



THE REVOLUTION CONTINUES

PRSSA 2017 NATIONAL CONFERENCE | BOSTON | OCTOBER 6-10

prssa.org/nc



COME JOIN US

THE REVOLUTION CONTINUES
PRSSA 2017 NATIONAL CONFERENCE



WELCOME TO BOSTON

Boston is one of the oldest cities in the United States and offers visitors a rich history. Despite the city's historic architecture and cobblestone streets, Boston continues to be a center of innovation.

Boston maintains much of its history since its founding in 1630. For those who wish to travel back in time, there are Freedom Trail walking tours, visits to Faneuil Hall and tours of Fenway Park.

Home to 35 colleges and universities, Boston is a hub for students and young professionals alike. With some of the nation's top health care facilities and brands, Boston is a beacon for revolutionary thinkers and doers.

Enjoy the mix of old and new in Boston while taking a stroll down Newbury Street, Boston's famed street of high-end boutiques and restaurants, or exploring Downtown Crossing, where modern shops and the historic theater district collide.

LETTER FROM THE NATIONAL PRESIDENT

On behalf of the entire PRSSA 2017–2018 National Committee, I am thrilled to invite you to the PRSSA 2017 National Conference in Boston. The National Conference is the largest gathering of public relations students in the country and provides members with the opportunity to network, learn and grow as young professionals.

As always, the Conference is held at the same time as the **PRSA International Conference**, which is conveniently located just down the street at the Boston Marriott Copley Place. As an attendee, you will have the opportunity to attend the PRSA General Sessions led by speakers such as Oscar-nominated film director Morgan Spurlock, and connect with professionals from around the globe.

I sincerely hope you consider joining us in Boston to take advantage of all the Conference has to offer. Over the span of five days you will have the chance to experience professional and Chapter development sessions, visit the Conference's Career Development Exhibition and attend the annual Awards Ceremony while also spending time exploring "America's Walking City." Make no mistake about it, attending National Conference is one of the best investments you can make toward launching a successful career, and the memories you make will last a lifetime. I can't wait to meet you in Boston.

Andrew Cook

PRSSA 2017–2018 National President



LETTER FROM THE CONFERENCE COMMITTEE

Join us in Boston, the host city of the PRSSA 2017 National Conference, for a weekend of professional development, networking and exploring. We hope you will join us to learn more about how the revolution in our industry continues.

Make sure to take advantage of all that Conference has to offer this year. Register for agency tours and attend the PRSA 2017 International Conference General Sessions at the Boston Marriott Copley Place.

This year's program will feature speakers from diverse sectors of the public relations industry. Conference will give you the opportunity to make valuable professional connections and learn a lot about the public relations profession.

We look forward to seeing you in Boston!

Amanda Howard, Rebecca Stone, Carly Gibson and Rachel McLean

PRSSA 2017 National Conference Committee



CONFERENCE INFORMATION

Conference Registration

Attendees may register by mail, fax or online. Payments may not be processed by phone. **Deadline to register is Sept. 8.**

Mail: 411 Lafayette Street, Suite 201, New York, NY 10003
Fax: (212) 460-5460
Online: <https://apps-prssa.prsa.org/events/Conference/Register/Online>

Cost

Full registration: Oct. 6–10
\$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

For a full refund, PRSSA must receive your cancellation in writing by (not postmarked by) Sept. 18, 5 p.m. EDT at:
PRSSA National Conference, Fax: (212) 460-5460
411 Lafayette Street, Suite 201, New York, NY 10003

A \$135 refund for a full registration and a \$70 refund for a day registration is offered Sept. 18 to Sept. 25, 5 p.m. EDT.

Hotel Information

The Conference will be held at the Boston Park Plaza, 50 Park Plaza, Boston, MA 02116. Known as “Boston’s Most Beloved Hotel,” this beautiful and elegant hotel is a short walking distance from great shopping, restaurants and so much more.

Check-in: 3 p.m.
Check-out: 12 p.m.

Deadline to reserve hotel rooms is Sept. 8.

Finding Roommates

PRSSA does not assign or coordinate roommates for Conference. However, you are encouraged to use the “PRSSA 2017 National Conference” Facebook page and #PRSSANC on Twitter to get in touch with other attendees seeking roommates.

Getting to the Boston Park Plaza

Driving, the Boston Park Plaza is 5.5 miles from Boston Logan International Airport (BOS). At the hotel, valet parking is available for \$48 a night. Self-parking is available in The Motor Mart Garage. Utilize Downtown Boston Resources for other off-site parking options.

For additional information regarding transportation to and from the hotel and more economical parking options, visit http://apps-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). Casual clothing such as a sports jersey and/or hat is encouraged for the Opening Night Celebration on Friday. The Awards Dinner on Monday evening is business formal.

Please keep in mind that the weather in Boston can be a bit unpredictable. The average temperature is between 45 and 65 degrees. Attendees should pack for the 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 Boston. 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 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
Twitter: @PRSSANC and #PRSSANC
Find us on Facebook: PRSSA National Conference
For more information: <http://apps-prssa.prsa.org/events/Conference/About/Committee/>
For any questions regarding the PRSSA 2017 National Conference, call (212) 460-1474.

Photography Notice

Please be aware that by participating in PRSSA’s public forum, the PRSSA 2017 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 6

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

SATURDAY, OCTOBER 7

- 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
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
- 2:50–3:50 p.m. Professional Development Sessions
- 4:10–5:10 p.m. Professional Development Sessions
- 5:30–6:30 p.m. Professional Development Sessions
- 5:30–8:30 p.m. PRSA Diversity and Inclusion Mixer

SUNDAY, OCTOBER 8

- 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
- 11 a.m.–12 p.m. Professional Development Sessions
- 12:30–2:30 p.m. PRSA General Session
- 3–4 p.m. Special Session

MONDAY, OCTOBER 9

- 7 a.m.–12 p.m. Registration
- 8–9:45 a.m. PRSA General Session
- 10–11 a.m. Special Session
- 11:15 a.m.–1 p.m. Career Development Exhibition (Schools A–L)
1–2 p.m. Exhibitor Break
- 2–3:45 p.m. Career Development Exhibition (Schools M–Z)
- 1–2 p.m. Special Session
- 5:30–8 p.m. Awards Ceremony and Dinner

TUESDAY, OCTOBER 10

- 8–9:15 a.m. Farewell Breakfast
- 9:30–11 a.m. PRSA General Session



COME JOIN US IN BOSTON

NATIONAL CONFERENCE WILL GIVE YOU THE OPPORTUNITY TO NETWORK, WHILE LEARNING AND EXPLORING DIFFERENT SECTIONS OF THE PUBLIC RELATIONS INDUSTRY.

WHEN YOU COME TO CONFERENCE, BE PREPARED TO LEARN FROM STUDENTS AND PROFESSIONALS, DEVELOP INVALUABLE SKILLS AND EXPLORE THE WONDERFUL CITY OF BOSTON.



NATIONAL CONFERENCE PROGRAM

FRIDAY, OCTOBER 6

10 a.m.–2 p.m.

Career Tours (Pre-Registration Required)

- 360 PR
- Cone Communications
- HubSpot
- March Communications
- Marlo Marketing
- Racepoint Global
- Weber Shandwick

12–7 p.m.

Registration and Hospitality

3–4 p.m.

Regional Conference Workshop

Join us as we discuss best practices for event planning and execution as well as how to avoid some potential event coordination pitfalls. This is a unique opportunity for past, current and prospective Regional Conference Coordinators to come together and share ideas. **One representative from each selected PRSSA 2018 Regional Conference is required to attend**, but PRSSA members and Advisers interested in learning more about hosting a Regional Conference, or event planning of any kind, also are encouraged to participate.

Student-run Firm Workshop

Attend this session to dive into all things related to running a Student-run Firm. This session will feature a presentation to grow a firm and a panel discussion highlighting the benefits of National Affiliation. Following the presentations, attendees will be placed in groups with representatives from firms of similar sizes and have the opportunity to speak with professionals. It also will be one of your first opportunities to learn about CreateAthon, PRSSA's newest initiative.

3–6:30 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, Oct. 6. Come with a resume in hand!

4:15–5:15 p.m.

Chapter Development Sessions

Eastern Michigan University, Seemingly Im(Possible): Chapter Growth on a Nontraditional Campus with **DePaul University**, Interns and the City: DePaul PRSSA Edition

Universidad de San Martin de Porres, Success in Digital Media: Improve Your Online Presence as a PRSSA Chapter with **Waynesburg University**, *PR Week* Defeated: How to Host a Revolutionary Event

5:30–6:45 p.m.

Chapter Presidents' Leadership Workshop

Despite each of our personal and professional struggles, we are called as leaders to lead with 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 for this engaging, personal discussion and learn how to best prepare yourself to lead your Chapter this school year.

5:30–6:45 p.m.

PRSSA Adviser Session

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 in discussion and share their experiences.

Alisa Aggozino, Ph.D., APR, National Faculty Adviser

Kelly J. Davis, APR, National Professional Adviser

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7–9 p.m.

“Take Me Out to the Ball Game”

Opening Night Celebration

Batter up! Get ready for food and fun at our baseball-themed opening night social. Mingle with members from across the country and support your favorite team by wearing a jersey or hat. Let's play ball!



SATURDAY, OCTOBER 7

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

Following the Keynote Address, National President **Andrew Cook** 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!

Jon Iwata, Senior Vice President, Marketing, Communications and Citizenship, IBM

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.

Kyle Suba, Assistant Communications Manager, Chevrolet

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12–1:15 p.m.

Fireside Chat (Pre-Registration Required)

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

1:30–2:30 p.m.

Sports Public Relations

Just like trying out for the major leagues, the competition for landing a job in the sports industry is higher than ever. Gone are the days where public relations professionals are required to simply communicate with fans. The strategies, methods and tools for fan engagement have revolutionized. Public relations practitioners must now be able to create the same magic off the field, as professional athletes do on the field. Whether driving personal brands that connect with fans, or giving consumers an inside look at an athlete's or team's personality, demonstrating your ability to generate value in this business is essential.

Nikki Barjon, Global Strategist, Branding and Communications, The Barjon Group

The Transformation of PR

From the days of Edward Bernays, the field of public relations has evolved far beyond the original press release. With the developments in technology and society, public relations has adapted itself to communicate in more unique ways than Bernays ever could have imagined. Social media alone has revolutionized the way companies and organizations reach their publics, and has changed public relations forever. While the old ways have not left, the transformation of public relations has invigorated our industry.

Mike Fernandez, US CEO, Burson-Marsteller

Heartbeat Heard 'round the World: PR Is Nonprofit's Lifeline

Do you have what it takes to make a difference in the world? How can public relations take a nonprofit from local to global? “Going viral” translates into real outcomes for nonprofit organizations. Telling authentic and heartfelt stories is key, but evoking emotion to further an organization's mission requires an expert's touch. Gain a better understanding of nonprofit communications including the skills and abilities needed to thrive in a dynamic industry and the keys to successful campaigns for any organization.

Mary Klemenok, Senior Public Relations Student, LSU Manship School of Mass Communication

Lori Steele, Community Educator, Louisiana Organ Procurement Agency

Kirsten Heintz, Director of Marketing and Communications, Louisiana Organ Procurement Agency

Message in Motion: Visual Storytelling

If a picture is worth a thousand words, how many is a video worth? With visual storytelling through video, the communications industry has gained a medium that can convey a widespread message. Video has become an impactful tool for companies to captivate and communicate with hard-to-reach audiences.

Ian Cohen, Global Executive Producer and President, Content Creation and Innovation, Weber Shandwick

2:50–3:50 p.m.

Find Your #PRStrong

In the field of communications, it may seem as if there are a million paths to pursue. What is important is to find the path that empowers and excites you every day. In this session, learn to find your strong by working hard, adapting and growing.

Sharon Barbano, Vice President of Public Relations and Events, Saucony Inc.

Inbound Marketing: Bringing the Customer to You

As a consumer, it can sometimes feel like there is an endless stream of content to sort through. The challenge as a communicator is to ensure your audience benefits from your content rather than being overwhelmed by it. Inbound marketing targets individuals in your audience by following their habits and behaviors. It allows communicators to target consumers with relevant content and measure campaign success.

Meghan Keaney Anderson, Vice President of Marketing, HubSpot

Navigating Fake News

In a world where headlines are constantly contested, it can be hard to sort out the legitimate news sources. Keeping up on current events and being informed individuals is important for being successful communicators. This session will teach you real news from fake news and which sources you can trust to tell you what you need to know.

Thomas Fiedler, Dean of Students, College of Communication, Boston University

Moderator: John Carroll, Professor, Boston University

Tips From New Professionals

We all know that our careers are knocking on the door. Learn from new professionals who aspired to the same goals we have and found success in their field. In an evolving industry, it is always helpful to hear some words of wisdom from those who have walked before you and have sat in your seats not so long ago. Hosted by the New Professionals Section.

Laura Daronatsy Fooks, Communications LDP Associate, Lockheed Martin

Chad Furst, Communications Senior Consultant, Booz Allen Hamilton

Andrea Gils, Marketing and Communications Manager, University of Kentucky International Center

Veronica Mingrone, Digital Analyst, Canvas Blue

4:10–5:10 p.m.

Beyond the PR Stunt:

Creativity in PR Jobs You Didn't Know Existed

If you judged public relations based on the TV portrayal of publicists, you might think we spend our nights at fashion shows and our mornings breaking World Records in Times Square. But there is so much more to public relations than red carpets, stunts and tweets. From health public relations to music and food publicity, the public relations world is huge and full of agencies and accounts that tap into your interests and passions. If you're graduating with a public relations degree and looking to figure out the lay of the land, join Michael DiSalvo to learn why not all public relations is created equally, how you can have a public relations job that you love, and maybe find creativity where you least expect it.

Michael DiSalvo, Vice President, Healthcare, Ogilvy

How to Land a Career in PR

Join The George Washington University's Strategic Public Relations Program and PRSSA for a panel on how to obtain a career in public relations, communications or public affairs. The panel will feature alums, industry leaders and masters at finding the perfect job. They will speak about their career path, GW's role in their career advancement and how they built their professional network.

Whitney Gray Bailer, Communications Consultant, Croplife America

Alexa Manocchio, Manager of Regional Communications, Fidelity Investments

Aaron Pickering, Vice President of Corporate Communications and Responsibility, Cone Communications

Moderator: Larry Parnell, Program Director, Strategic Public Relations, George Washington University

Let's Get Ethical: Interactive Panel

Ethics, in any field, is an integral part of being a successful professional. It is important to operate ethically in the workplace among peers and in the public while communicating your organization's message. Communication professionals hold the power and potential to reach large audiences, therefore we must think carefully about our methods of communication and the impact of our message.

Ray Kotcher, Fellow PRSA, Boston University

Don Wright, Ph.D., APR, Fellow PRSA, Boston University

The Social Age

One of the biggest ways Public Relations has revolutionized is through the integration and utilization of social media mediums. From Facebook to Twitter, social media has changed the interaction between customer and company. This has created a need for professionals who specialize in this style of communication.

Jason Rentner, Director of Digital and Social Media, Pro Football Hall of Fame



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5:30–6:30 p.m.

Communicating in Style: Fashion Public Relations

Fashion is a part of every culture, as it is a means for individuals to express their personal taste. When communicating on behalf of a larger label, you must consider the diverse consumers of fashion including magazine journalists, models, everyday fashionistas and more. Learn the stylized lingo of the fashion industry in this session.

Sharifa Murdock, Co-Founder, Liberty Fairs

General Motors Session

General Motors prides its brand on revolutionary thinking, and has done so for the past 100 years. GM has maintained a successful history in the industry because it does not settle on the ordinary, and consistently exceed expectations by remaining innovative. To uphold its brand is to keep customers for life and constantly communicate with them.

Speaker TBD

Sponsored by



Surviving Year One:

The Realities of Joining the World of PR

Every day, millennials are challenging marketers to think beyond spending power, reach and impressions. They're challenging the public relations industry to stand for something — to embody a brand's hopes and dreams. This session will dive into a concept Nebo holds dear and is striving to embody every day — the power and potential of the industry in the age of millennials.

Laura Vellidis, PR Specialist, Nebo Agency

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Celebrity Focused Public Relations

Celebrities can quantum leap a public relations campaign, but only if you have an authentic match. Whether you end up working in entertainment public relations, in the corporate world or in another communications environment, it is likely that you will at some point be involved with engaging a celebrity or other influencer. Knowing how to make the right matches and what to do after they say "yes" can make or break your campaign. Learn insider secrets from an entertainment public relations ninja who has seen it all.

Rita Tateel, President, The Celebrity Source



SUNDAY, OCTOBER 8

8:30–9 a.m.

Coffee with Champions for PRSSA

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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 — **Nick Ashooh**, Senior Director of Corporate and Executive Communication, APCO Worldwide, and **Patrice Tanaka**, Chief Joy Officer, Joyful Planet — answer your questions and engage in a lively discussion about issues of importance to young professionals.

Sponsored by



THE PLANK CENTER
FOR LEADERSHIP IN PUBLIC RELATIONS

11 a.m.–12 p.m.

Sticking to the Brand

In our fast-paced world, it is important for companies to maintain a consistent image and a central message for their brand. It can be tricky to stay trendy and modern, but proper branding creates a company identity and separates it in the industry. In this session, professionals share their experiences on how they succeeded in building their company's brand by producing unique, high-quality campaigns.

Jonathan Yohannan, Director of PR, Panera Bread

Pitching With Passion

Press releases and media pitches are still relevant to the public relations field today. Now, with countless forms of media, it is imperative to be strategic about where to pitch, and to pitch with intention and passion. In today's media climate, a simple write-up is not enough — originality is key and passion is essential.

Adam Ritchie, CEO and Founder, Adam Ritchie Brand Direction

Superhero Spokesperson

An organization's spokesperson can save the day in any bad situation and can build a positive face for a brand. This is not always the easiest of tasks and must be done very strategic, therefore it is important to know the do's and don'ts when it comes to selecting and training a valuable spokesperson. With a deep understanding for a brand and enthusiasm, a spokesperson is vital to any communications team.

Dr. Joseph V. Trahan III, APR, Fellow PRSA, President and CEO, Trahan & Associates

Capital of Communication: Mastering Political Public Relations

With such a topical presidential election, there is a growing interest in the political communication industry. Politics is proving to be an ever-evolving field, and it is important to know the industry and the unique set of skills required to be a successful political communicator.

Michel DeFilippis, Program Manager, Direct Impact

Elizabeth Guyton, Communications Director, Massachusetts Governor's Office

12:30–2:30 p.m.

PRSA General Session

Morgan Spurlock will deliver what he modestly calls, "The Greatest Lecture Ever Presented." Utilizing the cutting-edge tools of comic exploration and total self-exploitation, he dissects the world of advertising and marketing by using his personal integrity as currency to sell out to the highest bidder. Scathingly funny, subversive and deceptively smart, Spurlock shines the definitive light on our branded future.

Morgan Spurlock, Documentary Filmmaker, morganspurlock.com

3–4 p.m.

Special Session

Mitigating and Gladiating: Crisis Management

In public relations, it's not a matter of if a crisis will happen. It's a matter of when. You have to be prepared for when a crisis occurs because it could mean the life or death of your organization's reputation. Learn how to be the champion of crises in this session.

Judy Smith, Founder and President, Smith & Company

Moderator: Justin Joseph, Associate Professor of the Practice, Public Relations, Boston University



COME JOIN US IN BOSTON

YOU CAN EXPECT SESSIONS ON NEW MEDIA AND TECHNOLOGY THAT EXPLORE THE REVOLUTION WITHIN OUR INDUSTRY.

CONFERENCE ALLOWS ATTENDEES TO EXPLORE AND MASTER BOTH THE TRADITIONAL AND NEW METHODS OF PUBLIC RELATIONS.



MONDAY, OCTOBER 9

7 a.m.–12 p.m.

Registration

8–9:45 a.m.

PRSA General Session

Bea Arthur is dedicated to influencing the future of therapy and mental health resources through “The Difference,” which she founded and for which she serves as executive director. She believes that the right talk at the right time can make all “The Difference.” The clinically trained practitioner has gone beyond her field to become a media personality and women’s advocate. No matter what change you want to make, Arthur is the go-to girl for all things emotional and entrepreneurial.

Bea Arthur, Founder and Executive Director, The Difference

Widely recognized as a catalyst for producing sustainable solutions to the most pressing challenges faced by business leaders, AmyK Hutchens is the former director of education for a billion-dollar global consumer products company. This dynamic strategist founded AmyK International Inc., an executive development firm focused on leadership skills, healthy team cultures and innovative thinking.

AmyK Hutchens, Founder, AmyK International Inc.

10–11 a.m.

Special Session

Community From Tragedy:

The Story of the Boston Marathon Bombing

On April 15, 2013, a day that was celebrated for centuries became a day of tragedy. The Boston Marathon bombing will be infamous in Boston history, but the strength of the city has worked hard to heal the wounds. Communication on that day had never been so important. To this day, the Boston Strong campaign has communicated how a community has come together and kept Boston alive and thriving.

T.K. Skenderian, Director of Communications, Boston Athletic Association

Moderator: Tim Sullivan, Communications and Media Relations Director, Spaulding Medical Center

11:15 a.m.–1 p.m.

Career Development Exhibition (Schools A–L)

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

1–2 p.m.

Exhibitor Break

2–3:45 p.m.

Career Development Exhibition (Schools M–Z)

1–2 p.m.

Special Session

Corporate Social Responsibility: Doing Well by Doing Good

Make the world a better place through the power of public relations. Corporate social responsibility (CSR) is moving from “nice to have” to “must have” for corporate public relations professionals. Incorporating CSR into an organization’s communication strategy enhances its reputation and ideals. Learn how CSR impacts the industry in this session.

Carol Cone, CEO, Carol Cone ON PURPOSE

5:30–8 p.m.

“Happy 50th Anniversary PRSSA”

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 Boston with new friends and cherished memories.



TUESDAY, OCTOBER 10

8–9:15 a.m.

“Boston Tea Party” Farewell Breakfast

Before parting ways, join us to say farewell to Boston and to celebrate another great year at Conference. You also will not want to miss a sneak peek of the PRSSA 2018 National Conference.

9:30–11 a.m.

PRSA General Session

Jay Baer helps leading businesses gain and keep more customers through the smart intersection of technology, social media and customer service.

Jay Baer, Digital Marketing Expert

COMMUNITY SERVICE INITIATIVE

PRSSA annually supports an organization important to the community hosting National Conference. This year's Community Service Initiative (CSI) will benefit **Rosie's Place**, a women's shelter that provides a safe and nurturing environment to help poor and homeless women maintain their dignity, seek opportunity and find security in their lives.

Items to donate:

- Feminine hygiene products
- Lotion
- Shampoo/Conditioner
- Soap
- Socks
- Toilet paper
- Toothbrushes and toothpaste

To participate in the **Community Service Initiative**, bring donations to the Hospitality Desk during Conference.

CAREER DEVELOPMENT EXHIBITORS

- American University School of Communication
- Ball State University Public Relations M.A. Program
- Boston University College of Communication Graduate Programs
- Branding + Integrated Communications (BIC), The City College of New York
- Canvas Blue
- Donate Life America
- Employee Communication Section of PRSA
- Foster Russell Family Foundation
- General Motors
- Interactive Media Graduate Program, Elon University
- Lasell College Graduate and Professional Studies
- Marist College
- Medill-Integrated Marketing Communications
- Meltwater
- Nebo Agency
- NYU School of Professional Studies
- PR & Advertising (M.A.), DePaul University
- Prosek Partners
- PRSA New Professionals Section
- Racepoint Global
- Regis College
- Sacred Heart University
- Starwood Retail Partners
- The George Washington University – The Graduate School of Political Management
- The Plank Center for Leadership in Public Relations
- Washington Media Institute
- And more ...



The image features a dark blue silhouette of a person wearing a cowboy hat and riding a horse. The person is holding a smartphone in their right hand. Above the person's head is a white Wi-Fi signal icon consisting of three curved lines and a central dot. The background is a gradient of blue, transitioning from a lighter shade at the top to a darker shade at the bottom. The overall theme is the intersection of technology and traditional equestrian culture.

THE REVOLUTION CONTINUES
PRSSA 2017 NATIONAL CONFERENCE

PRSSA THANKS THE GENEROUS SPONSORS THAT MAKE THIS CONFERENCE POSSIBLE:



Boston University College of Communication
Graduate Programs



Sacred Heart
UNIVERSITY



REMEMBER TO REGISTER BY
FRIDAY, SEPT. 8. 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
PRSSA.ORG/NC

PRSSA
Public Relations
Student Society
of America

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