

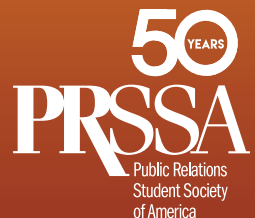
ARTS & CRAFTS



PRSSA 2018 National Conference

October 5–9 | Austin, Texas


.....▶ On-site Conference Brochure





Welcome To

AUSTRALIA



Austin is not only the state capital of Texas but it is also considered the cultural capital. Austin's stunning art scene is on display everywhere you go, with street art and museums located throughout the city. With so much to love about the city, it is no surprise that Austin has been steadily booming for the past decade and has become the fastest-growing city in the U.S. Despite its massive growth, Austin is still only the fourth largest city in the state of Texas, allowing it to maintain a tightknit community feeling.

Austin has become a hub for innovation with tech giants and startups alike. It is no surprise that Austin also has become a thriving home for communications, with dozens of public relations agencies scattered around this cultural hub.

In Austin, there is something for everyone. Because of the warm climate and an average of 228 sunny days per year, Austin is beloved by anyone who loves the outdoors and adventure. Miles of hiking and biking trails surround the city. We encourage you to check out the city's funky boutique shops or to watch the bats fly out from underneath the South Congress Bridge. Make sure to try some authentic Tex-Mex and Texas barbecue while you listen to live music. Most of all, we hope you enjoy your time in this city while you are here for the National Conference, and make memories that will last a lifetime.

PRSSA annually supports an organization important to the community hosting National Conference. This year's Community Service Initiative (CSI) will benefit Assistance League of Austin, a local nonprofit that improves the well-being of the community — one child, one teen, one adult at a time. We will be accepting donations for one of their initiatives, Toy Cart, which provides toys and books to children who have extended hospital stays.

To participate, bring donation(s) to the Hospitality Desk during Conference.

Donation Ideas:

- Legos
- Dolls
- Action Figures
- Matchbox Cars
- Small Plush Toys
- Puzzles
- Board Games
- Children's Books
- Comic Books
- Coloring Books
- Art Supplies

ARTICULAR

Letter From the National President

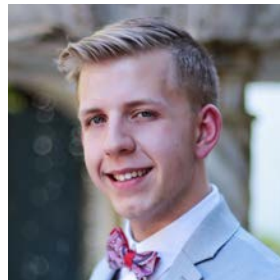
On behalf of the entire National Committee, I am thrilled to welcome you to the PRSSA 2018 National Conference in Austin, Texas. The National Conference is the largest gathering of public relations/communications students in the country and provides members with the opportunity to network with fellow pre-professionals, learn more about the industry and connect with professionals from around the world.

I am so excited that you have made the investment in yourself and your career by attending Conference. Over the next five days, you will participate in professional and Chapter development sessions, visit the Conference's Career Development Exhibition and attend the annual Awards Ceremony while also exploring this beautiful city. I hope that while you're here, you keep an open mind, try to soak up as much information as possible and meet as many people as you can.

During the Conference, you will have the opportunity to meet and mingle with professionals at the PRSA General Sessions and the PRSA Diversity and Inclusion Mixer, which is conveniently located close by at the JW Marriott Austin.

The memories you make and the friends you meet here will last a lifetime.

Welcome to Austin. I hope you keep it weird (but in a good way)!



Andrew Young
PRSSA 2018–2019
National President

.....➤ Follow #PRSSANC for updates.

Welcome to Conference

Welcome to Austin! We are ecstatic that you all could make it to the PRSSA 2018 National Conference. Austin is known for its eccentricity, innovation, diversity and its remarkable art scene. We chose the theme “Art of PR” to mirror the art that encompasses the city as well as the creativity that flows through the field of public relations. While at Conference, you will meet experienced communications professionals and many of your peers who are on their own journey to master the **Art of PR**.

We encourage you to take advantage of everything Conference has to offer. Go to as many sessions as possible, attend the socials and meet as many new people as you can. The connections you will make and the lessons you will learn at Conference are invaluable and will stay with you throughout your career and life.

Make sure you share all of your experiences with us on Facebook and Twitter by using #PRSSANC.



It is our greatest pleasure to welcome y'all to Conference. We cannot wait to meet you.

**Left to right:
Elissa Butler, Programs Director; Alejandro Garcia, Conference Director;
Cortney Pickett, Hospitality Director; Kathleen Stone, Communications Director**

Conference Information

Hotel Information

The Conference will be held at the Hilton Austin, 500 E 4th Street, Austin, Texas 78701. The hotel is located adjacent to the Convention Center in downtown Austin and is a quick walk from exclusive shopping, amazing restaurants and fun live music venues.

Check-in: 3 p.m.

Check-out: 12 p.m.

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 casual, while the Awards Dinner on Monday evening is business formal.

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 Austin. Volunteers will be prepared to advise you on restaurants, nightlife and local attractions throughout the city.

Safety

- Store photocopies of important documents including passport, credit cards and tickets in the hotel safe.
- Carry only the cash you need in small denominations, and never discuss in public your plans or the amount of money you are carrying.
- Never leave money, checks, credit cards, jewelry, other valuables, extra room keys or car keys in the room. Take valuables with you or leave them in the hotel safe.
- Stay alert to what's going on around you. Be mindful of your valuables (purse, wallets, phones, etc.).
- Establish a "buddy" system with another Conference attendee. Share schedules and check on each other periodically.

Photography Notice

Please be aware that by participating in PRSSA's public forum, the PRSSA 2018 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 5

- 10 a.m.–2 p.m. Career Tours (Preregistration Closed)
- 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 (Preregistration Closed)
- 4–5 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. "Far Out in Austin" Opening Night Celebration

SATURDAY, OCTOBER 6

- 8 a.m.–4 p.m. Registration and Hospitality
- 8–9 a.m. Continental Breakfast
- 9–11:30 a.m. Welcome
Keynote Address
Awards
Chapter Roll Call
- 12–1:15 p.m. Leadership Recognition Lunch
- 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

SUNDAY, OCTOBER 7

- 8–9:15 a.m. Breakfast With Champions for PRSSA
- 8 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 Jonathan Mildenhall
- 3–4 p.m. Professional Development Sessions
- 4:15–5 p.m. Officer Discussions

MONDAY, OCTOBER 8

- 7 a.m.–12 p.m. Registration
- 8–9:45 a.m. PRSA General Session with Robert Reich
- 10:15 a.m.–12:15 p.m. Career Development Exhibition (Schools A–L)
- 12:15–1:15 p.m. Exhibitor Break
- 12:15–1:15 p.m. Special Session
- 1:15–3:15 p.m. Career Development Exhibition (Schools M–Z)
- 5:30–8 p.m. "The Capital Gala" Awards Ceremony and Dinner
- 8–10 p.m. PRSA Diversity and Inclusion Mixer

TUESDAY, OCTOBER 9

- 9:30–11 a.m. PRSA General Session with Ann Handley and Aria Finger



National Conference Program

Friday, October 5

10 a.m.–2 p.m.

► **Room 412**

Career Tours (Preregistration Closed)

Special instructions were emailed to preregistered students. If you have any questions, please visit the hospitality desk.

12–7 p.m.

► **Room 602**

Registration and Hospitality

3–4 p.m.

► **Salon H**

Regional Conference Workshop

Join us for this interactive session that will provide participants guidance to host a Regional Conference. 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 2019 Regional Conference is required to attend.**

► **Salon K**

Student-run Firm Workshop

Attend this session to explore all things related to running a Student-run Firm. Learn how to start a firm, grow an established firm and about applying for National Affiliation. During this workshop, you will have the opportunity to hear from professionals and to network with other firm directors.

3–6:30 p.m.

► **Room 410**

Resume Critique (Preregistration Closed)

Special instructions were emailed to preregistered students. If you have any questions, please visit the hospitality desk.

4–5 p.m.

► **Salon H**

Chapter Development Sessions

University of Florida, How to Revitalize Your Chapter with **Wayne State University**, Making Your Chapter “Warrior Strong”

► **Salon K**

DePaul University, PR Eye with **Drake University**, Fundraising on Campus

5:30–6:45 p.m.

► **Salon J**

Chapter Presidents’ Leadership Workshop

A leader is someone who makes an impact on the lives of others. A leader is the person who you turn to for advice. A leader is who you are. Learn how to stay positive during adversity, encourage those around you and be a true leader during this workshop. Join the National Committee and special guest Svetlana Legtic for this engaging discussion to help you lead your Chapter this school year.

Svetlana Legtic, Founder, Brightest Young Things

5:30–6:45 p.m.

► **Room 400/402**

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 and share their experiences.

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

Ben Butler, APR, National Professional Adviser

7–9 p.m.

► **Governor's Ballroom**

“Far Out in Austin” Opening Night Celebration

Join us for the grooviest networking party of the year. Get ready for funkalicious appetizers and drinks. Mingle with members from across the country and indulge in 70s-themed activities, dancing and fun raffle prize opportunities.

Saturday, October 6

8 a.m.–4 p.m.

► **Room 602**

Registration and Hospitality

8–9 a.m.

► **Salon FG**

Continental Breakfast

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

9–11:30 a.m.

► **Salon HJK**

Welcome, Keynote Address, Awards and Chapter Roll Call

With over two decades of experience, Kate Lowery has become known for her ability to harness her creativity and team-oriented leadership style. Throughout her career, Lowery has distinguished herself as a force to be reckoned with both internationally and stateside. In this address, she highlights some of her most notable work while also sharing her path to become one of the most influential voices in public relations.

Kate Lowery, Global Vice President of Public Relations, HomeAway

Following the Keynote Address, National President Andrew Young 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!

Sponsored by



12–1:15 p.m.

► **Salon F**

Leadership Recognition Lunch

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

Micah Mingo, Communications Specialist, IBM Global Business Partners

Sponsored by



1:30–2:30 p.m.

► **Salon G**

Business + PR: The Fast-Paced World of Financial Communications

Relying on your own business savvy and continuing to develop your view of the financial arena are crucial to helping your client promote and protect their reputations as well as navigate complex financial issues and situations. In an industry that flies as fast as Wall Street itself, hear from a seasoned professional about what it takes to stay adaptable in a world of multi-million-dollar portfolios and big picture deals.

Josette Robinson, Managing Director, Prosek Partners

► **Salon H**

Art of PR Meets Big Data and Neuroscience

Learn from an expert about the science behind public relations. This session will feature a discussion of how practitioners can leverage these science-based insights to more effectively strategize, plan and execute public relations. See these ideas in action as we discuss consumer trends and media consumption.

Ernest Duplessis, Theodore R. and Annie Laurie Sills Professor, Northwestern University
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Northwestern | MEDILL

► **Salon J**

More Than Just Viral: Making a Video That Your Audience Actually Watches

Public relations, marketing and communications professionals all acknowledge the power of video — but how do you create a video that your audience actually wants to watch? And how do you track your video's success? This presentation gives a clear how-to on creating engaging video content that makes an impact.

Tod Plotkin, Principal and Creative Director, Green Buzz Agency

► **Salon K**

CEO of You 2.0: Analyzing Your Digital Brand for Future Success

Our personal brands are more important than ever before. Not understanding how you appear on social networks can hurt your chances at an internship and even a job. That's why understanding social analytics platforms can make your brand but also shape it for success. Students will leave this session with the ability to change how they are viewed on social media by providing examples of effective personal brands and how the analytics help keep them relevant.

Jason Mollica, Professorial Lecturer, American University

2:50–3:50 p.m.

► **Salon G**

The Art of Conflict and Crisis

Crisis management is an art of evaluation and give-and-take. As a future public relations practitioner, you need to have a valuable understanding of how to respond, restore and recover your organization from a crisis. This panel uses riveting, real-life examples to explain how to make things go right, even if it has all gone wrong.

Dr. Raquel Perez, Instructor, Florida International University

Aileen Izquierdo, Instructor and Global Strategic Communications Graduate Director, Florida International University

Heather Radi-Bermudez, Instructor, Florida International University

► Salon H

Who's Writing Your Story

Great public relations people are also great storytellers. Who's crafting the narrative of your story? Of your life? Nebo Co-Founder Brian Easter explains how to write and live the story of you in his session that fuses public relations truths, career best practices and lessons learned during his agency journey.

Brian Easter, Co-Founder, Nebo

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► Salon J

Strategic Event Planning

The best way to accomplish anything is to do so strategically. However, this especially rings true when navigating event planning. Every event is different — as is every lead time, budget and target market. With that said, there are some tactics that can help guide you as you create the perfect event and marketing calendar.

Gary McCormick, APR, Fellow PRSA, Founder and Principal, GMC Communications, LLC

► Salon K

Taming the Media Monster

You may have heard that there is no such thing as bad publicity. However, with the twenty-four-hour news cycle, managing an image in the media has become a tricky endeavor with a high potential for success. Learn how to tame “the Media Monster” with a superpower to communicate your messages instead of how to write a press release.

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

4:10–5:10 p.m.

► Salon G

Not for PProfit

Hear from a successful professional on how to manage public relations on a nonprofit budget. Discuss the trials and triumphs that come with it and find out how you can hone your skills to better serve the cause you choose by giving a voice to your organization.

Michele Glaze, Communications and Community Affairs, Samsung Austin

Katherine Thole, Marketing Director, Boys & Girls Clubs of the Austin Area

► Salon H

The Future of PR for Events in a Consolidated Media World

For SXSW, one of the largest events in the world, managing public relations has many challenges. Among them is a rapidly changing media landscape filled with consolidation and new content

standards. Get an inside look at the internationally recognized event and how a small team adapts to the evolving media market and manages the communication strategy for a diverse range of programming featuring top names from the film, music and technology industries.

Brett Cannon, Senior Publicist, SXSW

► **Salon J**

Code for Communication

In a world that is almost entirely digital, learn the importance of coding as communicators. Learning this technological art may be the best way to expand your business or organization, and it also may be the piece you never knew you were missing.

Brandi Boatner, Social and Influencer Communications Lead, Global Markets, IBM

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► **Salon K**

Cure Your Communication Skills: Health Care PR

In the dynamic, competitive world of global health, organizations and companies need public relations — or a strong public relations partner — to help them navigate new and ever-changing forms of communication, digital technology platforms and consumer engagement. Learn from Warschawski how to leverage cutting-edge storytelling platforms like virtual reality to build global cause-marketing and public health advocacy campaigns that help change attitudes and behaviors and impact the world.

Rachel Henderson, Vice President, Warschawski

Sunday, October 7

8–9:15 a.m.

► **Salon FG**

Breakfast With Champions for PRSSA

Join the Champions for PRSSA for breakfast, coffee and networking. You might gain a mentor or lifelong friend.

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8 a.m.–3 p.m.

► **Room 602**

Registration

9 a.m.–12 p.m.

► **6th Floor Foyer**
Hospitality

9:15–10:30 a.m.

► **Salon H**

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. Hosted by the The Plank Center for Leadership in Public Relations.

Ray Kotcher, Fellow PRSA, Professor of the Practice, Boston University College of Communication

Cheryl I. Procter-Rogers, APR, Fellow PRSA, PCC, Senior Consultant and Executive Coach, A Step Ahead Consulting and Coaching

Moderator: Emma Finkbeiner, Integrated Marketing Coordinator, Chicago Cubs

11 a.m.–12 p.m.

► **Salon G**

Celebrating Black Public Relations History

Learn about all the public relations pioneers you may not have learned about in school, and the communications lessons they have taught us. During this session, you will be taken on a journey through history as we celebrate the rich past of our industry trailblazers. Find out how we can honor our history by making sure it is holistically represented in our future. Hosted by The Museum of Public Relations.

Lori George Billingsley, Vice President, Community Relations, The Coca-Cola Company

Neil Foote, Principal Lecturer, Mayborn School of Journalism, University of North Texas

Moderator: Rochelle Ford, Ph.D., APR, Dean and Professor, School of Communications, Elon University

► **Salon H**

Come Fly With Me

In a day where the customer is king, what are some strategies you can use to make sure your brand is everything your target consumer needs, and more? Hear from these experts on how to satisfy your clients' customer service needs by honestly representing your brand and learning how to manage your own professional life within the company.

Michelle Agnew, Manager of External Communication, Southwest Airlines

Katie Gatti, Assistant Manager and Copywriter, Southwest Airlines

► **Salon J**

A City on the Brink: The Austin Bombings

In March of 2018, a serial bomber had the city of Austin in a near panic for 18 days. The entire community was mobilized in preventing the spread of fear, continued incidents and reacting in the aftermath. However, at the same time, the city was experiencing its largest event of the year, SXSW. In this session, you will hear from the team responsible for managing the city's response to these atrocities and keeping the calm at critical moments.

Lisa Cortinas, Public Information Specialist, Sr., City of Austin

Angel Flores, Senior Public Information Specialist, City of Austin Office of Homeland Security and Emergency Management

David Green, Media Relations Manager, City of Austin

Anna Sabana, Public Information and Marketing Manager, Austin Police Dept.

► Salon K

InterVIEW Your Strengths and Weaknesses

Getting a job after college is a challenge many millennials are facing. During this session, learn to maximize your job search, utilize your network and learn strategic tips on how to best prepare yourself for that interview.

Jane Dvorak, APR, Fellow PRSA, President, JKD & Company, Inc.

12:30–2:30 p.m.

► JW Grand Ballroom, Fourth Floor, JW Marriott Austin

PRSA General Session

Former Airbnb CMO Jonathan Mildenhall is a globally recognized thought leader in the world of business strategy and creative excellence. A proponent of purposeful branding, he is passionate about connecting consumers with brands in a meaningful, authentic way, and building community-driven brands that promote positive societal change. During three-plus years at Airbnb, Mildenhall propelled the company into becoming the world's first community-driven SuperBrand. Mildenhall recently founded his own firm, 21st Century Brand, where he is helping high-profile startups and venture capital firms in their creative and business strategy initiatives.

Jonathan Mildenhall, Internationally Renowned Marketing Expert, Founder, 21st Century Brand

3–4 p.m.

► Salon G

Kick-Start Your Career: Tips From New Professionals

Join us for an interactive session that will cover topics such as landing your first job, staying engaged in the profession, continuing your professional development with PRSA, managing up and more. Plus, take the opportunity to ask these accomplished new professionals your own questions about what you can do now to launch your career successfully. Hosted by the PRSA New Professionals Section.

Gemrick Curtom, Consultant, GC Communications

Emma Finkbeiner, Integrated Marketing Coordinator, Chicago Cubs

Hanna Porterfield, Account Manager, Development Counsellors International

Robyn Rudish-Laning, Senior Marketing Manager, Airports Council International – North America

Mia Simon, Public Relations Coordinator, Methodist Health System

► Salon H

Roll With Your Reputation: Sports PR

Reputation management is no small task. Publicity is a game of poise and competence. The best way to represent your client is by understanding how to represent yourself. In this session, learn how to speak on behalf of a high-profile account while putting your best foot forward.

Andrew McGowan, Clinical Instructor, Georgia State University

► Salon J

Choosing Your Career Path: Well Begun Is Half Done ...

You have some important decisions to make as you finish your undergraduate education and prepare to join the workforce. This interactive panel will help you make those decisions by providing practical advice on career paths, discussing the role of graduate school and outlining specific steps you can take now to position yourself for future success.

Vanessa Charlton, Senior Associate, Korn Ferry

Byron Henderson, Public Information Officer, State of Louisiana

Jeff Hunt, Senior Partner, Pulse Point Group

Moderator: Lawrence J. Parnell, Associate Professor, The George Washington University

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► Salon K

#MeToo and Smoldering Crises: Communicating When Bad Behavior Threatens Your Company

Two-thirds of all business crises arise from smoldering issues. The majority of smoldering issues are related to employee or manager misconduct — from harassment and discrimination to mismanagement, theft, fraud and other crimes — that some members of management may be aware of but refuse to address. In this session, learn to identify and prevent issues like these before it's too late.

Deborah Hileman, SCMP, President and CEO, Institute for Crisis Management

4:15–5 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:

► Salon H

- Presidents and Vice Presidents

► Salon G

- Secretaries and Treasurers

► Salon J

- Publications and Student-run Firm Directors

► Salon K

- Public Relations Liaisons, Webmasters and Historians

Monday, October 8

7 a.m.–12 p.m.

► **Room 602**

Registration

8–9:45 a.m.

► **JW Grand Ballroom, Fourth Floor, JW Marriott Austin**

PRSA General Session

A renowned thought leader, Robert Reich currently serves as the chancellor's professor of public policy at the University of California at Berkeley and senior fellow at the Blum Center for Developing Economies. *Time* magazine called Reich one of the 10 most successful cabinet secretaries of the past century for his service as labor secretary from 1993 to 1997. His most recent book is "The Common Good," described as a passionate, clear-eyed discussion of why we must restore the idea of the common good to the center of our economics and politics.

Robert Reich, Former Labor Secretary, Distinguished Economic Analyst and Author

10:15 a.m.–12:15 p.m.

► **Salon FG**

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.

12:15–1:15 p.m.

Exhibitor Break

12:15–1:15 p.m.

► **Salon H**

Special Session

Becoming the Change: Rising From Tragedy to March for Our Lives

How does one make sense of the senseless? After the devastating Parkland Shooting at Marjory Stoneman Douglas High School, many of the students called for major change and formed the Never Again MSD political committee. In this session, you will hear from an MSDHS alumnus currently serving as a media relations contact and adviser for these student leaders. His presentation will include everything from how the tragedy affected him personally to how his strategic communications courses prepared him for the task of managing the media surrounding this massive, national movement and the monstrosity committed so close to home.

Brendan Duff, Communications Specialist, Elon University

Sofie Whitney, Student Activist, Co-Founder, March For Our Lives

1:15–3:15 p.m.

► **Salon FG**

Career Development Exhibition (Schools M–Z)

5:30–8 p.m.

► **Salon HJK**

“The Capital Gala” 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 Austin with new friends and cherished memories.

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Tuesday, October 9

9:30–11 a.m.

► **JW Grand Ballroom, Fourth Floor, JW Marriott Austin**

PRSA General Session

Ann Handley is consistently named one of the most influential marketers on social media. A prominent influencer on LinkedIn, she also has more than 420,000 followers on Twitter. Handley is a best-selling author and founded MarketingProfs, a marketing training and education company with more than 600,000 subscribers.

Ann Handley, Digital Marketing Pioneer and Best-Selling Author

As CEO of DoSomething.org, the largest tech company exclusively for young people and social change, Aria Finger uses her expertise on all things tech and youth to lead a diverse, impact-driven team. In 2013, she founded and became president of TMI, a strategic consultancy that uses DoSomething.org’s 20+ years of experience and proprietary data to help clients reach young people and fuel positive impact in the world.

Aria Finger, Millennial Marketing Expert

PRSSA thanks the generous sponsors that made this Conference possible:



Career Development Exhibitors

- American University School of Communications
- APCO Worldwide
- Boston University
- Certificate in Principles of Public Relations
- DC Internships
- DePaul University
- Eastern Washington University — Comm Dept.
- Edelman
- Elon University
- Florida International University
- General Motors
- George Washington University
- HCK2
- Hiron
- Hunter Public Relations
- IBM
- Ketner Group Communications
- Marist College
- MP&F Strategic Communications
- Nebo
- Northwestern University — Medill
- New York University School of Professional Studies
- Prosek Partners
- PRSA New Professionals Section
- Texas Instruments
- University of North Texas
- University of South Carolina
- USC Annenberg School for Communication and Journalism
- VOX Global
- West Virginia University
- And More ...

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PRIZES

1ST: \$5,000
2ND: \$2,500
3RD: \$1,000

WHAT

APR & MARKETING
COMPETITION
TO PROMOTE
OutdoorWeber.org

DATES

REGISTER: 10.15.18
CAMPAIGN: 10.15-12.14.18
WINNERS: 2.16.19

RESULTS

YOUR EFFORTS WILL
PROMPT STUDENTS
TO START NEW
BUSINESSES!



WEBER STATE UNIVERSITY
Hall Global Entrepreneurship Center

