017 National Committee, I am thrilled to invite you to the PRSSA 2016 National Conference hosted in the city known as “The Crossroads of America,” beautiful Indianapolis. The National Conference is the largest gathering of public relations students and a great opportunity to network, learn and grow.

As always, the Conference is held at the same time as the PRSA International Conference, which is conveniently located just a skywalk away from the Indianapolis Marriott Downtown. This provides the unique opportunity to attend PRSA General Sessions led by speakers such as a NASA astronaut, and connect with professionals from around the globe.

I sincerely hope you consider joining us in Indianapolis to take advantage of all the National Conference experience has to offer. From professional and Chapter development sessions, to the Career Development Exhibition, to spending time exploring what The Huffington Post called one of “America’s most underrated cities for Millennials,” it’s going to be five special days. I can’t wait to meet you in Indy.



**Emma Finkbeiner**

PRSSA 2016-2017 National President

## LETTER FROM THE CONFERENCE COMMITTEE

We want to invite you to Indianapolis, the host city of the PRSSA 2016 National Conference. No matter what crossroads you plan to travel to get here, the Conference Committee is excited to offer you opportunities to build your personal and professional networks.

We hope you will take advantage of all that this Conference has to offer, including the PRSA 2016 International Conference General Sessions. The “Crossroads of Public Relations” is a theme inspired by Indianapolis.

This year’s program hosts professionals from many diverse sections within the public relations industry. Conference is the perfect time to meet new friends and explore the endless possibilities for your future career.

We hope you will join us in Indianapolis.



**Katie Ronzio, Hannah Riffle, Reagan VanCleave and Natalie Wichern**

PRSSA 2016 National Conference Committee

“We sincerely hope you consider joining us in Indianapolis to take advantage of everything National Conference has to offer.”

# CONFERENCE INFORMATION

## Conference Registration

Attendees may register by mail, fax or online. Payments may not be processed by phone. **Deadline to register is Sept. 16.**

Mail: 411 Lafayette Street, Suite 201, New York, NY 10003  
Fax: (212) 460-5460  
Online: [www.prssa.prsa.org/events/Conference/Register/](http://www.prssa.prsa.org/events/Conference/Register/)

## Cost

Full registration: Oct. 21–25  
\$310 for PRSSA Members and Affiliates  
\$345 for Nonmembers

Day registrations  
\$185 for PRSSA Members and Affiliates  
\$195 for Nonmembers

Registration questions? Call (800) 350-0111.  
For other questions regarding Conference, call (212) 460-1474.

## Refund Policy

PRSSA must receive your cancellation in writing at this address:  
PRSSA 2016 National Conference  
411 Lafayette Street, Suite 201, New York, NY 10003

For a full refund, your request must be postmarked by Sept. 23. A \$135 refund for a full registration and a \$70 refund for a day registration is offered Sept. 23–30, 5 p.m. EDT. No refunds are available after 5 p.m. EDT on Sept. 30.

## Hotel Information

The Conference will be held at the Indianapolis Marriott Downtown, 350 West Maryland Street, Indianapolis, IN 46225. You may utilize the climate-controlled skywalks connected to the hotel to walk to the JW Marriott Indianapolis (the PRSA Hotel), convention center, Lucas Oil Stadium, a mall and restaurants.

The special PRSSA rate for the hotel is \$191 plus taxes per night (single/double/triple/quad occupancy). Attendees may register online through the hotel's unique booking website:  
<https://aws.passkey.com/g/55568317>.

Check-In: 4 p.m.  
Check-Out: 11 a.m.

## Deadline to reserve hotel rooms is Sept. 16.

Guest facilities include free wireless internet service in the lobby, two restaurants, a full-service business center, a fitness center, an indoor pool and more. The hotel offers overnight valet parking (\$45 per day), in-room dining and an onsite Starbucks.

## Finding Roommates

PRSSA does not assign or coordinate roommates for Conference. However, you are encouraged to use the "PRSSA 2016 National Conference" Facebook page and #PRSSANC on Twitter to get in touch with other attendees seeking roommates.

## Getting to the Indianapolis Marriott Downtown

Driving, the Indianapolis Marriott Downtown is approximately 15 miles away from Indianapolis International Airport. At the hotel, valet parking is \$45 daily and self-parking is \$40 daily. More economical off-site parking options are available throughout the city.

From Indianapolis International Airport, taxis are approximately \$21–\$30 one-way. Go Express Airport Shuttle is also available from the airport and costs approximately \$10 per passenger.

For additional information regarding transportation to and from the hotel and more economical parking options, visit [http://prssa.prsa.org/events/Conference/Hotel\\_Travel/Transportation-Parking/](http://prssa.prsa.org/events/Conference/Hotel_Travel/Transportation-Parking/).

## General Information

### Wardrobe

Attendees should dress in business attire for all Conference sessions (which includes modest blouses, suits, slacks, ties and dresses — jeans and shorts are not acceptable). The Opening Night Celebration on Friday is business casual, while the Awards Dinner on Monday evening is business formal.

Please keep in mind that weather in Indianapolis may be unpredictable in October, though temperatures during this time are typically between 40 and 60 degrees. Attendees should pack to accommodate varying conditions.

### Etiquette

National Conference is a professional event. Attendees are expected to represent themselves, their schools and the Society in a professional manner. This includes dressing appropriately for events and limiting alcohol consumption as necessary.

### Chapter Roll Call

Represent your school's Chapter at the Saturday morning Chapter roll call. As the PRSSA National President announces your Chapter, have a cheer, chant or song prepared that lets everyone know you have arrived. Be creative and have fun with it! Please remember to dress in business attire, as this event is held in conjunction with the keynote address.

### Hospitality Desk

Meet Conference volunteers to help you navigate the hotel and Conference events, as well as where to go and what to see in Indy. Volunteers will be prepared to advise you on restaurants, nightlife and local attractions throughout the city.

### Special Needs

Contact PRSSA Headquarters at (212) 460-1474 or email [prssa@prsa.org](mailto:prssa@prsa.org) as soon as possible if you have any special needs, including but not limited to dietary or health considerations. PRSSA Headquarters will accommodate requests whenever possible.

### Contact the Conference Committee

Email: [prssanc@gmail.com](mailto:prssanc@gmail.com)  
Twitter: @PRSSANC and #PRSSANC  
Find us on Facebook: PRSSA National Conference  
For more information, please visit <http://prssa.prsa.org/events/Conference/About/Committee/>.  
For any questions regarding the PRSSA 2016 National Conference, call (212) 460-1474.

### Photography Notice

Please be aware that by participating in PRSSA's public forum, "The PRSSA 2016 National Conference," you are automatically authorizing the Public Relations Society of America (hereafter "PRSA") and the Public Relations Student Society of America (hereafter "PRSSA") and its employees, agents and assigns to use your name, photograph, voice or other likeness for purposes related to the mission of PRSA and PRSSA, including but not limited to publicity marketing, websites, other electronic forms or media, and promotion of PRSA, PRSSA and its various programs.

## CONFERENCE SCHEDULE AT A GLANCE

### Friday, October 21

- 10 a.m.–2 p.m. Career Tours (Pre-Registration Required)
- 12–7 p.m. Registration and Hospitality
- 2:30–3:30 p.m. Regional Conference Workshop
- Student-run Firm Workshop
- 2:30–6:30 p.m. Resume Critique (Pre-Registration Required)
- 4–5 p.m. Chapter Development Sessions
- 5:15–6:30 p.m. Chapter Presidents' Leadership Workshop
- 5:30–6:45 p.m. PRSSA Adviser Session
- 7–9 p.m. "The PRSSA 500" Opening Night Celebration

### Saturday, October 22

- 8 a.m.–4 p.m. Registration
- 8 a.m.–1 p.m. Hospitality
- 8–9 a.m. Continental Breakfast
- 9–11:30 a.m. Welcome
- Keynote Address with Allison Melangton
- Awards
- Chapter Roll Call
- 12–1:15 p.m. Chapter Presidents' Lunch
- 12–1:15 p.m. Fireside Chat (Pre-Registration Required)
- 1:30–2:30 p.m. Professional Development Sessions
- 2:45–3:45 p.m. Professional Development Sessions
- 4–5 p.m. Professional Development Sessions
- 5:15–6 p.m. Officer Discussions

### Sunday, October 23

- 8:30–9 a.m. Coffee with Champions for PRSSA
- 9 a.m.–3 p.m. Registration
- 9 a.m.–12 p.m. Hospitality
- 9:15–10:30 a.m. Keynote Address: Meet the Living Legends of Public Relations
- 11 a.m.–12 p.m. Professional Development Sessions
- 12:30–2:30 p.m. PRSA General Session with Scott Kelly
- 3–4 p.m. Professional Development Sessions
- 4:15–5:15 p.m. Professional Development Sessions
- 5:30–6:30 p.m. Special Session: Become the Intern Guru

### Monday, October 24

- 7 a.m.–12 p.m. Registration
- 8–9:45 a.m. PRSA General Session with Theresa Payton and Mark Emmert
- 10 a.m.–4 p.m. Resume Critique (Pre-Registration Required)
- 10:15 a.m.–12:15 p.m. Career Development Exhibition (Schools A–L)
- 12:15–1:15 p.m. Exhibitor Break
- 1:15–3:15 p.m. Career Development Exhibition (Schools M–Z)
- 5:30–8 p.m. "Circle City Celebration" Awards Ceremony and Dinner

### Tuesday, October 25

- 8–9:15 a.m. "Victory Lap" Farewell Breakfast
- 9:30–11 a.m. PRSA General Session with Scott Stratten



## Friday, October 21

10 a.m.–2 p.m.

### **Career Tours (Pre-Registration Required)**

- **Bohlsen Group**
- **Borshoff**
- **Eli Lilly and Company**
- **Hirons**
- **NCAA**
- **Visit Indy**
- **And more ...**

12–7 p.m.

### **Registration and Hospitality**

2:30–3:30 p.m.

### **Regional Conference Workshop**

Join us for this interactive session that will provide participants guidance in the execution of Regional Conferences. During this session, we will discuss best practices for event planning and how to avoid possible pitfalls. This is a unique opportunity for past, current and prospective Regional Conference Coordinators to come together and share ideas. PRSSA members and advisers interested in hosting a Regional Conference in the future, or event planning of any kind, are encouraged to attend. **One representative from each selected PRSSA 2017 Regional Conference is required to attend.**

### **Student-run Firm Workshop**

Attend this session to dive into all things related to running a student-run firm. Learn how to start a firm, grow an established firm or achieve National Affiliation. During this workshop, you'll be placed in cohort groups with representatives from firms of similar sizes and have the opportunity to speak with professionals. This session also will be one of your first opportunities to learn about CreateAthon, PRSSA's newest partnership.

2:30–6:30 p.m.

### **Resume Critique (Pre-Registration Required)**

Before you apply for your next internship or job, get feedback on your resume from a professional. Pre-register for one of the limited spots on Friday or Monday. Come with a resume in hand!

4–5 p.m.

### **Chapter Development Sessions**

**Eastern Michigan University**, “New Faces, Old Faces: Role Transitions From New Member to President” with **Rowan University**, “GRowan Pains: Successfully Recruit and Retain Chapter Members”  
**Drake University**, “Not the Boss of You: A Guide to Leading Leaders” with **Ohio University**, “Two Halves of a Whole: Uniting Firms and Chapters”

5:15–6:30 p.m.

### **Chapter Presidents' Leadership Workshop**

Despite each of our personal and corporate struggles, we are called as leaders to lead in professionalism and authenticity. How do we as millennials confront our doubts and fears with truth and hope, spurring on personal creativity and a united Chapter's vision? Join the National Committee and special guest Paul Angone for this engaging, personal discussion and learn how to best prepare yourself to lead your Chapter this school year.

**Paul Angone**, Best-Selling Author, AllGroanUp.com

5:30–6:45 p.m.

**PRSSA Adviser Session: Effectively Advising Your PRSSA Chapter**

Please join us at this session, open to all Faculty and Professional Advisers, as we discuss a wide range of topics designed to help you support, grow and nurture your PRSSA Chapter. The session will include advice on building your Chapter, fundraising, partnering with PRSA and understanding how to make the most of membership benefits and services. Breakout sessions will follow, where participants will actively engage and share their experiences.

**Kelly Davis, APR**, National Professional Adviser

**Tina McCorkindale, Ph.D., APR**, National Faculty Adviser

7–9 p.m.

**“The PRSSA 500” Opening Night Celebration**

Start your engines for a night of fun, food and Indianapolis-themed excitement! Meet and swap T-shirts with PRSSA members from schools across the nation.



**Saturday, October 22**

8 a.m.–4 p.m.

**Registration**

8 a.m.–1 p.m.

**Hospitality**

8–9 a.m.

**Continental Breakfast**

Start your day with a continental breakfast. Arrive early to avoid long lines!

9–11:30 a.m.

**Welcome, Keynote Address, Awards and Chapter Roll Call**

As senior vice president at Hulman Motorsports Corporation, Allison Melangton is tasked with engaging diverse audiences. During this Keynote Address, Melangton will share her stories and guidance on the importance of using engagement as a vehicle to drive change.

**Allison Melangton**, Senior Vice President, Hulman Motorsports Corporation

Following the Keynote Address, National President Emma Finkbeiner will announce the recipients of several PRSSA awards and initiate the Chapter Roll Call. When you hear your school called, stand up and share a cheer!



12–1:15 p.m.

### **Chapter Presidents' Lunch**

As a “thank you” for their continuous dedication to PRSSA, Chapter presidents are invited to a special lunch. Sponsored by



12–1:15 p.m.

### **Fireside Chat (Pre-Registration Required)**

Come chat with PRSA past presidents and senior practitioners to get an inside perspective of the public relations industry.

1:30–2:30 p.m.

### **Blogging Rules to Break and Follow**

Some writers follow the rules and some make their own. Which blogging rules should be followed and which can be broken to create the best online brand? Well-known public relations veteran Ron Culp runs the blog, Culpwrit, which shows students and professionals the rules to follow. Anne Waddington runs a successful beauty blog, and she will show attendees a few blogging rules to break in order to stand out from the crowd.

**Ron Culp**, Instructor and Professional Director, DePaul University

**Anne Waddington**, Client Enablement Manager, Springbuk

### **Crises in the Crossroads**

How can we plan for the unexpected? We learn about crisis communication in the classroom and observe how crises are managed, but it is rare for students to gain experience in handling crises. In this session, seasoned professionals will walk you through the process of evaluation and effectively managing bumps in the road.

**Myra Borshoff, APR, Fellow PRSA**, Founder, Borshoff

**Jen Dial**, Global Communications Manager, Eli Lilly and Company

### **Knowing What to Say: A Guide to Political Public Relations**

Do you often wonder what life is like on Capitol Hill? We know you binge watch “House of Cards” and “Scandal,” but are those shows telling the whole story? From policy to public affairs, find out how to become the political powerhouse that even Olivia Pope would admire.

**Speaker TBA**

### **Why It’s Good To Be a Girl**

Vera Bradley recently launched the campaign, “Why It’s Good To Be a Girl.” Learn about this campaign and how it engages consumers and helps Vera Bradley reach its strategic goals through social, earned, paid and owned media.

**Holly Wagner**, Public Relations and Product Placement Representative, Vera Bradley

2:45–3:45 p.m.

### **Stars of the Midwest**

Ready to roll out the red carpet and face the flashing lights of entertainment public relations? Join these stars in exploring the fast-paced world of press releases, publicity and celebrity encounters. This session will tell stories from Downtown Indianapolis to Downtown Los Angeles to show you how to enter and thrive in the entertainment industry.

**Speaker TBA**

### **Once Upon a Time: A Guide to Storytelling**

What is the key to persuasion? It is the ability to tell a great story. Public relations professionals tell stories through press releases, print media and branded events. This session will teach you how to connect an organization and its publics through one of the most desired skills employers are seeking.

**Lindsey Groepper**, President, BLASTmedia

**Sabrina List**, Vice President, Marketing and Communication, 500 Festival, Inc.

### **Perfect Planning**

Many tasks, including event planning, fall within a public relations practitioner's job description. Do you know how to plan effectively? Whether it is a small meeting or a 1,000-person conference, learn how to set your event up for success.

**Theo Tyson**, Fashion and Events Director, trinity productions

### **Let's Get Social (Media)**

#Tweet your way to the top with these social media tips, tricks and strategies that can be applied to your personal and clients' accounts. Learn how to achieve the results your client needs while handling multiple accounts over diverse platforms.

**Speaker TBA**

4–5 p.m.

### **A Conversation With Warner Bros. Television Publicity**

Join members of the Warner Bros. Television publicity team for a conversation about entertainment public relations. Warner Bros. Television has been one of the entertainment industry's most-respected providers of original prime-time programming since its founding in 1955. For the 2016–2017 television season, WBTV is producing more than 30 prime-time series, with shows on each of the five broadcast networks, cable's HBO, TNT and Showtime, as well as for the Netflix subscription/on-demand service. WBTV's continuing broadcast network series include the comedies "2 Broke Girls," "The Big Bang Theory" and "Mom" for CBS; comedy "The Middle" for ABC; and drama "Blindspot" for NBC; dramas "Gotham" and "Lucifer" for FOX; and nine dramas for The CW: "The 100," "Arrow," "DC's Legends of Tomorrow," "The Flash," "iZOMBIE," "The Originals," "Supergirl," "Supernatural" and "The Vampire Diaries," among others.

**Speaker TBA**

Sponsored by



### **Pitch(ing) Perfect**

You learned how to pitch to media. Now learn how to pitch to clients. Whether you are recruiting clients for yourself or a business, hear how the professionals acquire and excite new business opportunities from the first interaction until the contract is signed.

**Brandon Scott**, Digital and Brand Strategy Director, Ten Adams

### **Corporate Social Responsibility at the Core**

CSR and sustainability are not optional. To hold yourself and your business to the highest ethical standards, CSR must be at the center. A communications professional from 3BL Media, a CSR and sustainability agency, will prepare you to incorporate these initiatives into your current and future work.

**Dave Armon**, Chief Marketing Officer, 3BL Media

### **The Profit of Nonprofits**

From running social media accounts to writing press releases, from setting up events to media outreach, nonprofit public relations practitioners are the jack-of-all-trades. Join Andrea Rodgers to explore all the responsibilities that come with a nonprofit position.

**Andrea Rodgers, APR**, Vice President, Communications and Public Relations, John G. Shedd Aquarium

5:15–6 p.m.

### **Officer Discussions**

All Conference attendees are invited to participate in the officer discussions to chat about the challenges and opportunities other Chapter leaders face. If you are considering running for your Chapter's executive board, these discussions can help you learn more about the responsibilities of the positions. Discussion groups will be divided as follows:

- Public relations liaisons, webmasters and historians
- Publications and student-run firms
- Secretaries and treasurers
- Presidents and vice presidents

Sunday, October 23

8:30–9 a.m.

**Coffee with Champions for PRSSA** Sponsored by



9 a.m.–3 p.m.

**Registration**

9 a.m.–12 p.m.

**Hospitality**



9:15–10:30 a.m.

**Keynote Address: Meet the Living Legends of Public Relations**

Join us as two Living Legends answer your questions and engage in a lively discussion about issues of importance to young professionals.

**Bridget Coffing**, Senior Communications Consultant; Chief Communications Officer, Emeritus, McDonald's Corporation

**Mike Fernandez**, Cargill

**Moderator: Kevin Saghy**, Manager of Communications, Chicago Cubs

Sponsored by



11 a.m.–12 p.m.

**Aspire Higher**

Christopher Columbus once said, "You can never cross the ocean until you have courage to lose sight of the shore." This lecture will go beyond the basics needed to master the practice of public relations and become a respected communicator. It will challenge you to aspire higher to lead, to adhere to a code of ethics, to tap into your power of intuition, and to have the courage to make bold moves through careful deliberation and preparation.

**Deborah Radman, APR, Fellow PRSA**, CEO, Radman Communications

**Work It: Fashion Public Relations**

Dive into the fashion industry and pursue your passion for public relations at the same time. These professionals will show you what it takes to pursue fashion off the runway.

**Speaker TBA**

**The Courage To Be Authentic**

Do you have the courage to be uniquely you in all you do? Learn how to find yourself and apply your authentic personality to your public relations career. With authenticity, you will thrive and create work that leaves you feeling fulfilled.

**David Grossman, ABC, APR, Fellow PRSA**, Founder and CEO, The Grossman Group

## How to Write a Killer Job Application

Employers receive hundreds of job applications. How can yours stand out from the rest? Danny Rubin shares his tried and true tips for expressing what you have to offer to be a highly sought after job candidate.

**Danny Rubin**, Vice President, Rubin Communications Group

12:30–2:30 p.m.

### PRSA General Session

Pioneering U.S. astronaut and Navy test pilot Scott Kelly, just back from a record-setting year aboard the International Space Station, will inspire you with a thrilling account of his space odyssey, orbiting 229 miles above the Earth's surface. While his adventures were truly out of this world, Capt. Kelly will share valuable advice on pushing one's own limits.

**Scott Kelly**, Astronaut, NASA

3–4 p.m.

### Where Are They Now?

Wondering where that public relations degree will take you? Curious to see what the benefits are to a PRSA membership? Ready to network with young professionals? This session will feature a panel of PRSA New Professionals Section members from across the country to discuss the do's and don'ts after college.

**Lauren Gray**, Communications Coordinator, PepsiCo

**Heather Harder**, Account Executive, Prosek Partners

**Brian Price**, Digital Marketing Manager, Starwood Retail Partners

**Moderator: Jessica Noonan**, Group Manager, Weber Shandwick

### Running the News

Want to write a press release that gets noticed? Find out how from the experts themselves. Dig deeper into the fast-paced and ever-changing world of broadcast media. See how public relations professionals work hand-in-hand with members of the media by looking at the coin from both sides.

**DeShong Perry-Smitherman**, Corporate Communications Manager, United States, The AES Corporation

### Get Your Head in the Game

Explore your competitive side during this spirited session about public relations in the collegiate sports industry. Learn the game plans, strategies and teamwork that it takes to make it in sports public relations. Are you ready to get your head in the game?

**Andrea Farmer, APR**, Associate Director of Strategic Initiatives, NCAA

### Public Relations in a Digital Age

The industry is constantly evolving. How do you stay current when the strategies and technologies you rely on are changing? Tressa Robbins will help you turn your education into a successful career by becoming a lifelong learner.

**Tressa Robbins**, Implementation Vice President, BurrellesLuce

4:15–5:15 p.m.

### One Client vs. Many

Are you overwhelmed with the numerous possible careers you can pursue as a public relations professional? In this session, you will explore the job descriptions for positions in an agency setting, working with multiple clients, and in a corporate setting, dedicated to one main brand. Narrow down your job search by educating yourself on your options.

**Patti Temple Rocks**, Managing Director, Golin Chicago

### Insure Your Future

Convincing millennials to save money and manage risk sounds tough, but for insurance and financial public relations professionals, it is a rewarding challenge. See how professionals attract the largest part of the population to insure their financial futures.

**Speaker TBA**



### Startup Smart

Do you have big dreams to start your own business one day? There are steps you can take now to set yourself up for entrepreneurial success. Make your dreams seem more realistic with this session led by two business founders and owners.

**Deirdre Breakenridge**, CEO, Pure Performance Communications

**Heather Whaling**, President, Geben Communication

### Coming Back, Again and Again

Do you have a favorite city you love visiting? Pack your bags and join us for an inside peek into travel, tourism and hospitality. Public relations professionals in the tourism industry put heads in beds and sell you on a city so you come back, again and again.

**Morgan Snyder**, Director of Leisure Communications, Visit Indy

5:30–6:30 p.m.

### Special Session: Become the Intern Guru

Internships are a popular way to start your successful career path. How will you ever know what you love until you experience it firsthand? Ask the esteemed “Intern Queen,” Lauren Berger. Berger completed 15 internships during her four years of college. Attend this special session to learn Berger’s tips to land your dream internship and make the most of the experience.

**Lauren Berger**, Founder and CEO, Intern Queen Inc.



## Monday, October 24

7 a.m.–12 p.m.

### Registration

8–9:45 a.m.

### PRSA General Session

Former White House Chief Information Officer (CIO) Theresa Payton will deliver a compelling wake-up call regarding the world of cybersecurity. In the aftermath of headline-making, debilitating cyberattacks at Anthem, Sony Pictures, Home Depot and Target, Payton will spotlight practical ways that public relations professionals can help address the risks of a data breach and communicate proactively on the subject.

**Theresa Payton**, President and CEO, Fortalice Solutions; Co-Founder, Dark Cubed

For almost six years, Mark Emmert has served as president of the National Collegiate Athletic Association (NCAA), headquartered in Indianapolis. Emmert, who has worked in a number of key leadership roles during his career in higher education, has championed greater support for student-athlete wellness and academic success. This commitment is reflected in recently increased standards for initial eligibility.

**Mark Emmert**, President, NCAA

10 am.–4 p.m.

### Resume Critique (Pre-Registration Required)

10:15 a.m.–3:15 p.m.

### **Career Development Exhibition**

Looking for more information on your dream job, an internship or graduate school? Learn from corporations, agencies and educational institutions from around the nation about potential opportunities for your future. Chat, share your resume and make your dreams become a reality.

**10:15 a.m.–12:15 p.m. — Schools A–L**

**12:15–1:15 p.m. — Exhibitor Break**

**1:15–3:15 p.m. — Schools M–Z**

5:30–8 p.m.

### **“Circle City Celebration” Awards Ceremony and Dinner**

As the Conference comes to a close, come celebrate as we honor the Society’s top members and Chapters for their hard work and dedication. Enjoy your last evening in the “Circle City” with new friends and cherished memories.

## Tuesday, October 25

8–9:15 a.m.

### **“Victory Lap” Farewell Breakfast**

Before parting ways, join us to say farewell to Indianapolis and to celebrate another great year at Conference. You also will not want to miss a sneak peek of the PRSSA 2017 National Conference.

9:30–11 a.m.

### **PRSA General Session**

Nonconformist Scott Stratten will challenge your approach to marketing and social media. In his humorous, down-to-earth manner, Stratten will help you re-examine the commonly held wisdom about branding and relationship building in order to enhance customer engagement and produce more effective results.

**Scott Stratten**, President, Un-Marketing

## Community Service Initiative

Each year, PRSSA unites to support an organization important to the community hosting National Conference. The Community Service Initiative (CSI) for this year will benefit the veterans of the Richard L. Roudebush Veterans Affairs Medical Center (VAMC).

To participate, visit the Hospitality Desk during Conference to write and sign a card of gratefulness and encouragement for a hospitalized veteran. Feel free to create and bring your own hand-written card. These cards will then be distributed to veterans in the hospital.

## Career Development Exhibitors

- Ball State University M.A. in Public Relations
- Burson-Marsteller
- DMI
- Donate Life America
- Finish Line
- George Washington University Graduate School of Political Management
- Hirons & Company
- MACOMM at Sacred Heart University
- Marist College
- New York University School of Professional Studies
- Northeastern University’s College of Professional Studies
- Northwestern University Medill IMC
- The Plank Center for Leadership in Public Relations
- The PRSA Foundation
- Radford University, Corporate and Professional Communication Masters Program
- USC Annenberg School for Communication and Journalism
- And more ...

"I attended two PRSSA National Conferences during my time as an undergraduate PRSSA member at LSU. Being able to meet and network with some of the top public relations professionals and students truly enabled me to gain the knowledge, confidence and connections necessary to excel in the field. My biggest Conference highlights are receiving six National PRSSA awards totaling \$11,000 and touring Edelman, which turned into securing a paid summer internship at the Edelman Chicago office."

**JoLena Broussard, Louisiana State University**



"Attending the PRSSA National Conference is the best investment you can make as a student. I've met a majority of my closest friends and professional contacts at Conference, and I was able to learn from some of the most creative and driven people in our industry. My only regret? Not attending Conference sooner than I did!"

**Joshua Ferrari, University of Florida**



"The PRSSA 2016 National Conference offers you the opportunity to enhance your personal and professional networks while engaging with some of the world's most influential companies."



PRSSA thanks the generous sponsors that make this Conference possible:



M.A. in Public Relations  
[bsu.edu/mapublicrelations](http://bsu.edu/mapublicrelations)



Remember to register by Friday, Sept. 16. Space is limited and reservations will be honored on a first come, first served basis.

Registration Questions: (212) 460-8090  
Conference Information: (212) 460-1474, or visit  
[www.prssa.prsa.org/Conference](http://www.prssa.prsa.org/Conference)



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