

Meeting Today's PR CHALLENGES

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

What We'll Cover

Meeting Today's PR Challenges is a professional development program co-sponsored by the Northwestern Pennsylvania Chapter of the Public Relations Society of America, Penn State Behrend, and Edinboro University. It has been designed with both experienced and new professionals in mind.

Sessions include:

- Perception Shift
- Low Budget, Big Reach: Small Business Advertising in the Digital Age
- From Surgery to Snow Babies: Media Relations at UPMC Hamot
- The Rise of Red Letter
- Finding a Brew (Brand) that Fits You
- Serious to Hilarious

Student Admission and Speed Networking

Students from any of the region's colleges and universities — Allegheny College, Edinboro University, Gannon University, Mercyhurst University, and Penn State Behrend — who are studying public relations, communications, or a related field may attend "Meeting Today's PR Challenges" free of charge but **must register in advance and present a student ID at the event**. All students will also be able to participate in a special afternoon speed networking session with area PR professionals.

Cost and Registration Info

To register, complete the form in this brochure and mail it with payment or credit card info to the Northwestern Pennsylvania Chapter of PRSA. You may also register by faxing the form to **814-898-6461** or calling **814-898-6522**. Online registration is also available at **prsanwpa.org**.

Participants may register for the full day or for a half day and attend only the sessions that interest them most. The half-day option covers attendees for up to three sessions throughout the day. PRSA members and non-members also have the option to attend only the luncheon and talk.

***Full Course:** \$44 for PRSA members
\$84 for non-members

Half Course: \$20 for PRSA members
\$30 for non-members

Luncheon and Talk: \$15 for PRSA members
\$25 for non-members

All attendees should park in the Erie Hall lot.

* Full-course registration includes breakfast, lunch, and a bowl of Penn State's world-famous Berkey Creamery Ice Cream during the afternoon speed networking session.

ABOUT NWPA PRSA



2019 Board of Directors

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The PRSA Northwestern Pennsylvania Chapter is the professional organization that brings together public relations, communications and marketing practitioners throughout Erie, PA. Our Chapter includes professionals from the Erie, PA area and is an active organization helping members address local issues and trends with local and national resources.

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. U. Ed. EBO EBO 19-219

Registration Form

Name _____
 Title _____
 Company _____
 Street _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 I am a: PRSA Member Non-member

Please register me for:

- 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: \$ _____

*** Must present a student ID at the event.**

Please RSVP by **Friday, April 19**. Make checks payable to:

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

Cancellation Notice: Cancellations will be accepted one week prior to event. Otherwise, your reservation will be expected to be paid in full.

Phone: 814-898-6522
FAX: 814-898-6461
E-mail: sco10@psu.edu



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

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

Wed., April 24, 2019
 9:00 a.m. to 4:30 p.m.

Penn State Behrend
 Reed Union Building
 4701 College Drive
 Erie, PA



CREATE

CONFERENCE LINEUP AND SPEAKER INFORMATION

8:30 to 9:00 a.m. — Breakfast and Registration

9:00 to 9:45 a.m. — Low Budget, Big Reach: Small Business Advertising in the Digital Age

No formal business training or marketing experience? No large advertising budget? No problem! Kelly Karns, owner of Erie Food Tours, will share how her business grew from a teacher's side hustle to five-star rated business and top-ten local attraction through the use of social media and digital advertising.



Kelly Karns
Owner
Erie Food Tours

11:00 to 11:45 a.m. — The Rise of Red Letter

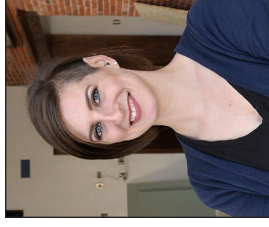
At Red Letter Hospitality, one of the goals is to "be innovative and a cutting edge hospitality leader." But that does not happen overnight. Join RLH Marketing Manager Anne Lewis as she shares how Red Letter has built its brand to become a regional leader in hospitality.



Anne Lewis
Marketing Manager
Red Letter Hospitality

1:30 to 2:15 p.m. — Finding a Brew (Brand) that Fits You

Maybe you've noticed: coffee is **BIG** in Erie right now. Several new shops have opened in the last couple years, and two of the most successful ones are Ember + Forge and the Topsy Bean. Join the owners of each establishment as they detail how they've built the brand behind their coffee shops.



Hannah Kirby
Owner
Ember+Forge



Gisele Littrell
Owner
Topsy Bean

10:00 to 10:45 a.m. — From Surgeries to Snow Babies: The Birth of a Great Pitch

Sometimes you have to dig for the best stories in your organization. Karen Beardsley knows this as well as anyone. Join the 2016 NWPA PRSA Public Relations Person of the Year as she shares how she finds stories and crafts media pitches while also detailing UPMC Hamot's now-famous "Snow Babies" story.



Karen Beardsley
Public Relations
Manager
UPMC

***UPMC Hamot's "Snow Babies" media relation submissions earned a Gold Award at the 2018 Niagara Awards.**

KEYNOTE LUNCH TALK Perception Shift: Changing a National Conversation

12:00 to 1:20 p.m. — Controlling the narrative surrounding a company is imperative for any marketing communications professional. What do you do when the public perception has been tainted? As a seasoned marketing communication leader, Cephas has inherited this situation... twice. He'll take the audience through the branding campaigns and media strategies that shifted the national conversation for two very different associations.



Joseph Cephas
Vice President, Communications
& Brand Experience
American Society of Interior
Designers | ASID

2:30 to 3:15 p.m. — Serious to Hilarious: It's Not as Easy as You Think

It's easy to be serious but having a funny, lighthearted media presence is a learned skill. It can be difficult to manage your own expectations on the response to your posts. Caleb Dixon will show you how he responds to upset residents, politicians, and even other agencies, all while maintaining a positive attitude.



Caleb Dixon
Emergency Mngmt. Coord.
Millcreek Township Office
of Emergency Management

3:15 to 4:10 p.m. — Speed Networking Session and Berkey Creamery Ice Cream!

Student attendees visit with local PR and Mar-Comm professionals. Every five minutes, they will visit a new table and meet with a new professional.

SAVE ON YOUR PRSA MEMBERSHIP. HERE'S HOW:

Reinstating Membership: A former PRSA member who has let his or her membership lapse for more than one year may join at a discounted rate. The cost is \$255 annual dues plus a one-time \$35 reinstatement fee.

Group Membership: Are you part of an organization with five or more individuals interested in joining PRSA? Group membership offers special benefits and discounted rates on first-year dues. Contact groupmembership@prsa.org.

Installment payments: You can pay for your membership in installments. For more information, visit <https://www.prsa.org/JoinUs>.

Membership Rates

DESCRIPTION	FEES	ANNUAL COST
AMPG: Former PRSSA member, recent college graduate.	\$60 annual dues	\$60
AMGS: Full-time student working toward a PR graduate degree.	\$60 annual dues	\$60
AM1: Professional working in PR-related field for less than a year.	\$115 annual dues	\$115
AM2: Professional working in PR-related field for one to two years	\$155 annual dues	\$155
AM3: Professional working in PR-related field for two to three years.	\$200 annual dues	\$200
M: Professional working in PR-related field for three or more years.	\$255 annual dues + initiation fee	\$320