



Technology Section

Get to Know the PRSA Technology Section

The PRSA Technology Section is a group of communicators who perform public relations (PR) or marketing activities for a broad range of technology companies, organizations and educational institutions. We focus on the dynamic, complex and specialized dimensions of technology communications that are compounded by the rapid pace of product innovation, technology advances and the new digital world, making it challenging for communications professionals to keep pace. The Section offers opportunities to connect with practitioners who understand tech business issues and are willing to share solutions. Through virtual and in-person networking opportunities, and other resources, we help practitioners develop communications and management skills directly relevant to the technology industry.

Resources

Our members design and produce opportunities for learning and engagement throughout the year including webinars, social media channels, and other opportunities.

Active members also find tremendous value by networking with other members through LinkedIn, Twitter and MyPRSA online forum.

Executive Committee

Chair

Rocio Rivera, APR
LexisNexis Risk Solutions

Immediate Past Chair

Brandi Boatner
IBM

► **To learn more, go to < <https://bit.ly/2IXb9Gm> >.**

What Your Peers Are Saying About the Technology Section:

"Digital transformation is here to stay thanks to the speed of new technologies like artificial intelligence, cryptocurrency and cloud computing and the constant feeds across social media channels. Public relations professionals in the technology industry are uniquely positioned to help clients and audiences understand the opportunities of their greatest business challenge — tomorrow. The PRSA Technology section is a place where professionals can learn, educate and empower each other to navigate the waves of change in technology together."

– Brandi Boatner, Immediate Past Chair, PRSA Technology Section; 2021 PRSA Tri-State District Chair

Network

- MyPRSA – Members-Only Online Discussion Forums
- Members-Only Directory
- Social: LinkedIn and Twitter @PRSAtech #TechPR
- Networking Events
- Volunteer Opportunities for Programming, Social Media, Awards, Sponsorships and Fundraising

Professional Development

- Webinar
- On-Demand Webinars Library
- Conference Presentations
- Discussion Forums
- Networking Events

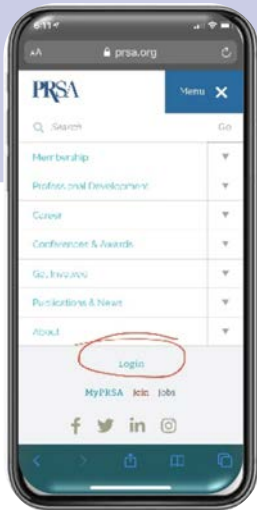
Opportunities:

- Strong public interest in technology
- Tech innovation offers inspiring stories
- Urgent need of communications with government, academia and media audiences

Challenges:

- Worsening regulatory environment
- Security and privacy crisis
- International trade conflicts

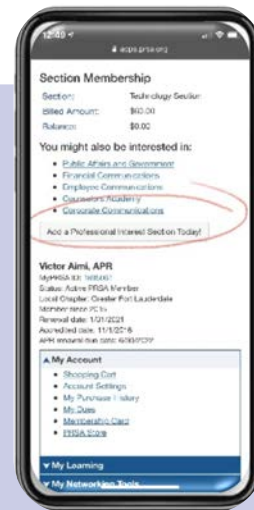
▶ **How to join the PRSA Tech Section from the comfort of your own smartphone!**



1. Go to PRSA.org, tap "Menu" and then "Log In"



2. Scroll down to "My Account" and tap "My Dues"



3. Scroll down to "Section Membership" and tap "Add a Professional Interest Section Today!"

You could follow these steps to join any PRSA Section, but if you like this guide you are probably one of us:

Join the PRSA Tech Section today!

▶ **Make the time to advance your career!**

The **PRSA Technology Section** is dedicated to bringing the best career development opportunities for communications professionals in the tech industry by partnering with influential reporters and leaders no individual company could ask for advice on their own.

Learn more about the topics that matter in the tech industry and join us today!