Meeting Today’s PR Challenges

What We’ll Cover

• Community Engagement and Storytelling
• Performing a Marketing Communications Audit
• Staying Relevant as PR Educators
• Social Media Management
• Building a Brand

Researchers predict that social media as a communication channel will continue to grow and evolve, and new skills and new competencies will be required to navigate this rapidly changing medium. Attendees will most likely gain more value from the event if they know the communications profession or related work.

A One-Day Conference/Workshop for PR/Communications Professionals

Student Admission

Students from any of the region’s colleges and universities who are studying public relations, communications, or a related field may attend “Meeting Today’s PR Challenges” free of charge but must in advance and present a student ID at the event.

Cost and Registration Info

Full Course (student) — FREE*

Half Day (non-member) — $30

Luncheon and Talk (non-member) — $25

Luncheon and Talk (PRSA member) — $15

*Must present a student ID at the event.

Registration Form

Name: __________________________
Title: __________________________
Company: ______________________
Street: __________________________
City: ____________________________
State: ______ Zip: __________
Phone: __________________________
Fax: ____________________________
E-mail: __________________________
Method of Payment: Check
Invoice Enclosed: ______

Cost for non-members:

Half Course (non-member) — $20

Luncheon and Talk (non-member) — $25

Registration is also available at prsanwpa.org or calling 814-898-7161. You may also register by faxing the form to 814-898-7161. Please RSVP by Friday, April 14. Make checks payable to: PRSA NWPA P.O. Box 1413 Erie, PA 16512

**Cancellations will be accepted one week prior to event. Otherwise, your registration will be expected to be paid in full.**

How would you like to be connected to the best Public Relations and Communications minds around?

Friday, April 21, 2017
9:00 a.m. to 3:30 p.m.
Advanced Manufacturing and Innovation Center
5330 Technology Drive
Erie, PA 16510

**Full Course (PRSA member) — $44**

**Full Course (non-member) — $84**

**Full Course, (student) — FREE**

**Half Day (PRSA member) — $20**

**Half Day (non-member) — $30**

**Luncheon and Talk (PRSA member) — $15**

**Luncheon and Talk (non-member) — $25**

**Method of Payment:**

Check

Invoice Enclosed: ______

PRSA NWPA
P.O. Box 1413
Erie, PA 16512

Phone: 814-898-6522
FAX: 814-898-7162
E-mail: sco10@psu.edu
8:30 to 9:00 a.m. — Breakfast and Registration

9:00 to 9:45 a.m. — Community Engagement and Storytelling to Create the McLane Advantage: Adapting for School Choice
Just a few years ago, General McLane School District did not even have public relations on its radar. Today, it’s a fundamental part of everything the District does. What changed? And why?

9:45 to 10:00 a.m. — Open Discussion: What are the Biggest Challenges in your Field?

10:00 to 10:45 a.m. — PANEL: Adjusting and Staying Relevant as PR Educators
Public relations and marketing communications are fields that change and evolve, quite literally, each and every day. For the sake of the students, it’s imperative that PR educators stay up to date on the latest trends in the field. Three local professors will discuss how they do just that.

10:45 to 11:00 a.m. — Open Discussion: What is the Most Creative Campaign You’ve Done?

11:00 to 11:45 a.m. — PANEL: Churches, Communications, and Creativity
Strong communications are key for church and religious groups, especially when it comes to interacting with members. Three of Erie’s best religious communicators discuss how they go about making communications a top priority.

11:45 a.m. to 12:00 p.m. — Open Discussion: How to Spur Creativity at your Organization?

12:00 to 1:20 p.m. — Social at State: Best Practices Straight Outta Happy Valley
400,000, 164,000, 92,000. Those numbers mean anything to you? They represent Penn State’s Facebook, Twitter, and Instagram followers, and to Bill Zimmerman, those numbers are everything. Join Zimmerman as he discusses the strategies and best practices he and his staff use to ensure Penn State stays on top of the conversation.

1:00 to 1:30 p.m. — Lunch and Networking

1:30 to 2:15 p.m. — Conducting a Marketing Communications Audit
Everyone always wants to believe they’re doing a great job with marketing communications, but wouldn’t it be nice to know for sure? Join longtime PR and communications pro Ed Stevens as he walks through the steps of conducting a marketing communications audit for your organization or business.

2:15 to 2:30 p.m. — Open Discussion: How do you Get Others in your Organization to Embrace your Idea or Vision?

2:30 to 3:15 p.m. — Building an Empire: The Rise of Erie’s Iron Empire Clothing
Iron Empire Clothing isn’t just a brand, it’s a way of life. It’s thinking like that that has helped Iron Empire become one of Erie’s fastest-growing businesses. Join co-owners RJ and Jamie Messenger as they discuss the branding and marketing techniques they have utilized to help Iron Empire grow from just an idea into, well, an empire.

3:15 p.m. to ??? — ICE CREAM SOCIAL :-)