



Conference Schedule
 (Speakers/Topics Subject to Change)

Sunday April 7

4:30 pm	5:30 pm	Board Meeting
6:00 pm	8:00 pm	Early Arrivals Social

Monday April 8

8:00 am	10:00 am	Registration	
10:00 am	10:15 am	Welcome & Introductions	Rebecca Minder & Melanie Golson
10:15 am	11:15 am	Keynote Address – <i>Becoming a Super HERO Spokesperson</i>	Dr. Joe Trahan, APR, PRSA Fellow
11:15 am	11:30 am	Break	
11:30 am	11:45 am	State of PRCA Address	Melanie Golson
11:45 am	Noon	The NEW PRCA – (Logo Rollout)	Susan Rak-Blanchard
Noon	1:00 pm	Industry Roundtable Luncheon	
1:00 pm	1:15 pm	Break	
1:15 pm	2:15 pm	<u>Break Out Sessions</u>	
		Student & Faculty Session	Linda Darnell, APR
		Preparing for the Pre-APR Certificate Exam	
		Media Relations	Dr. Joe Trahan, APR, PRSA Fellow
		Creating Champion Branding Campaigns	Linda Bonnin

2:15 pm	2:30 pm	Break	
2:30 pm	3:30 pm	<u>Break Out Sessions</u>	
		Career Planning – Insights from Professionals (Panel Discussion)	Student Session
		Is It Time to Update Your Brand? Tips and Tools for Updating your Logo and Establishing Brand Standards	Jennifer Jenkins, APR
		Content Management	Speaker TBA
3:30 pm	3:45 pm	Break	
3:45 pm	4:45 pm	<u>Break Out Sessions</u>	
		Resume's, Portfolios and Your Job Search – Tips, Tricks & No, No's	Student Session Rebecca Minder/ Nancy Randall
		Content Marketing Strategies & Best Practices	Speaker(s) TBA
		Improving Your Electronic Communications	Mandi Stanley
6:00 pm	9:00 pm	Cocktails, Dinner & Medallion Awards	

Tuesday April 9

8:00 am	9:30 am	Welcome & Introductions	Rebecca Minder/Melanie Golson
9:30 am	10:45 am	Improving Your Presentation Skills	Mandi Stanley
10:45 am	11:00 am	Break	
11:00 am	12:45 pm	Lunch & Keynote Address	Verna Gates
12:45 pm	1:00 pm	Break	
1:00 pm	2:00 pm	Generational Communications	Kristen Scroggins
2:00 pm	2:30 pm	Closing Remarks, Evaluations, Door Prizes & Adjourn until 2020	