

# The World's Largest Public Relations Event

150 Speakers | 90+ Professional Development Sessions

## Keynote Speakers



**Soledad O'Brien**

Special Investigations Correspondent, CNN;  
Host, "In America," CNN



**Peter H. Diamandis**

Chairman and CEO,  
X PRIZE Foundation



**Joe Rohde**

Senior Vice President and Creative  
Executive, Walt Disney Imagineering



**Chris Brogan**

President, Human Business Works;  
Co-Founder, PodCamp; Blogger,  
ChrisBrogan.com; Best-Selling Author;  
Monthly Columnist, *Entrepreneur*

# Imagine Create Inspire

Envisioning the Future of Public Relations

**PRSA 2011 International Conference**

Orlando, FL | October 15–18



Save \$200 when you register by Aug. 26 at [www.prsa.org/ic](http://www.prsa.org/ic).

# Imagine Create Inspire

## Envisioning the Future of Public Relations

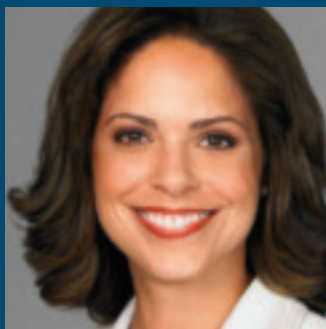
**Envisioning the Future of Public Relations.** One thing is certain — we have only just begun to tap into the dynamic resources that will help us transform the profession. There is so much more we can do!

**Be a part of the change.** Become inspired by thousands of your colleagues at the industry's most anticipated event — the PRSA 2011 International Conference, Oct. 15–18, in Orlando, Fla. With this magical city as the backdrop, gain valuable insight from industry thought leaders who will share how to best navigate new channels, trends and audiences.

**Learn the latest communications strategies from visionaries who imagine and create the most innovative techniques in the business.** This is the one event led by top industry professionals that covers all aspects of public relations and communications. Return to work equipped with effective new tools and strategies that you can put to immediate use.

**Public relations is a challenging, rewarding and vital profession with endless possibilities.** Bring along your wish list and envision the future of public relations with your colleagues. Together, you will create and inspire ideas that will benefit you, your organization and the industry in more ways than you can imagine.

## Keynote Speakers



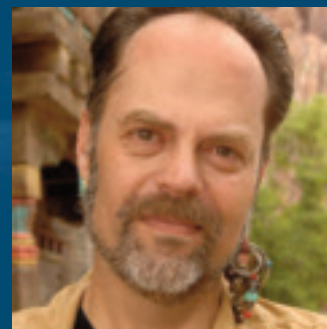
### Soledad O'Brien

Special Investigations  
Correspondent, CNN;  
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### Peter H. Diamandis

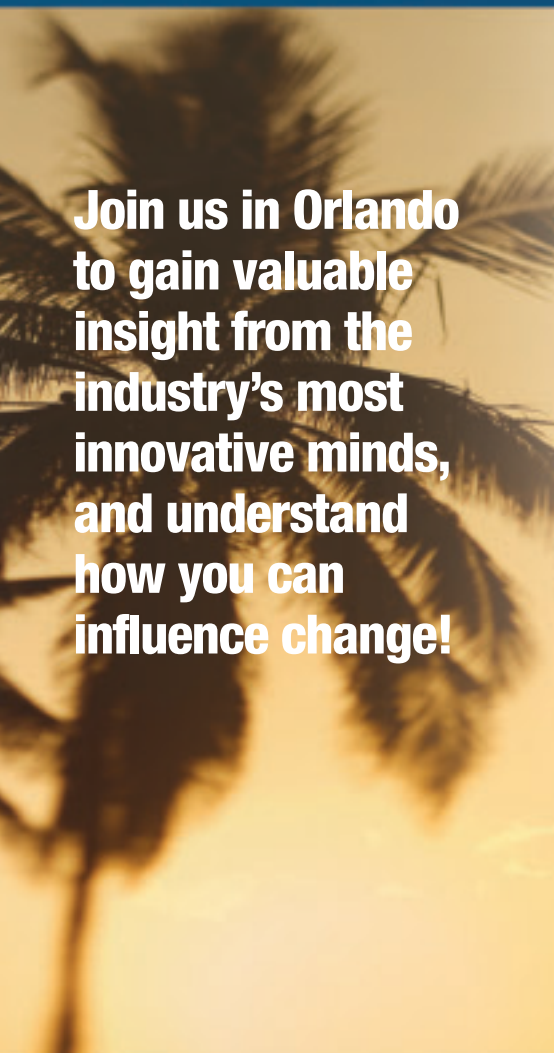
Chairman and CEO,  
X PRIZE Foundation



### Joe Rohde

Senior Vice President and  
Creative Executive,  
Walt Disney Imagineering

Register today and save \$200! Saver Rate deadline: Aug. 26, 2011



**Join us in Orlando  
to gain valuable  
insight from the  
industry's most  
innovative minds,  
and understand  
how you can  
influence change!**

## Why Attend

You will be inspired by the contagious energy of your colleagues as you immerse yourself in hot topics, networking and informative learning sessions. Prepare to:

- Gain rich knowledge from industry thought leaders and seasoned practitioners.
- Deepen your understanding of the value of public relations.
- Learn innovative approaches to challenging situations.
- Think more strategically in your planning and implementation.
- Examine real-world case studies.
- Transform public relations into a more robust presence in the business world.
- Network with colleagues.
- Enhance your professional value.

## Networking

Build mutually beneficial relationships with colleagues and reconnect with old friends through a variety of planned social activities, including:

- **Opening Night Reception** — Experience the magic Orlando has to offer as you reconnect with friends and meet new professionals.
- **Products & Exhibit Hall Reception** — Join this year's exhibitors for cocktails and refreshments, and learn through demonstrations how to make practical use of new products.
- **Sections Networking Receptions** — After a day full of learning, mingle with colleagues at one of the PRSA Professional Interest Sections receptions. Enjoy complimentary light snacks while you learn how Sections can enhance your career.
- **International Center** — Network with counterparts from international companies and learn their perspectives on common global issues. This is an excellent opportunity to make new business contacts with professionals from around the world.
- **Unity Mixer** — Connect with other Conference attendees and expand your professional network at the Unity Mixer, hosted by the PRSA Diversity Committee and a number of diverse public relations and communications organizations.
- **Educators Academy Presentation and Reception** — Meet and greet your colleagues at this reception, during which the Ferguson Award for support to public relations education will be presented. The winners of the Betsy Ann Plank Graduate Student Paper and Top Faculty Paper also will be recognized.



### Chris Brogan

President, Human Business Works; Co-Founder, PodCamp; Blogger, ChrisBrogan.com; Best-Selling Author; Monthly Columnist, *Entrepreneur*



## PRSA 2011 Chair and CEO



### Rosanna M. Fiske, APR

GSC Program Director & Associate Professor  
Florida International University,  
School of Journalism & Mass Communication

## International Conference Committee Co-Chairs



### Andrea Finger, APR

Manager, Media Relations,  
Walt Disney World Resort



### Doug Spong, APR

President, Carmichael Lynch Spong



### Bonnie Upright, APR

Principal, Upright Public Relations, LLC

## Orlando Regional Chapter Host Committee Co-Chairs



### Peter R. Scott, APR

President, Orlando  
Regional Chapter



### Mason Moore

Director of Public Relations  
FRY | HAMMOND | BARR

# Full Conference Schedule at a Glance

Programming may be subject to change.

## Wednesday, Oct. 12, 2011

APR Boot Camp (Four-Day Intensive)

## Saturday, Oct. 15, 2011

8:30 a.m.–5:30 p.m. PRSA Assembly (for Delegates and Leadership)\*  
8:30 a.m.–4:30 p.m. Saturday Pre-Conference Seminar (Full Day)\*\*  
4:00 p.m.–7:30 p.m. Educators Academy Research Programming  
and Reception

## Sunday, Oct. 16, 2011

7:00 a.m.–7:00 p.m. Products & Exhibit Hall  
8:00 a.m.–12:00 p.m. Sunday Pre-Conference Seminars (Half Day)\*\*  
11:00 a.m.–12:00 p.m. Your Society at Work Workshops  
1:00 p.m.–2:30 p.m. Opening General Session  
3:00 p.m.–6:00 p.m. Professional Development Workshops Sets 1 & 2  
7:00 p.m.–9:00 p.m. Opening Night Reception

## Monday, Oct. 17, 2011

7:30 a.m.–6:30 p.m. Products & Exhibit Hall  
8:00 a.m.–9:15 a.m. General Session  
9:45 a.m.–12:45 p.m. Professional Development Workshops Sets 3 & 4  
1:00 p.m.–2:30 p.m. Networking Luncheon  
2:30 p.m.–3:30 p.m. Open Networking  
3:30 p.m.–4:45 p.m. Professional Development Workshops Set 5  
5:00 p.m.–6:30 p.m. Products & Exhibit Hall Reception  
6:00 p.m.–8:00 p.m. Off-Site Sections Networking Receptions

## Tuesday, Oct. 18, 2011

7:00 a.m.–12:30 p.m. Products & Exhibit Hall  
7:00 a.m.–8:00 a.m. Continental Breakfast With the Exhibitors  
8:00 a.m.–9:15 a.m. Professional Development Workshops Set 6  
9:45 a.m.–11:00 a.m. General Session  
11:00 a.m.–12:30 p.m. Open Networking  
12:30 p.m.–3:30 p.m. Professional Development Workshops Sets 7 & 8

\* For PRSA Leadership only.

\*\* Open to all. Additional registration fees apply.

# Orlando



**Orlando is a vibrant city, full of vision and variety.** The area is home to the largest and most visited recreational resort of all time, Walt Disney World Resort, which was inspired by the dreams of Walt Disney and his groundbreaking creation of Disneyland in California.

**Orlando is the stage where some of the best and brightest gather to entertain, create and inspire.** With its charming tree-lined brick avenues, and trendy galleries and boutiques, it is a city rich with diversity that will spark your imagination.

**Only in Orlando can you experience a fantasy come to life in the morning, and transform into awe-inspiring reality in the afternoon.** It also is one of the few places where you can watch the sun brilliantly rise over the Atlantic in the morning, and breathtakingly set in the Gulf in the evening.

**When it comes to cuisine, Orlando offers virtually every style, whether you are looking for a quick bite or a gourmet meal you can sink your teeth into.** With nearly 5,400 restaurants throughout the area, you are mere steps from an unforgettable meal!

**If you feel like laughing 'til it hurts, catching a concert or dancing the night away, take your pick from one of the city's hundreds of nightlife locations.** Head to the Downtown Disney District to catch a comedy show at the Adventurer's Club, or over to the House of Blues for live music. Sample some of the more than 100 wines featured at the Eola Wine Company, or enjoy a martini and Vegas-inspired decor at the Stardust Lounge in downtown Orlando.



## Hotel Accommodations

PRSA has arranged discounted hotel room rates for your Conference stay at the stunning Grande Lakes Orlando, where you will enjoy the first-class accommodations of the JW Marriott (\$169/night) or The Ritz-Carlton (\$189/night). Rooms fill quickly, so we encourage you to make your reservation soon. To book now, visit [www.prsa.org/ic](http://www.prsa.org/ic) and click "Travel/Hotel." (All guests will have access to complimentary Wi-Fi.)

# Conference Workshops

Expand your knowledge with 90+ professional development sessions on topics you need to know now. We have gathered more than 150 industry experts to lead lively and informative discussions about the hottest issues impacting the industry. Choose sessions that emphasize your area of expertise, or explore new areas of the profession. Either way, you will receive valuable, practical tips and information that will enhance your knowledge and abilities.

## Track 1: Strategies

Sessions address strategic thinking and planning, reputation, behavior change, branding, marketing mix, risk communications, collaboration and policy development.

## Track 2: Tools & Techniques

Sessions address proven tactics, techniques and case studies in public relations, integrated communications, messaging, word-of-mouth, media pitching, content creation, skills building and social media.

## Track 3: Specialization

Sessions include targeted content for PRSA Professional Interest Sections-hosted programming, focusing on specific audiences and industries. Topics include health, global, travel, employee communications, diversity and financial, among others.

## Track 4: ROI

Sessions address the roles of research, social media measurement, ethics and brand value, as well as The Business Case for Public Relations™.

## Track 5: Leadership & Management

Sessions address corporate culture, qualities of leadership, transitions, conflict resolution, managing and embracing change, mentoring and the evolution of public relations.

**“This year’s Conference theme, ‘Imagine. Create. Inspire. Envisioning the Future of Public Relations,’ is fitting for how well it summarizes public relations’ significant value to the business community and serving the public good. We have imagined for some time the role public relations would play in modern society. We have created the components necessary to make that a reality. And now, professionals around the world are putting those components in place to modernize public relations, and help it meet business’ modern marketing and communications challenges.”**

— Rosanna M. Fiske, APR, Chair and Chief Executive Officer, PRSA; GSC Program Director & Associate Professor, Florida International University, School of Journalism & Mass Communication

# Imagine Create Inspire

Envisioning the Future of Public Relations

# Opening General Session



## Keynote Speakers



### Soledad O'Brien

Special Investigations Correspondent, CNN;  
Host, "In America," CNN

Soledad O'Brien is an anchor and special correspondent for CNN/U.S. Since joining the network in 2003, O'Brien has reported breaking news from around the globe and has produced award-winning, record-breaking and critically acclaimed documentaries on the most important stories facing the world today. She also covers political news as part of CNN's "Best Political Team on Television."

### Peter H. Diamandis

Chairman and CEO, X PRIZE Foundation

Considered a key figure and international leader in the development of the personal spaceflight industry, Peter H. Diamandis has founded and operated a number of space-related businesses and organizations. He is chairman and CEO of the X PRIZE Foundation, an educational nonprofit prize institute with a mission to bring about radical breakthroughs for the benefit of humanity. The X PRIZE is currently developing awards in the genomics, automotive, education, medicine, energy and social arenas.



#### Track 1: Strategies

##### ▶▶ Reputation Risk: What Amplifies It, How to Predict It

Linda Locke, principal, Reputare Consulting

When decisions in the boardroom are at odds with personal values in living rooms, your reputation can be at risk. Walk away with a theoretical framework, data and an easy-to-remember approach that can help you understand and predict risk.

##### ▶▶ Bringing Sexy Back to Offline Marketing

Geno Church, word-of-mouth inspiration officer, Brains on Fire

While social media has its benefits, a successful online program should be driven by an offline word-of-mouth strategy. Receive actionable best practice advice that fully encourages customers to tell others about the brands they find talk-able.

#### Track 2: Tools & Techniques

##### ▶▶ Spectacular Events on a Shoestring Budget

Noelle K. Afualo, director, public relations, Simon Wong Engineering

How do we turn no time, no money and no ideas into a spectacular event? Learn simple — and not-so-common — tips, tricks and out-of-the-box ideas on how to plan, execute and measure your special events on a shoestring budget.

##### ▶▶ Before the Purchase: Earned Awareness and Reputation

Kye Strance, director, product management, Vocus

Regardless of product or service, a potential buyer's first stop for information is online. To be successful, companies must earn awareness and their reputation well before the sale. Gain insight into the role public relations plays long before the purchase.

#### Track 3: Specialization

##### ▶▶ Do You Speak World? A Cultural Communications Toolkit for PR Professionals

Laverne McGee, public relations, communications and marketing liaison, Radio Disney

In an ever-connected global economy, cultural communication competency is a must-have. Discover how cultural awareness and communications can make a critical difference in your ability to do business, both domestically and internationally.

Diversity Committee

##### ▶▶ More Than the Tango and the Salsa: Understanding Hispanic Audiences

Beatriz Perez, chief marketing officer, Coca Cola Company

Who are members of the Hispanic community? Which terms are preferred — Latino, Latina, Hispanic? What are their spending habits? Gain a fresh perspective on the Hispanic community as consumers and producers of messages.

#### Track 4: ROI

##### ▶▶ Cracking The Code: Isolating the Impact of PR, Ads, Events and Collateral

Angela Sinickas, ABC, IABC Fellow, president, Sinickas Communications

Using multiple communication approaches makes external communications more effective, but how do you isolate the impact each element has? Explore various research techniques to identify exactly how communications affects business outcomes.

##### ▶▶ Storytelling for the Digital Age

Johna Burke, senior vice president, marketing and communication, BurrellesLuce

Communications professionals are being challenged to ramp up their storytelling to produce consumer-centric content, and provide nearly instantaneous access to the information that audiences and stakeholders desire. Learn the necessity of telling your story concisely, the importance of a holistic communications effort, and to use metrics to weigh program effectiveness and plan future efforts.

#### Track 5: Leadership & Management

##### ▶▶ Changing Culture, Starting at the Top

David Grossman, ABC, APR, Fellow PRSA, founder and chief executive officer, The Grossman Group

Sherry Vidal-Brown, executive vice president, human resources, Accor Hospitality

Communication was lacking, yet leadership needed commitment from its employees like never before. Discover how a hospitality giant implemented an internal communications strategy that created a high-performance culture.

Master Class

## The Fourth Annual Grunig Lecture

##### ▶▶ Employee Communications: Move From Knowing to Doing

Bruce K. Berger, Ph.D., Reese Phifer professor of advertising and public relations, University of Alabama

We know more than ever about employee communications, yet levels of employee trust and engagement remain depressingly low. Learn how to increase motivation, and walk away with guidelines for moving communications from knowing to doing.

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## Track 1: Strategies

### ▶▶ Capitalizing on the New Era of Content Relations

**Steven Kostant**, senior vice president, creative strategy, Fleishman-Hillard

**Kathryn DeVito**, vice president, enterprise content, Fleishman-Hillard

**Bill Pendergast**, general manager, Fleishman-Hillard

When the “fire hose” of information can no longer be capped, the goal is to aim the flow and use it effectively in this era of “Content Relations.” Walk away with a strategic approach for ensuring that content remains relevant, engaging and measurable.

## Track 2: Tools & Techniques

### ▶▶ Identify, Implement and Train — Moving Beyond the Basic Social Media Policy

**Deirdre Breakenridge**, president and executive director of communications, Mango

**Diane Gomez**, manager, public relations, PRSA

**Priya Ramesh**, director, social media, CRT/Tanaka

As companies increase their social media outreach, it is imperative they guide employee participation with a comprehensive social media policy. Learn how to pinpoint the type of policy you need and how to manage the process as you build it.

### ▶▶ Buzz-Building Programs That Drive Business

**Daryl McCullough**, chief executive officer, PainePR

**Daniel Lemin**, owner, Social Studio

Buzz-building programs can drive business, grow brands and sustain engagement with stakeholders. Through a series of engaging case studies, take away practical buzz-building and buzz-sustaining principles for your organization.

## Track 3: Specialization

Independent Practitioners Alliance

### ▶▶ Paths to a Successful Independent Practice



**Kelly Jackson Davis, APR**, president, Davis Public Relations and Marketing

**Natalie Ghidotti, APR**, principal, Ghidotti Communications

**Jennifer Heinly**, owner, J&J Consulting

Seasoned independent practitioners often struggle with how, when and whether or not to grow their businesses. Listen and learn as three prac-

tititioners share their tale of expansion and how they maintained their spirit of independence.

Global Affairs Committee

### ▶▶ Media Non-Transparency: How It Affects Your Story



**Katerina Tsetsura, Ph.D.**, associate professor, University of Oklahoma; chair, PRSA Global Affairs Committee

**Dean Kruckeberg, Ph.D., APR, Fellow PRSA**, professor, public relations, director, Center for Global Public Relations, University of North Carolina-Charlotte

**Robert Grupp, APR**, president, Grupp Global Partners LLC

What influences social and traditional media? Cultural differences? Rules of the game? Bribery? Through role-playing and case studies, uncover how non-transparency influences the credibility of public relations messages distributed via social media channels.

Employee Communications Section

### ▶▶ Social Media as a Catalyst for Engaging Employees

**Ronald S. Hess**, founder and president, Motiv8 Communications

**Susan Havill**, director, strategic communications, Orlando Health

**Bree Balchunas**, strategic communications manager, Orlando Health

Operating in a challenging health care environment, a leading provider deployed new online social media tools as a way to implement an idea-sharing program. Gain insight into this catalyst for inclusion, culture change and business improvement.

## Track 4: ROI

### ▶▶ The Best of PRSA's Public Relations Journal of 2010-2011



Moderator: **Donald K. Wright, Ph.D., APR, Fellow PRSA**, editor, *Public Relations Journal*; Harold Burson professor and chair of public relations, College of Communication, Boston University

Each year, a subcommittee of the Editorial Review Board of PRSA's *Public Relations Journal* selects the “Top Five Articles” published in the *Journal* during the past year. Join a dynamic presentation of the articles featured in the summer of 2010 through spring of 2011 by their authors:

“Can You See the Writing on My Wall? A Content Analysis of the *Fortune* 50's Facebook Social Networking Sites” (Summer 2010)

**Tina McCorkindale, Ph.D.**, assistant professor, department of communications, Appalachian State University

“The Translucency Corollary: Why Full Transparency Is Not Always the Most Ethical Approach” (Fall 2010)

**Robert I. Wakefield, Ph.D., APR**, associate professor, department of communications, Brigham Young University

“The State of Environmental Communication: A Survey of PRSA Members” (Winter 2011)

**Denise Sevick Bortree**, assistant professor, college of communications, Pennsylvania State University

“Public Relations Management at the Lucile Packard Children's Hospital” (Fall 2010)

**Erika Powelson**, founder, Powelson Communications.

**Kenneth D. Plowman, Ph.D., APR**, associate professor, department of communications, Brigham Young University

“Congressional Agenda-Building: Examining the Influence of Congressional Communications From the Speaker of the House” (Fall 2010)

**Spiro Kiouis, Ph.D., APR**, professor and chair of public relations, college of journalism and communications, University of Florida

**Alexander Laskin, Ph.D.**, assistant professor in the department of public relations, school of communications, Quinnipiac University

**Ji Young Kim**, doctoral student, college of journalism and communications, University of Florida

### ▶▶ Boosting Web Performance Through Web Analytics

**David Kamerer, Ph.D., APR**, assistant professor, communication, Loyola University Chicago

As our public relations efforts move online, virtually everything is measurable. But, how much do you really know about how people use your website? Through Web analytics, gain a better understanding of your traffic to improve your performance online.

## Track 5: Leadership & Management

### ▶▶ The Changing MO of the CMO: A Holistic Point of View

**MaryLee Sachs**, former U.S. chairman and worldwide director, consumer marketing, Hill & Knowlton

Some CMOs have restructured their marketing functions to be increasingly holistic and inclusive of public relations, and more relevant to a variety of audiences. Listen as discussions with CMOs provide a bird's eye view of this emerging approach.

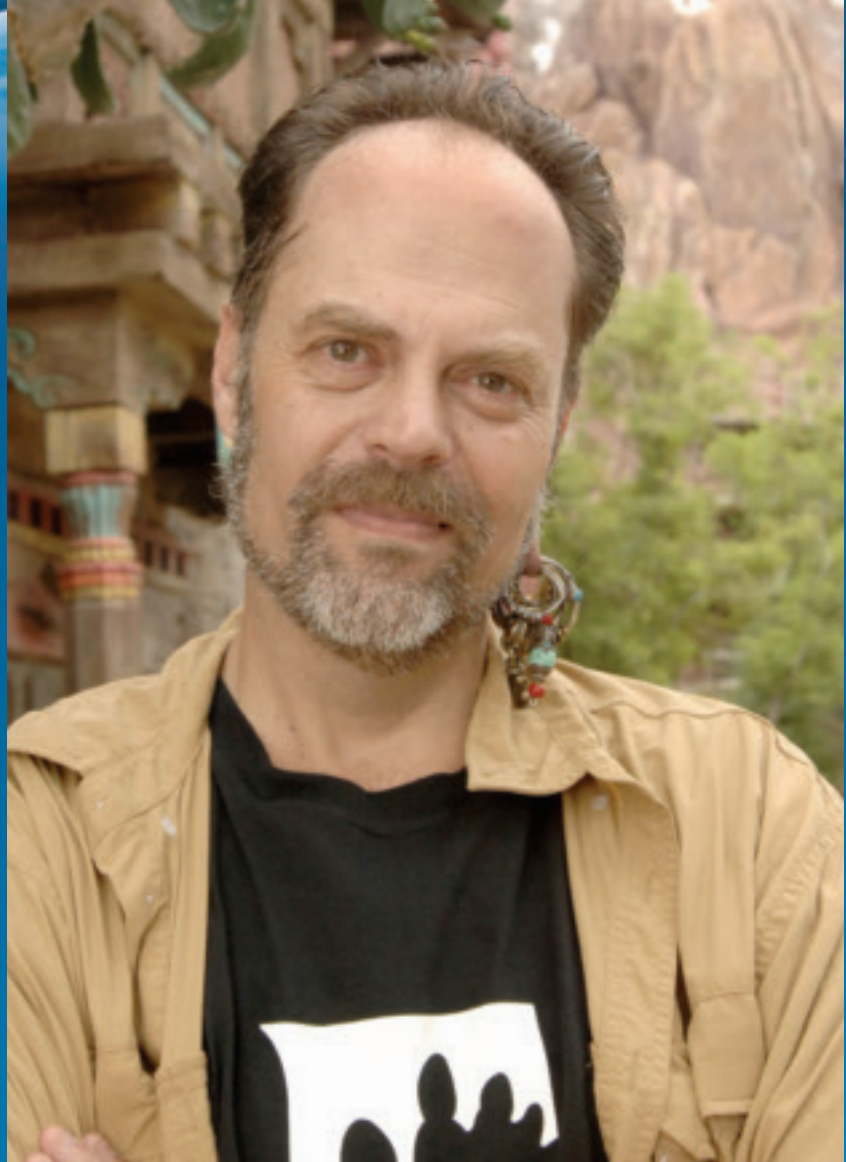
Monday, Oct. 17 8–9:15 a.m.

## Keynote Speaker

Imagine  
Create  
Inspire

Envisioning the Future of Public Relations

# Monday General Session



## Joe Rohde

Senior Vice President and Creative Executive, Walt Disney Imagineering

Joe Rohde is a 30-year veteran of the The Walt Disney Company, where he began his career as a model designer on Epcot, and continued with projects for Disneyland Park in Anaheim, Calif.; Walt Disney World Resort in Orlando, Fla.; and Disneyland Paris. He led the team that conceptualized, designed and built Disney's Animal Kingdom at the Walt Disney World Resort. He also is currently responsible for the creative design and content of Aulani, A Disney Resort and Spa, at Ko Olina, Oahu, Hawaii, opening in August 2011.

Sponsored by

WALT DISNEY World.

### Track 1: Strategies

Financial Communications Section

#### ▶▶ Financial Fitness: Engaging Gen Y in a Conversation About Money

**Ellen LaNicca Albanese**, executive vice president and consumer practice director, CRT/tanaka

**Sarah Bulgatz**, director, corporate public relations, Charles Schwab & Co., Inc.

**Kristine Dixon**, director, community services, Charles Schwab & Co., Inc.

The financial services industry is highly regulated with social media constraints. Hear how a financial giant was ahead of the curve as it launched an award-winning educational website to help Gen Y become financially fit.

#### ▶▶ Winning Strategies From a Historic Write-In Campaign



**Mary Deming Barber, APR**, Fellow PRSA, president, The Barber Group

**Kristin Pugh Bundy**, president, Kreative Strategies, Inc.

When Sen. Lisa Murkowski (R-Alaska) lost her primary bid in August of 2010, most assumed her Senate career was over. Hear senior leaders from the campaign team share strategies and lessons learned from the historic write-in campaign that won her the election.

### Track 2: Tools & Techniques

#### ▶▶ Think Like a Reader

**Ann Wylie**, president, Wylie Communications

The secret to persuasive writing is to position your messages in your audience's best interests. Learn a four-step process for making your message — and your organization — more relevant, valuable and rewarding to your audience.

#### ▶▶ Rethinking Social Media

**Gerard Braud**, chief executive officer and president, Braud Communications

When the whole world zigs for social media, you should zag. Learn why "tried-and-true" methods beat "shiny and new."

### Track 3: Specialization

Health Academy

#### ▶▶ Health Communications: Getting Your Message Across to Children and Parents

**Colleen Creighton**, executive director, Alliance for Consumer Education

**Queshia Bradley**, manager, education programs, Alliance for Consumer Education

How do you get kids to wash their hands? Through a national campaign, an animated cartoon superhero made germ fighting fun. This insightful workshop explores how to reach parents and children through entertainment, media and educational partnerships.

#### ▶▶ The Do's and Don'ts of Marketing to Latinos Through Social Media

**Christine M. Clavijo-Kish**, senior vice president, multicultural markets, PR Newswire

**Manny Ruiz**, chief executive officer, Hispanicize

To connect with Hispanic audiences online, you must understand market share, language and cultural considerations. Delve into the do's and don'ts relating to Latinos, and ROI-driven solutions to strategically connect with various Hispanic audiences.

#### ▶▶ Leveraging Entertainment to Build Your Brand

**Grace T. Leong, APR**, president, Hunter Public Relations

One of the fastest ways to drive brand awareness and build your brand identity is to add star power and sizzle. Explore the new rules for leveraging the right spokesperson, medium, partnership or sponsorship in an ever-changing digital age.

### Track 4: ROI

#### ▶▶ ROI of B2B Social Media

**Eric Schwartzman**, new media consultant

Many remain wary about the true benefits of social marketing, yet traditional public relations practices are spared the same level of scrutiny. Gain tools on how to measure the ROI of social media in your business-to-business campaigns.

#### ▶▶ Sustainability: Walking the Walk

**Joe Sibilgia**, chief executive officer, CSRwire; founder and chief executive officer, Meadowbrook Lane Capital

For the sustainability movement to be truly sustainable, we must ensure that organizations walk the walk. Discover how to create an active environment of measuring words and deeds, and make the connection between sustainability and increased brand value.

#### ▶▶ Public Relations Research Showcase Presentations



Moderator: **Don W. Stacks, Ph.D.**, professor, University of Miami

Expect lively dialogue at these roundtables. Discussions change every 15 minutes, covering the most popular papers presented at the Interna-

tional Public Relations Research Conference, held yearly in Miami, Fla.:

**The Ethical Reasoning of Managers and Executives in Public Relations: A Q-Sort Survey.** **Shannon A. Bowen** and **Dennis F. Kinsey** (Syracuse University)

**How Do Corporations Talk Their CSR Walk? An Examination of Process and Outcome Objectives.**

**Timothy Coombs** and **Sherry J. Holladay** (University of Central Florida)

**Strategic Communication for Multi-National Forces in Iraq: Development of Four STRATCOM Plans.**

**Kenneth D. Plowman, APR** (Brigham Young University)

**The Point of No Return: Staying Inside the Lines of Propriety and Civility in Media Situations.**

**Susan B. Walton, APR**; **Robert J. Wakefield, APR**; and **Lincoln Hubbard** (Brigham Young University)

**Barriers in Communication Audits.**

**Louis C. Williams, APR** (The Lou Williams Companies), and **David M. Dozier** (San Diego State University)

**Additional Exploration About the Impact of Social Media and Other New Technologies on Public Relations Practice.**

**Donald K. Wright, APR**, Fellow PRSA (Boston University) and **Michelle Drifka Hinson** (Cade Museum of Innovation and Invention)

### Track 5: Leadership & Management

#### ▶▶ Effectively Communicating Senior Leadership Transitions



**Mike McDougall, APR**, communications consultant

With senior leaders coming and going from organizations at a record-setting pace, how do public relations professionals help engineer smooth transitions? Learn from the successes and mistakes of a global eye health giant, which had three CEOs from 2008 to 2010.

College of Fellows Master Class

#### ▶▶ BP Oil Spill: Messaging & Reputation Management Amidst Crisis

**John J. Deveney, APR**, Fellow PRSA, president, Deveney Communication

How do you regain the trust of customers, employees and stakeholders amid a crisis? Using lessons learned from the BP oil spill, discover how to build and manage an immediate crisis response strategy that incorporates effective message management.

## Track 1: Strategies

### ▶▶ How to Develop the Mind of a Strategist



James E. Lukaszewski, ABC, APR, Fellow PRSA, CCEP, president, Lukaszewski Group Division of Risdall McKinney Public Relations

It takes a strategic mindset to get to the table and get your boss to listen to you. Explore the techniques, personal changes and attitudes that practitioners need to transform themselves into strategic thinkers, advisers and influencers.

*This session also is offered in PD Set 8.*

### ▶▶ Rags to Riches: An Automotive Success Story

Jennifer M. Ecclestone, assistant manager, Southeast Regional Communications, General Motors

Hear how General Motors Co. went from its centennial anniversary into bankruptcy, to back on its feet again in under two years. GM had to get creative with low-budget programming to spread its positive brand messages and earn its way back into the hearts of everyone.

## Track 2: Tools & Techniques

### ▶▶ Advance Your SEO Skills With Social Media Optimization

Lee Odden, chief executive officer, TopRank Marketing

Social media and search engine optimization (SEO) present the most significant opportunity for public relations and communications professionals to master the search and social Web. In this information-packed workshop, learn essential skills for planning social SEO in order to increase reach and engagement.

### ▶▶ Media Training: Enhancing Speaker Presence, Controlling the Interview Process

Debbie L. Wetherhead, president, Wetherhead Communications

The most successful speak powerfully, knowledgeably and succinctly — all thanks to media training. Through humorous television clips and colorful anecdotes, gain interview delivery and control techniques, do's and don'ts, and tips on how to enhance speaker presence.

## Track 3: Specialization

Travel & Tourism Section

### ▶▶ Ambassador Programs: Let Your Biggest Fans Do the Heavy Lifting for You

Ryan Goff, vice president, social media marketing manager, MGH

Donna Abbott, communications manager, Ocean City, Maryland's Department of Tourism

Fans of a product, service or destination speak volumes. Through findings from a multi-year ambassador program, discuss how to create your own ambassador program, and how to leverage your satisfied customers for other marketing initiatives.

### ▶▶ Navigating the Storm of Change: A Hospital in Transition



Roy W. Reid, APR, partner, Consensus Communications, Inc.

David Sylvester, senior vice president, Health Central Hospital; administrator of Health Central Park; president, Health Central Foundation

An independent hospital pursued an affiliation with a larger health care system in order to remain competitive. Gain insight into the integrated communications plan that reinforced the hospital's reputation, and guided the Board through the vetting process.

Counselors Academy

### ▶▶ Best Practices & Trends in PR Counseling: Counselors Academy CEO Panel

J.R. Hipple, chief executive officer, Hipple & Company Reputation Management; chairman, the Board of Governors, Center for Ethics & Corporate Responsibility, Georgia State University

Elise Mitchell, APR, Fellow PRSA, president and chief executive officer, Mitchell Communications Group; board member, Council of PR Firms; 2011 chair-elect, Counselors Academy

Bret Werner, managing partner, Catalyst Public Relations; executive committee member, Counselors Academy

What roles do planning, performance and people play in the success of corporate and agency leaders? Gain insight into the business planning and management models that have contributed to the panel's success, along with the obstacles they have experienced.

## Track 4: ROI

### ▶▶ The Art and Science of Shareholder Earnings Calls

Virgil Scudder, founder and president, Virgil Scudder & Associates

How prepared are you for investor communication — especially the quarterly shareholder earnings call? Learn how to prepare for the call, write a good script and produce a winning news release.

Board of Ethics and Professional Standards

### ▶▶ Confessions of an Ethics Officer — Tales From the Trenches

Emmanuel Tchividjian, senior vice president, Ruder Finn, Inc.

Lee Essrig, chief ethics officer, Lenovo

Roxane Mac Gillivray, ethics investigator, Lockheed Martin

In ethics, as in life, we learn from our mistakes. Join an insightful discussion as ethics officers from major corporations share ethical lapses they have encountered throughout their careers, and how they dealt with them. Participants are invited to share their stories.

## Track 5: Leadership & Management

### ▶▶ Arthur: King, Leader, PR Man — Modern Lessons From Camelot and the Round Table

Paul Oestreicher, Ph.D., adjunct professor, New York University; president, Oestreicher Communications, LLC

Move beyond “conventional wisdom” and learn about “Camelot wisdom” in this unique examination of King Arthur's life. Witness history and legend used to illustrate some of the do's and don'ts critical to our success as learners and leaders.

### ▶▶ Revolutionizing Empowerment

Price B. Floyd, vice president, external engagement and digital strategy, BAE Systems, Inc.

Senior leadership understands the need for new communication platforms. New hires have never known a world without them. Get a revealing look at how social media, the Internet and Intranet can boost engagement with external audiences and internal collaboration.

## Track 1: Strategies

### ▶▶ How Much Does My Neighbor Use? Motivating Others to Save Energy

Kathy Viehe, assistant general manager, customer support services, Gainesville Regional Utilities

A local utility provided an anonymous analysis of a customer's monthly energy use as compared to similar households. Uncover the value of this Home Energy Report program and see why 80 percent of customers have now changed their energy usage.

### ▶▶ The Pipeline: Diversity in the PR Profession

Rochelle Ford, APR, associate dean, Research and Academic Affairs, John H. Johnson School of Communications, Howard University

Lynn Appelbaum, APR, Fellow PRSA, professor, Ad/PR program director, City College of New York; PRSA board member

James Walker, manager, APCO Online, APCO Worldwide

The term "pipeline" has been used to explain organizational efforts to recruit, retain and advance people into organizations. Learn about the public relations pipeline and what can be done to increase diversity in the public relations profession.

## Track 2: Tools & Techniques

### ▶▶ Maximizing Your Mobile Mojo: Making the Most of the Portable Web

Dave Fletcher, founder and executive creative director, The Mechanism

How can you create an internal strategy now for your business to survive and thrive in an omnipresent future dominated by smartphones, gadgets and tablets? Delve into industry trends and tools for harnessing the mobile Web for your business.

### ▶▶ How to Pitch to Overworked Journalists and Harried Bloggers and Come Out Unscathed

Michael Smart, principal, MichaelSMARTPR

While coverage in top outlets is still a powerful way to reach key audiences, the methods to reach out to these influential opinion leaders are changing. Learn new strategies and tactics to build relationships with journalists and get top placements.

*This session also is offered in PD Set 8.*

## Track 3: Specialization

Educators Academy

### ▶▶ The PRSA Entry-Level Credential: What It Means to Educators, Students and Programs

Tina McCorkindale, Ph.D., assistant professor, communications, Appalachian State University

Dean Kazoleas, Ph.D., APR, associate professor, California State University

Terri L. Johnson, APR, associate professor, communications, Eastern Illinois University

The Entry-Level Credential is a PRSA certification program scheduled to be piloted in the fall of 2012 for students of university public relations programs. Gain insight into how this new credential will impact educators, students and university public relations programs.

Counselors to Higher Education

### ▶▶ Paying It Forward: Philanthropy for PR Education

Kathleen S. Kelly, Ph.D., APR, Fellow PRSA, professor, University of Florida

Frank E. Ovaitt, APR, president and chief executive officer, Institute for Public Relations

The idea of "paying it forward" is a topic of growing importance in public relations. Yet despite progress, philanthropy for U.S. public relations education is far behind the giving traditions that support other professional programs. Get a new perspective on giving and getting based on goals that benefit both.

New Professionals Section

### ▶▶ The Personal Branding Project — Crafting Your Identity

Cyndee Woolley, APR, creative strategist, C2 Communications, LLC

Jessica Macera, partner, Business Dynamix Solutions, LLC

Your identity is the foundation for a successful personal brand. This insightful workshop challenges you to uncover your truest priorities and values, identify your personal Unique Selling Position, and begin sharing that vision with the right audiences.

## Track 4: ROI

### ▶▶ A Field Guide to Measuring the Business of PR

Shonali Burke, ABC, principal, Shonali Burke Consulting

Public relations measurement remains a mystery to some, and a trial to many. Learn how to best measure your public relations and social

media efforts, and tie your efforts back to your organization's business objectives to demonstrate your value to the organization.

### ▶▶ Doing More With Less: An Analytic Approach



Kathleen L. Lewton, APR, Fellow PRSA, principal, Lewton, Seekins & Trester

Kenneth Trester, APR, Fellow PRSA, principal, Lewton, Seekins & Trester

Steve Seekins, APR, Fellow PRSA, principal, Lewton, Seekins & Trester

Taking on more responsibilities with shrinking budgets, and delivering solid results, sounds impossible. Yet with the right analytic approach, it's not only feasible, it's a guaranteed success story. Learn how to use budget cuts to reinvent your role.

### ▶▶ Measure Perception for a Stronger Brand Identity

Martin Murtland, vice president and managing director, communications solutions, Dow Jones & Co.

Brian Rafferty, global director, customer insights, Siegel+Gale

What if you could use media analysis to forecast brand perception prior to launch? What if you could identify and proactively address potential risks? Learn a fresh approach for thinking about brand development and how to use public relations management to uncover trends.

## Track 5: Leadership & Management

### ▶▶ The Future of PR: The Professional's Role in Mentoring

Dean Beckman, coordinator, mass communication program, Saint Mary's University of Minnesota

Chris Higgins, director, Padilla Speer Beardsley

Public relations professionals can be as vital to shaping future public relations pros as any professor. Explore the many ways professionals can aid professors in educating students to improve their readiness for a career in public relations.

### ▶▶ Leading Communication Teams to Success

Rear Adm. Vic Beck, vice chief of information, U.S. Navy; director of public affairs, NATO ISAF - Afghanistan

Align messaging across a large enterprise. Learn proven communication team leadership strategies and techniques that have been battlefield tested.

## Track 1: Strategies

### ▶▶ Risk Communications: Breaking Through to Get Heard

Lucy Caldwell, public information officer, Fairfax County Police Department

Lois M. Kirkpatrick, marketing manager, Fairfax County Office for Children

What is the difference between crisis and risk communications? Join a lively discussion of the seven principles of risk communications, and explore how to break through the fog of turmoil and emotion to ensure your message is heard.

### ▶▶ B2B to B2E (Everyone): Leveraging Employees as Social Media Brand Ambassadors

Jaya Bohlmann, APR, vice president, public relations, Sodexo, Inc.

Michael McManus, director, public relations, Sodexo Inc.

Robert Philips, vice president, digital media, GolinHarris

Many companies struggle with how to empower employees to further their brands without risking their corporate reputation. Walk through a case study that demonstrates how a global company led an internal culture shift to maximize social and digital media.

## Track 2: Tools & Techniques

### ▶▶ Fire, Fuel and Focus: Applying the Elements of Entrepreneurial Thinking to Your Business

Jerry Ross, executive director, Disney Entrepreneur Center

Survival and success in today's new economy require fire, fuel and focus. Learn to apply these elements associated with "Entrepreneurial Thinking" in a not-to-be-missed, high-energy presentation that takes you into the mind of a serial entrepreneur.

### ▶▶ How to Develop a Career Plan or Jump-Start a Stalled Career

Cheryl Procter-Rogers, APR, Fellow PRSA, senior consultant, A Step Ahead Public Relations

What are the qualifications for success at any level? Learn strategies on how to build credibility, expand your network and create a work/life balance. Gain tips on how to develop a career plan or jump-start a stalled one.

## Track 3: Specialization

### Technology Section

#### ▶▶ Top 10 Ways to "Remarketify" Products and Services for Greater Success

Dawn Marie Yankeelov, founder and president, ASPECTx

Carole Gunst, principal, Gunst & Associates

Smart communicators know that brands — even technology products — need to evolve over time to stay relevant. Learn how to work with clients to "remarketify" products and services for greater success in the marketplace.

### Entertainment & Sports Section

#### ▶▶ Entertaining Game Attendees Beyond the White Lines

John I. Ingoldsby, president, IIR Sports & Entertainment, Inc.; former co-chair, Executive Committee of the Entertainment and Sports Section, PRSA

Tony Morreale, publicity manager, Disney Destinations

Shelly Driggers, director, arena and event presentation, Orlando Magic

In today's competitive chase to attract fans, the entertainment extends far beyond the white lines. Take a revealing look at types of entertainment that go beyond the game itself — and determine if it is something your organization needs to offer.

### Association/Nonprofit Section

#### ▶▶ When Green Is Really Green: Positive Impact Through Effective Partnerships

Woodrow L. Nelson, vice president, marketing communications, Arbor Day Foundation

Effective partnerships create an enduring positive impact on the environment and enhance public awareness of corporate responsibility. Hear how Enterprise Rent-A-Car created a multi-tiered partnership to accomplish two goals.

Follow us on ...  
Twitter (#PRSAICON), Facebook,  
LinkedIn, YouTube, Flickr

## Track 4: ROI

### ▶▶ The Case for Diversity in PR

Laarni Dacanay, diversity communications specialist, NBC Universal

How does the strategic practice of diversity allow companies to gain a competitive edge in today's marketplace? Explore the business case for diversity in the profession and the organizations we serve.

### ▶▶ Maximizing Press Release Performance Online

Laura Sturaitis, executive vice president, media services and product strategy, Business Wire

Greg Jarboe, president and co-founder, SEO-PR; member, Rutgers faculty for the Mini-MBA: Digital Marketing program

Will optimized press releases increase traffic and engagement with key landing pages and websites? Examine the results of an 18-month study, and gain new strategies, tactics and best practices to maximize release performance online.

## Track 5: Leadership & Management

### ▶▶ Effective Communication Engagement in the Most Trying Environment — Pakistan



Cmdr. Brook DeWalt, APR, Navy commander, director of strategic communication, Office of the Defense Representative to Pakistan

Walter Douglas, minister counselor, public affairs, American Embassy in Islamabad

Lt. Col. Patrick Ryder, strategic communication adviser, Office of the Secretary of the Air Force

Pakistan is often referred to as the most difficult communications assignment in the U.S. government. Through real-world examples, develop coherent strategic communication plans to move a relationship forward in an environment of unknowns.

### ▶▶ Reputation Management

John Doorley, assistant clinical professor and chair, Master of Science Degree Program, public relations and corporate communication, New York University

It is not unusual for organizations to spend hundreds of thousands of dollars on reputation measurement — and just stop there. Learn how to establish a process for ongoing reputation measurement, monitoring and management, to help maximize its tangible value.

Tuesday, Oct. 18 9:45–11 a.m.

## Keynote Speaker



### Chris Brogan

President, Human Business Works; Co-Founder, PodCamp; Blogger, ChrisBrogan.com; *The New York Times* and *The Wall Street Journal* Best-Selling Author; Monthly Columnist, *Entrepreneur*

With more than a decade of experience working with online communities, social media and related technologies, Chris Brogan has served as a consultant to *Fortune* 100 companies, including PepsiCo, General Motors and Microsoft, showing them how to best use social software to build organizational value. Brogan is author of the best-selling books, “Social Media 101: Tactics and Tips to Develop Your Business Online,” and “Trust Agents: Using the Web to Build Influence, Improve Reputation and Earn Trust.”

Imagine  
Create  
Inspire

Envisioning the Future of Public Relations

Tuesday General Session

## Track 1: Strategies

Corporate Communications Section

### ▶ Corporate Reputation Management: Lessons Learned From Opinion Polling

Bradley Honan, CEO, KRC Research

Corporate reputation has become more integral to business than ever before, yet harder to gain and maintain. Gain clear direction about how to successfully navigate the treacherous shoals of public opinion in reputation-building campaigns.

## Track 2: Tools & Techniques

### ▶ What American Idol Can Teach You About Leadership

Karen Friedman, communication coach, speaker and president, Karen Friedman Enterprises

Are you born with “it,” or can you learn to develop it? Like our favorite American Idol contestant, some people appear confident and destined for greatness. Take away tips for creating a more powerful presence that shouts “leadership potential.”

### ▶ A Tailored Approach to Audience Fragmentation

Jason Steinberg, vice president and director, digital strategy, MSLGROUP

When it comes to marketing to digital audiences, one size does not fit all. Gain insight into the tools and data necessary to tailor messages and campaigns to an audience separated by demographics, media consumption, time and space.

### ▶ Fill Your Stadium™: Five Simple Steps to Attracting a Flood of Fans

Carrie Wilkerson, chief executive officer, Barefoot Marketing Group

How do you create a critical mass of raving fans that desperately crave more of your products and services? Discover the exact strategies, secrets and tactics to generate a literal tidal wave of interest in every new product and service.

## Track 3: Specialization

### ▶ Core Multicultural Competencies for PR Practitioners

Sonia Sroka, senior vice president, director of Hispanic Marketing, Porter Novelli

Today's public relations practitioners must be ready to deliver communications strategies that meet the needs of diverse audiences, socioeconomically and culturally. Delve into shifting demographics and the multicultural competencies needed to be successful in a changing market.

### ▶ Work, Life & Gender: Findings From the PRSA 2010 Survey

Bey-Ling Sha, Ph.D., APR, associate professor, San Diego State University

Natalie T. J. Tindall, Ph.D., assistant professor, journalism and public relations, Department of Communication, Georgia State University

David M. Dozier, Ph.D., professor, San Diego State University

Initial results from PRSA's 2010 survey of work, life and gender found significant differences between men and women in terms of roles, salaries and employer types. Join an insightful discussion of the results and best practices for work-life integration.

**“Orlando is the ideal place to get together and openly exchange ideas. At this Conference, we're not competitors, but colleagues, looking to each other for information and tips. Its inspired atmosphere adds to the creative environment to learn and grow.”**

—Andrea Finger, APR,  
Manager, Media Relations,  
Walt Disney World Resort

## Track 4: ROI

### ▶ OMG! ROI? Measuring Influence and Impact in a 3.0 World

Katie Delahaye Paine, chief executive officer, KDPaine & Partners, LLC

Pressure to measure the effectiveness of one's efforts is relentless. Yet in a digital world, you need to measure what matters. Learn how to identify what (or who) matters most to your business, and define the best metrics and tools to measure it.

### ▶ Tech Talk: Unlocking the Business Value of New Technologies

Laurie Head, vice president, marketing communications, AIS Network

Cloud computing? Managed hosting? SharePoint with a Web 2.0 mashup? Elevate your understanding of how trendsetting new technologies and software applications hold the potential to save you money and unlock efficiencies in the way you do business.

## Track 5: Leadership & Management

### ▶ Successful Change Management: What Works, What Doesn't for Organizations and PR Counselors



Anthony D'Angelo, APR, Fellow PRSA, director, operations, St. Joseph's Hospital Health Center Foundation

Gary F. Grates, president and global managing director, Edelman Change and Employee Engagement

Organizations seek to manage change, yet often fail to engage employees in it. Effective change management can't happen without exceptional communications strategies. Learn what works to advance organizational change, or be its victim.

### ▶ Shut Up and Lead: Listening, Learning and Leading Effectively

M.J. Clark, APR, leadership consultant, Integrated Leadership Systems

To effectively lead others, you must listen intently, develop assertiveness and assess your own management style. Through practical exercises, learn how to listen deeply, use assertiveness and become more self-aware so you can lead more effectively.



## Track 1: Strategies

### ▶▶ How to Develop the Mind of a Strategist



**James E. Lukaszewski, ABC, APR, Fellow PRSA, CCEP**, president, Lukaszewski Group Division of Risdall McKinney Public Relations

It takes a strategic mindset to get to the table and get your boss to listen to you. Explore the techniques, personal changes and attitudes that practitioners need to transform themselves into strategic thinkers, advisers and influencers.

### ▶▶ Living in the Land of Giants: Strategies of a Small Theme Park

**Mark McHugh**, president and chief executive officer, Gatorland

A 62-year-old family-owned attraction has managed to thrive in the shadows of the major theme parks of Orlando and in the face of adversity. Discuss unprecedented strategies that have helped the park succeed into the fourth generation of ownership.

## Track 2: Tools & Techniques

### ▶▶ How to Pitch to Overworked Journalists and Harried Bloggers and Come Out Unscathed

**Michael Smart**, principal, MichaelSMARTPR

While coverage in top outlets is still a powerful way to reach key audiences, the methods to reach out to these influential opinion leaders are changing. Learn new strategies and tactics to build relationships with journalists and get top placements.

## Track 3: Specialization

### ▶▶ Understanding the LGBT Consumer: An \$800 Billion Dream Market

**Steve Roth**, principal and founder, OutThink Partners

**Bob Witeck**, co-founder and CEO, Witeck-Combs Communications

Dubbed a “dream market” two decades ago by *The Wall Street Journal*, the gay and lesbian market is brand loyal, influential and economically resilient. Learn the appeal of this segment, how to effectively tap into the market and who is leading the way.

Public Affairs and Government Section

### ▶▶ Today’s Joint Information Center (A Lot Has Changed Since NIMS Began)

**Lauri-Ellen Smith, APR**, special assistant to the sheriff, Jacksonville Sheriff’s Office

**Joseph V. Trahan III, Ph.D., APR, Fellow PRSA**, founder, Trahan & Associates

It ain’t your momma’s JIC anymore, thanks to Twitter, YouTube, tight budgets and low resources. Learn how to push information from today’s JIC to your audiences, with or without additional manpower or media help.

### ▶▶ Global Public Relations: The New Rules of Engagement in a New Media World

**Kathy R. Fitzpatrick, APR**, professor, public relations, founding director, graduate program in public relations, Quinnipiac University

**Antoaneta Vanc**, assistant professor, public relations, Quinnipiac University

**Robert I. Wakefield, APR**, associate professor, public relations, Brigham Young University

Dramatic changes in the global society have changed the rules of engagement for multinational organizations operating across borders. This program will help you design global public relations programs that reflect contemporary best practices.

## Track 4: ROI

### ▶▶ Old and New Media: Strategically Measuring the Hybrid



**Janet E. Kacskos, APR**, director, communications, Millersville University

**Cory Maloy**, partner, Snapp Conner PR

While tracking tweets, YouTube videos, and Facebook and QR Code pass-throughs, what about traditional media? Take away an approach that measures old and new media, and demonstrates the end result of your communication plan.

## Track 5: Leadership & Management

### ▶▶ Changing Corporate Culture to Get Smarter, Faster and More Social

**Jay Baer**, president, Convince & Convert

**Amber Naslund**, vice president, social strategy, Radian6

When every customer is a reporter, and every employee is potentially a first point of contact, business will soon be about near-instantaneous response. Learn the big internal shifts businesses need to make to get faster, smarter and more social.

### ▶▶ Conflict Resolution Simplified

**Mary Jane Saras, LCSW**, vice president, leadership development, Creative Energy Options, Inc.

Managers spend 30 to 50 percent of their day handling conflict, yet 88 percent of employees think they do not handle it effectively. Learn a five-step process for handling conflict and helping you decide if you fight back, run away and hide, or freeze on the spot.

**“Everything is here in one place — the people, the networking, the workshops and the opportunities to interact and learn from each other. The energy at the PRSA International Conference stays with me long after I leave. I always take away one big new idea and implement it when I’m back at the office. I count on this Conference to help me be a better public relations practitioner.”**

— Bonnie Upright, APR, Principal, Upright Public Relations, LLC

# APR Boot Camp



## Pre-Conference Seminars

In conjunction with the PRSA Orlando Chapter, PRSA presents “APR Boot Camp,” a four-day intensive workshop to prepare and advance through the Readiness Review and take the computer-based Examination for Accreditation in Public Relations (APR) or Accreditation in Public Relations + Military Communication (APR+M). This boot camp is designed to provide a setting that meets the needs of busy professionals whose schedules do not permit extensive preparation time.

### Candidate prerequisites:

- For APR, candidate must be a member of PRSA and/or another Universal Accreditation Board (UAB) participating organization.
- For APR+M, candidate must be either 1) military personnel (active or reserve) or Department of Defense civilian employee whose primary responsibilities lie in military communication-related fields, or 2) Department of Defense military contractor who is a member of a UAB participating organization, and whose primary responsibilities lie in military communication-related fields.
- Approved APR application or APR+M application, and the \$385 Examination fee is received by PRSA National by Sept. 12.
- Must register by Sept. 12 (one month in advance required to clear Prometric authorization).
- Download and complete the APR Readiness Review questionnaire or APR+M Readiness Review questionnaire. Email your final answers to [accred@prsa.org](mailto:accred@prsa.org) by Sept. 12, 2011. Your questionnaire will be provided to the Readiness Review panel for familiarization of your background and expertise in the public relations profession. Note: There will be no opportunities to change this questionnaire once it is submitted.
- Must have portfolio items assembled, but not necessarily finalized.
- Must bring own laptop.

### Presenters:

**Karen Mess Frashier, APR**, is the current Accreditation chair for the PRSA Tampa Bay Chapter, and is president and CEO of Advocate Marketing PR. Frashier facilitates the Readiness Review preparation (Day 1).

**Bob Saline, APR, Fellow PRSA**, is the current Accreditation co-chair for the PRSA Central Pennsylvania Chapter, and is president and CEO of PRWorks, Inc. Saline facilitates the computer-based Examination preparation (Days 2 and 3). His areas of expertise include strategic communications and research, issues management and media coaching.

**Jason S. Kirsch, APR**, is current Accreditation co-chair for the PRSA Central Pennsylvania Chapter, and is vice president and director of marketing and public relations at Metro Bank. Kirsch facilitates the computer-based Examination preparation (Days 2 and 3). His areas of expertise include corporate communications, media relations, brand management and marketing communications.

## Wednesday, Oct. 12

### Day 1: Readiness Review Preparation

8:30 a.m.–12:30 p.m.

- Review 16 knowledge, skills and abilities (KSAs). If you are an APR+M candidate, you also will review additional military KSAs.
- Portfolio overview.
- Mock Readiness Review.

Lunch — Attendees on their own.

1:30–5:30 p.m.

- Preparation time for those attendees putting finishing touches on assembling their portfolios.
- Readiness Review will take place as scheduled.

## Thursday, Oct. 13

### Day 2: Computer-Based Examination Preparation

8:30 a.m.–4:30 p.m.

Candidate prerequisite: Attendees should already have been Advanced by the UAB from Readiness Review.

- Class for remaining 44 KSA's in preparation for the computer-based Examination. (Box lunch included.)

## Friday, Oct. 14

### Day 3: Computer-Based Examination Preparation

8:30 a.m.–12:30 p.m.

- Continuation of class for remaining 44 KSAs in preparation for the computer-based Examination.

Lunch — Attendees on their own.

2–5 p.m.

- Peer study time.

## Saturday, Oct. 15

9:30 a.m.

(Examination time is three hours and 45 minutes.)

Computer-based Examination administration will take place at:

**Prometric Testing (Site 0080)**  
2301 Lucien Way, Suite 150  
Maitland, FL 32751

### Registration required.

Registration fee:

Day 1 (Readiness Review preparation) — \$80

Days 2 and 3 (computer-based Examination preparation) — \$270

Full three days — \$350



# Full-Day Seminar

Saturday, Oct. 15

8:30 a.m.–4:30 p.m.

## Social Media Boot Camp

Twitter, Flickr, Facebook, LinkedIn, retweets, smartphones that allow you to upload and post comments and photos in real time — learn exactly how to integrate these critical channels into your mainstream public relations practices. Through a series of lectures, live demonstrations and exercises, case studies and presentations, you will understand how to use these popular tools to get the job done.

In this workshop, you will learn:

- Blogging — when to comment, when to listen.
- Social networking.
- Podcasts, webcasts and live streaming video in online pressrooms.
- The importance of authenticity when joining an online presentation.
- The basics of search engine optimization (SEO).
- The process of matching new media initiatives to objectives.
- The tangible benefits of engaging consumers via social media.

Instructor:

**Eric Schwartzman**, new media consultant, is host and executive producer of the award-winning public relations podcast, “On the Record . . . Online.” He has taught PRSA’s “Social Media and New Media PR Boot Camp” to hundreds of public relations, corporate communications and marketing professionals, and has been an adviser on new media strategy for Johnson & Johnson, City National Bank, the U.S. Department of State, AARP and others.

*Registration required.*

**“If you have any hope of keeping up with the hyper pace of change in our profession, join us in Orlando for great ideas and inspiration. We have booked an A-list of speakers who promise to open your eyes, stimulate both your left and right brain, and send you home with fresh perspective. We are providing ample opportunities for networking with people you know, as well as making new friends.”**

— Doug Spong, APR, President, Carmichael Lynch Spong

# Educators Sessions

Saturday, Oct. 15

4–6 p.m.

Educators Academy

**PRSA**

## Educators Academy Research Roundtables and Poster Session

Faculty, students and runners-up engage in a lively discussion of this peer-reviewed paper competition. Each presenter will lead a 15-minute dialogue on his/her research.

Best practices in teaching public relations will be presented in a teacher-to-teacher and teacher-to-practitioner format. What’s “hot” in public relations learning and ways to share ideas for the classroom will also be discussed.

*Registration required.*

6–7:30 p.m.

## Educators Academy Presentation and Reception

Connect at the Educators Academy Reception. Hors d’oeuvres and nonalcoholic beverages will be provided. Cash bar available.

As part of the reception, the Ferguson Award for support to public relations education will be presented. The winners of the Betsy Ann Plank Graduate Student Paper and Top Faculty Paper will be recognized.

To register, select Educators Academy Presentation and Reception under Optional Tickets on the registration form.

*Registration required.*

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**Maximize your Conference experience — add a pre-Conference seminar to your registration!**

Each hands-on seminar involves you in specially-designed discussions, exercises and projects that have immediate application. Attendance is limited. Pre-Conference seminars are optional and are not included in the International Conference registration fee.

### PR Boot Camp

Robin Schell, APR, Fellow PRSA, senior counsel, Jackson Jackson & Wagner

As the newspaper industry has taken a major hit due to declining advertising revenue caused by the recession, many journalists are changing career paths and channeling their talents and experience into the public relations profession. The symbiosis between public relations and journalism is longstanding, so for many, it is a natural transition. This boot camp, led by Robin Schell, APR, Fellow PRSA, will equip you with the knowledge and information you need to build your new career in the public relations industry, whether you are a reporter, recent graduate or transitioning professional.

In this half-day interactive session, you will receive:

- An introduction to public relations and the role of the practitioner.
- An overview of behavioral public relations theories, such as the Diffusion Process, Behavioral Model and Model of a Successful Organization.
- A discussion of qualitative and quantitative research techniques, with a look at how organizations are using research for planning and evaluation purposes.
- An examination of external communication and relationship building, including relationships with media and opinion leaders.
- A crash course in issue anticipation and crisis communication.
- A hands-on look at the strategic planning process.

*Registration required.*

### Writing for Social Media

Ann Wylie, president, Wylie Communications, Inc.

More and more companies, communicators and CEOs are using Twitter and other social media to reach customers, clients and colleagues; research markets and trends; and sell their products, services and ideas.

Social media is more like a cocktail party than a press release. Write status updates that sound like they were produced by a corporation — or even a public relations pro — and you will soon find yourself socializing with the chips, not attracting new friends and followers.

You will learn how to:

- Use the 70-20-10 rule for engaging your followers, plus other tips for making sure your status updates are welcomed guests, not intrusive pests.
- Pass the “who cares?” test and four other techniques for becoming a resource and not a bore on social media.
- Get retweeted with five steps for expanding your influence and reach on Twitter.
- Tweet like the FBI. Write dramatic, compelling status updates.

*Registration required.*

### Accreditation Power Play: The How-To of Accreditation



Bob Saline, APR, Fellow PRSA, Accreditation co-chair, Central Pennsylvania Chapter, PRSA

Deborah Steele Saline, APR, Fellow PRSA, vice president and COO, PRWorks, Inc.

Know what is expected, get organized, study the right materials and follow the right process — this is the best way to earn the APR credential. “The Accreditation Power Play” answers your “How do I ...” questions.

Come ready to listen, take notes, ask questions and get started in an intense, half-day session that provides:

- The details of the application process, from filling out forms, preparing your portfolio and managing your Readiness Review, to taking the Examination for Accreditation in Public Relations.
- A personalized checklist to evaluate your expertise in the “family of 10 KSAs” (Knowledge, Skills and Abilities).
- The inspiration to get started on your APR track.

*Registration required.*

### Communications Measurement on a Shoestring Budget

Angela Sinickas, ABC, IABC Fellow, president, Sinickas Communications, Inc.

You have researched your audience, you understand your organization’s director and you have executed your plan. But is the message clear? Did your audience see the communication vehicles carrying the messages? Is the communication program helping to change behavior and improve the bottom line?

You will learn:

- Ways to determine if your communications are effective, even on a shoestring budget.
- How to use observational measurement techniques for messages, channels and outcomes.
- Ways to find free research resources internally and externally.
- How to use pilot/control groups to show the impact of different communication strategies.

*Registration required.*

### Setting Up a Joint Information Center Before the Crisis Strikes!



Lauri-Ellen Smith, APR, special assistant to the sheriff, Jacksonville, Fla.

Joseph V. Trahan III, Ph.D., APR, Fellow PRSA, president and chief executive officer, Trahan & Associates

Do you know the different roles, responsibilities, training, competencies and commitments required of Joint

# Maximize your Conference experience — add a pre-Conference seminar to your registration!

Each hands-on seminar involves you in specially-designed discussions, exercises and projects that have immediate application. Attendance is limited. Pre-Conference seminars are optional and are not included in the International Conference registration fee.

Information Center (JIC) members? Are you ready to deploy and become operational today? Join crisis communication trainers at an offsite government/military function as they lead you in “standing up” a fully functional JIC. Take home a tool kit that you can implement immediately.

In this hands-on workshop, you will:

- Learn how to build a community of crisis communicators in your organization, industry and marketplace.
- Role-play in fictionalized events from recent news, and come together to work through relevant scenarios.
- Gain a complete understanding of the different roles and responsibilities communicators have in the JIC, and learn why you must be prepared to lead, as well as support.

*Registration required.*

## The Strategic Adviser in Action During Crisis



**James E. Lukaszewski, ABC, APR, Fellow PRSA, CCEP**, president, Lukaszewski Group Division of Risdall McKinney Public Relations

Leave all of your preconceived notions and assumptions about communications, public relations and event management decision making at the door. Prepare to immerse yourself in strategic thinking, analysis, development and debate. Using four different hypothetical but reality-based scenarios, you will walk, talk and debate your way to providing high-level advice, understanding what bosses need during these situations and re-evaluating current response plans. Attendees will receive the four scenarios upon completion of registration.

This workshop examines:

- How to help management face important decisions, some of which are career defining.
- The boss' perspective, and why the boss should listen to you.
- The tools and techniques of the trusted strategic adviser — timeline and checklist preparation; contrast analysis; giving advice in compelling, persuasive, convincing ways; and anticipating and pre-empting typical management objections, concerns, bad behavior and likely mistakes.

*Registration required.*

## B2B Social Media Marketing

**Eric Schwartzman**, new media consultant, speaker, trainer

Conventional wisdom says that social media is not appropriate for B-to-B marketing — conventional wisdom is wrong. Across the corporate landscape, businesses ranging from banks to high-tech firms to plumbing supplies, are successfully applying social media tools to connect with customers, channel partners and suppliers.

In this seminar, you will learn about:

- Sophisticated applications, such as social networks and customer co-creation.
- B-to-B social media marketing, beyond blogs.
- What innovators are doing to effect results in the B-to-B space.

*Registration required.*

## Assessing Communication Effectiveness: So How Well Are You Doing?



**Jay Rayburn, Ph.D., APR, Fellow PRSA, CPRC**, associate professor, Florida State University

**Peter Hollister, APR, Fellow PRSA, CPRC**, principal and counsel with Hollister, Trubow & Associates

**Patricia Trubow, APR, Fellow PRSA, CPRC**, principal and counsel with Hollister, Trubow & Associates

Sometimes referred to as an audit, a Communications Effectiveness Study (CES) is a method for diagnosing communications effectiveness by uncovering the strengths and weaknesses, barriers to effectiveness, and ways to reach and motivate key audiences. A CES is structured to provide meaningful information for management concerned with the efficiency, credibility and economy of their communications policies, practices and programs. It provides recommendations for actions that are targeted to improve the specific relationship(s) under study. Such actions are tailored to an organization's particular situation as uncovered by an analysis of the collected data. A full CES is truly a comprehensive research and planning tool. An organization should consider conducting a CES if it wishes to gather information for:

- Updating and strengthening communications programs.
- Gaining insight into how the organization's management views communications and what they believe communications can accomplish.
- Pinpointing communication barriers as well as the problems and opportunities facing the organization.
- Evaluating the effectiveness of the different de-

partments charged with various forms of communications.

- Assessing organizational communications with key publics.
- Determining the effectiveness of materials produced, and whether the organization is using its resources (staff as well as money) efficiently.
- Setting criteria against which to measure future communications activities.

*Registration required.*

## Strategic Integrated Communications Align Social Media With Your Overall Marketing Objectives

**Tim McMahon**, principal, McMahon Marketing LLC; former advertising director, Pizza Hut

Does social media really change everything? How do you invest in it at a time when traditional media is tough to fund? The most efficient communications programs are planned holistically and are highly coordinated, using public relations, advertising, internal communications, social media and other tactics to reach the right audience with the right message. Learn how to construct a framework for positioning social media with your traditional media strategies, as well as how to leverage both so they are aligned with your company's overall business objectives.

By the end of this session, you will understand the strengths, weaknesses and potential threats of the major social media tools, and how they relate and support traditional media.

You will learn how to:

- Integrate social media with traditional media to leverage your overall marketing spend.
- Apply lessons learned from case studies that demonstrate the supportive relationship between traditional media and social media.
- Identify tactics that attract customers, develop relationships and leverage positive influence to grow the bottom line.
- Recognize and explain how your competition may be gaining a competitive advantage through social media.
- Establish specific management practices that incorporate social media to create a competitive advantage that will earn you a “seat at the table” for corporate decision making.

This seminar is interactive; attendees are encouraged to bring a laptop.

*Registration required.*

*Registration not required; these workshops are open to all.*

### **College of Fellows 101: Straight Talk About the Application Process**

Mary Graybill, APR, Fellow PRSA, principal, Graybill Communications

Nancy Wood, APR, Fellow PRSA, owner and principal, Communications Consultants

Mary Deming Barber, APR, Fellow PRSA, president, the Barber Group, Inc.

Are you ready to apply to the PRSA College of Fellows? This session is designed for Accredited, senior-level public relations professionals with 20+ years of experience, and will provide insight into the process, as well as tips for avoiding common mistakes.

Sponsored by: **PRSA** COLLEGE of FELLOWS

CEPR

### **Certification in Education for Public Relations: Benefits, Standards, Process**

Susan Gonders, Ed.D., professor, Southeast Missouri State University

John Paluszek, APR, Fellow PRSA, senior counsel, Ketchum Inc.

Margalit Toledano, Ph.D., APR, Fellow PRSA, senior lecturer, University of Waikato, New Zealand

Does your school qualify for Certification in Education for Public Relations? Learn about the review process, standards, criteria and benefits of PRSA endorsement through CEPR, the “global standard in public relations education.”

Universal Accreditation Board

### **Accreditation in PR: Why and How**

Bey-Ling Sha, Ph.D., APR, associate professor, San Diego State University

John E. Forde, Ph.D., APR, Fellow PRSA, associate professor and head, Department of Communication, Mississippi State University

Jay Rayburn, Ph.D., APR, Fellow PRSA, CPRC, associate director, Department of Communications, Florida State University

Accreditation can give you the edge in your practice. Prepare for success in the Readiness Review with a discussion of Readiness Review essays, the portfolio presentation, and tips for both candidates and APR chairs.

Sponsored by: **PRSA**  
Universal Accreditation Board

Educators Academy, Educational Affairs Committee and College of Fellows

### **More PR Students, Not Enough Faculty: Transitioning From Practice to Classroom**

Bob “Pritch” Pritchard, APR, Fellow PRSA, instructor and faculty adviser, Lindsey+Asp, University of Oklahoma

Jeanette Drake, Ph.D., APR, Fellow PRSA, consultant and associate professor, University of Findlay

Today, there are far more public relations students and too few faculty to teach them. Get an introduction to the Educators Academy’s “Learning to Teach” series and gain insight into making the transition from the profession to academe.

Sponsored by: **PRSA** COLLEGE of FELLOWS

# Imagine Create Inspire

Envisioning the Future of Public Relations

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PRSA  
New York, NY

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Envisioning the Future of Public Relations

**PRSA** Public Relations Society of America

**PRSA 2011 International Conference**  
October 15–18, 2011 • Orlando, FL  
**Registration Form**

**Instructions:** Please complete all information on this registration form. (If needed, the form may be photocopied for additional registrations.) Form must be complete and accompanied by payment (in U.S. funds only) in order to be processed. Registration received without payment will not be processed. Submit a separate form for each registrant. This form must be received by the registration deadline to qualify for the reduced rates. **(Please print clearly.)**

Name (Mr./Ms.) \_\_\_\_\_  
(Last Name) (First) (Middle Initial)

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
(Must complete to receive registration confirmation.)

First Name/Nickname for Badge \_\_\_\_\_

Emergency Contact: Name \_\_\_\_\_ Home Tel. \_\_\_\_\_ Work Tel. \_\_\_\_\_

**CHECK APPROPRIATE BOXES**

- PRSA Member
- APR
- APR+M
- APR, Fellow PRSA
- Nonmember
- I am a Global Alliance member and qualify for the PRSA member rate.
- I am a CPRS member and qualify for the PRSA member rate.
- I am a first-time attendee to a PRSA International Conference.

- Yes, include my email address in the attendee roster, which will be available to other attendees in either print or digital format.
- Yes, include my email address and other contact information in a mobile application for the PRSA 2011 International Conference (subject to availability). I understand that any such mobile app and the information displayed in it, such as email addresses, may be available to the general public.

**A REGISTRATION TYPE:** Check one package option or day(s) option and circle corresponding fees.

**PACKAGE REGISTRATION OPTIONS**

Check one package option, then circle corresponding fee.

- Package 1 — Registration** Includes General Sessions, Professional Development Workshops and Package 1 meal functions.
- Package 2 — Educators' Registration** The PRSA International Conference is open to all educators; however, the special educators' rate is available only to full-time faculty members belonging to the PRSA Educators Academy. The special rate does not include meals.
- Package 3 — Military Personnel Registration** The special U.S. military personnel rate is available only to those who are currently serving in the Army, Navy, Air Force, Marines, Coast Guard, and activated/drilling members of the National Guard and Reserve. The special rate does not include meals.

**Day Registration Options**

- Sunday** — Includes Professional Development Workshops, General Session and Opening Night Reception. (Does not include pre-Conference seminars.)
- Monday** — Includes Professional Development Workshops, General Session, Networking Luncheon and Products & Exhibit Hall Reception.
- Tuesday** — Includes Professional Development Workshops and General Session.

	SAVER RATE		REGULAR RATE	
	Received on/by Aug. 26	Received after Aug. 26	Received on/by Aug. 26	Received after Aug. 26
	PRSA MEMBER*	NONMEMBER	PRSA MEMBER*	NONMEMBER
<input type="checkbox"/> <b>Package 1</b>	\$1075*	\$1375**	\$1275*	\$1,575**
<input type="checkbox"/> <b>Package 2</b>	\$700	_____	\$850	_____
<input type="checkbox"/> <b>Package 3</b>	\$700	\$700	\$850	\$850
<input type="checkbox"/> <b>Sunday</b>	\$670	\$725	\$770	\$825
<input type="checkbox"/> <b>Monday</b>	\$670	\$725	\$770	\$825
<input type="checkbox"/> <b>Tuesday</b>	\$670	\$725	\$770	\$825

\*Global Alliance, CPRS and NBPRS members qualify for the PRSA member rate.

\*\*For attendees who meet eligibility criteria, this rate includes full-paid National membership for one year. PRSA will send an application once you have registered.

Fee \$ \_\_\_\_\_

Continue to check [www.prsa.org](http://www.prsa.org) for the latest Conference information.



PRSA 2011 International Conference. Please re-enter the information below for tracking purposes. Thank you.

Mr./Ms. (Last Name) \_\_\_\_\_ (First) \_\_\_\_\_ (Middle Initial) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**B SATURDAY AND SUNDAY PRE-CONFERENCE EVENTS:** Indicate your choices and circle the corresponding fee. (Enter subtotal amount in section D.)

It is recommended that you purchase your tickets in advance with this form. Due to capacity restraints, attendance restrictions can apply. Seating is limited and tickets may be sold out prior to the event. See page 24 of registration form for policies regarding these events.

**Multi-Day Seminar — Wednesday – Saturday (Circle either APR or APR+M)**

- \_\_\_ 1 APR Boot Camp Day One: Readiness Review Preparation (APR or APR+M) \$80
- \_\_\_ 2 APR Boot Camp Days Two and Three: Computer-Based Examination Preparation (APR or APR+M) \$270
- \_\_\_ 3 APR Boot Camp Three Full Days (APR or APR+M) \$350

**Roundtables — Saturday (4–6 p.m.)**

- \_\_\_ 4 Educators Academy Research Roundtables and Poster Session \$0 (no fee)

**Full-Day Seminar — Saturday (8:30 a.m.–4:30 p.m.)**

- \_\_\_ 5 Social Media Boot Camp \$465

**Half-Day Seminars — Sunday (8 a.m. –12 p.m.)**

- \_\_\_ 6 Setting Up a Joint Information Center Before the Crisis Strikes!
  - PAG Section member \$160
  - PRSA member \$265
  - Nonmember \$360
- \_\_\_ 7 Accreditation Power Play: The How-To of Accreditation \$100
- \_\_\_ 8 PR Boot Camp \$300
- \_\_\_ 9 Writing for Social Media \$300
- \_\_\_ 10 Communications Measurement on a Shoestring Budget \$300
- \_\_\_ 11 The Strategic Adviser in Action During Crisis \$300
- \_\_\_ 12 B2B Social Media Marketing \$300
- \_\_\_ 13 Assessing Communication Effectiveness: So How Well Are You Doing? \$300
- \_\_\_ 14 Strategic Integrated Communications \$300

Fee \$ \_\_\_\_\_

**C OPTIONAL TICKETS:** List number of tickets needed and circle corresponding fee per ticket.

Number of Tickets	FEE	AMOUNT Number of Tickets x Fee
___ College of Fellows Induction Dinner (by invitation only), Saturday, Oct. 15	\$135	_____
___ Educators Academy Presentation and Reception (No Fee), Saturday, Oct. 15	\$0	_____
___ Opening Night Reception, Sunday, Oct. 16	\$95	_____
___ Networking Luncheon, Monday, Oct. 17	\$95	_____

Subtotal C \$ \_\_\_\_\_

Enter subtotal amount in section D.

**D PAYMENT INFORMATION**

Registrations received without payment will not be processed.

CHECK Payable in U.S. funds to: PRSA 2011 International Conference

CREDIT CARD:  Visa  American Express  MasterCard

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

I agree to pay the total amount indicated according to card issuer's agreement.

Global Alliance/CPRS/NBPRS members qualify for the PRSA member rate.

**OFFICE USE ONLY**

Date Received: \_\_\_\_\_

Check #: \_\_\_\_\_

Amt. of Check: \_\_\_\_\_

Sheet Total: \_\_\_\_\_

Date Entered: \_\_\_\_\_

Entered by: \_\_\_\_\_

SPECIAL NEEDS: If you have special needs that may affect your participation in this Conference, please check here and attach a written description of your needs. PRSA will contact you to discuss accommodating your needs or dietary requirements.

**IMPORTANT: SEE CANCELLATION/REFUND POLICY ON PAGE 24.**

<b>A-REGISTRATION FEES</b>	\$	_____
<b>B-PRE-CONFERENCE EVENTS</b>	\$	_____
<b>C-OPTIONAL TICKETS</b>	\$	_____
<b>TOTAL</b>	\$	_____

# How to Register

## PRSA 2011 International Conference

Enclosed on pages 22–24 in the Conference brochure is the complete Registration Form.

To register for full package registration or day registration, please complete this form and mail it to the address below, fax it to the number indicated or go online at [www.prsa.org/ic](http://www.prsa.org/ic).

Conference speakers, sessions and events are subject to change without notice.

## Three Ways to Register:

### Online: [www.prsa.org/ic](http://www.prsa.org/ic)

Complete the registration form and submit; must include credit card information.

### Fax:

Complete the registration form and fax; must include credit card information.

U.S.: (212) 460-5460

International: +1 (212) 460-5460

### Mail:

Complete the registration form and mail; must include credit card information or a check made payable to PRSA, in U.S. funds only.

Mail complete registration form, along with full payment, to:

PRSA Conference Registration  
411 Lafayette Street, Suite 201  
New York, NY 10003  
Attn: PRSA 2011 International  
Conference Registration

### Questions:

U.S.: (212) 460-9700 or (800) 350-0111

International: +1 (212) 460-9700

### Group Discount

Save 10% per person when simultaneously registering three or more from your organization.

Take advantage of this group discount by faxing or mailing the group registration form, which you can find online at [www.prsa.org/ic](http://www.prsa.org/ic).

### Become a Part of the PRSA Community With Your Conference Registration

*Have you considered joining the distinguished and vibrant community of PRSA members?* PRSA offers you a free one-year membership\* when you purchase the 2011 International Conference Package 1 at the nonmember rate.

*\*This offer applies to Package 1 Conference registrants only and is valid only for National PRSA membership. Chapter and Professional Interest Sections are additional.*



## PRSA 2011 International Conference Registration Form

October 15–18, 2011 • Orlando, FL

### 2011 INTERNATIONAL CONFERENCE REGISTRATION POLICIES

#### 2011 INTERNATIONAL CONFERENCE FEES

With this form, you may register for: Pre-Conference Events, the entire Conference, Optional Tickets or any combination of the three categories. You may also register for Sunday, Monday and/or Tuesday individually.

**Registration forms must include either a credit card number along with authorization signature or a check payable to PRSA 2011 International Conference in U.S. funds. All registration forms must be complete in order to be processed. REGISTRATIONS RECEIVED WITHOUT PAYMENT WILL NOT BE PROCESSED. It is recommended that you purchase your tickets in advance with this form. Due to capacity restraints, attendance restrictions may apply. Seating is limited and tickets may be sold out prior to the event. Speakers, sessions and Conference events are subject to change without notice.**

#### PACKAGE 1 — Registration

Includes: General Sessions, Professional Development Workshops, Products & Exhibit Hall Reception, two meal functions (Opening Night Reception and Monday Networking Luncheon) and Refreshment Breaks.

#### PACKAGE 2 — Educators Registration

Available only to full-time educators who are members of the PRSA Educators Academy. Includes: All General Sessions and Professional Development Workshops. (Opening Night Reception and Monday Networking Luncheon are not included.)

#### PACKAGE 3 — Military Personnel Registration

Available only to U.S. military personnel who are currently serving in the Army, Navy, Air Force, Marines, Coast Guard, and activated/drilling members of the National Guard and Reserve. Includes: All General Sessions and Professional Development Workshops. (Opening Night Reception and Monday Networking Luncheon are not included.)

**DAY REGISTRATION** — Sunday, Monday and Tuesday day registration includes General Sessions, Professional Development Workshops and Refreshment Breaks on that day and may be purchased with this form or on-site. Sunday registration includes the Opening Night Reception. Monday registration includes Monday Networking Luncheon and the Products & Exhibit Hall Reception.

### These events are optional and are not included in the package registration fees.

**Pre-Conference Seminars** Pre-Conference seminars are optional and are not included in the package registration fees. Tickets may be purchased on this form (see page 23, Section B). Note: Saturday pre-Conference seminars and the Assembly take place at the same time.

**Opening Night Reception and Monday Networking Luncheon Tickets** Additional optional tickets may be purchased on this form (see page 23, Section C).

**CANCELLATION/REFUND POLICY:** Refund of PRSA 2011 International Conference registration fee, less an administrative fee of \$250, will be made if written notice of cancellation is postmarked no later than Sept. 10, 2011. Registrants whose cancellation requests are postmarked after Sept. 10, 2011, will NOT be entitled to a refund. Cancellation of registration for this event must be made in writing and mailed to PRSA 2011 International Conference, 411 Lafayette Street, Suite 201, New York, NY 10003, Attn: PRSA 2011 International Conference Registration, or by fax at (212) 460-5460. Substitute attendees will be permitted (with appropriate documentation) until Sept. 10, 2011.

#### PHOTOGRAPHY NOTICE

Please be aware that by participating in PRSA's public forum, "The PRSA 2011 International Conference," you are automatically authorizing the Public Relations Society of America (hereinafter "PRSA") and its employees, agents and assigns to use your name, photograph, voice, or other likeness for purposes related to the mission of PRSA, including but not limited to publicity, marketing, websites, other electronic forms or media, and promotion of PRSA and its various programs.

Dues, fees and contributions to PRSA 2011 International Conference are deductible as ordinary business expenses and are not deductible as charitable contributions for federal income tax purposes. A contribution to the PRSA Foundation is deductible as a charitable contribution.

## Network With Experts From These Leading Organizations

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BAE Systems, Inc.	Hispanicize	Radian6
Barefoot Marketing Group	Hollister, Trubow & Associates	Radio Disney
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Braud Communications	Hunter Public RelationsPR Newswire	Ruder Finn, Inc.
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BurrellesLuce	Integrated Leadership Systems	San Diego State University
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Business Wire	Jackson Jackson & Wagner	Shonali Burke Consulting
C2 Communications, LLC	Karen Friedman Enterprises	Siegel+Gale
Cade Museum of Innovation and Invention	KDPaine & Partners, LLC	Simon Wong Engineering
California State University, Fullerton	Ketchum Inc.	Sinickas Communications
Catalyst Public Relations	KRC Research	Snapp Conner PR
Charles Schwab & Co., Inc.	Kreative Strategies, Inc.	Social Studio
CNN	Lenovo	Sodexo, Inc.
Coca Cola Company	Lewton, Seekins & Trester	Southeast Missouri State University
College of New York	Lockheed Martin	St. Joseph's Hospital Health Center Foundation
Communications Consultants	Loyola University Chicago	Syracuse University
Consensus Communications, Inc.	The Lukaszewski Group	The Barber Group
Convince & Convert	Mango Creative Juice	The Grossman Group
Creative Energy Options, Inc.	Maryland's Department of Tourism	The Lou Williams Companies
CRT/tanaka	McMahon Marketing LLC	The Mechanism
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DePaul University	MGH	U.S. Navy
Deveney Communication	MichaelSMARTPR	University of Alabama
Disney Destinations	Millersville University	University of Central Florida
Disney Entrepreneur Center	Mississippi State University	University of Findlay
Dow Jones & Co.	Mitchell Communications Group	University of Florida
Eastern Illinois University	Motiv8 Communications	University of Miami
Edelman Change and Employee Engagement	MSLGROUP	University of North Carolina Charlotte
Fairfax County Office for Children	NATO ISAF – Afghanistan	University of Oklahoma
Fairfax County Police Department	NBC Universal	University of Waikato, New Zealand
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