



THE GOLDEN STATE of PR

PRSSA

**2019
International
Conference**

SAN DIEGO

**Marriott Marquis
San Diego Marina**

► On-site Conference Program



Welcome to San Diego

San Diego, one of California's most beloved coastal cities, is known for its vibrancy, ingenuity and overall good vibes. The city is home to five Navy bases, one of them being the largest in the Navy and containing the largest fleet in the world. San Diego's beach city charm and patriotic influence create a beautiful city that is rich in culture.

This naval town is home to hotspots like Old Town, Liberty Station, Balboa Park and the Gaslamp Quarter. Visit Old Town and journey to the birthplace of California. Explore Balboa Park's 150 years of art and culture with one of the fifteen museums in the area. Enjoy the great food, drinks and environment that Liberty Station and the Gaslamp Quarter have to offer.

San Diego's various beaches allow for locals and visitors alike to grab a bite, take a stroll or surf the waves of the beautiful California coast. Whether it's the beauty of La Jolla, the history of Coronado or the various outdoor treks, San Diego has a little something for everyone.

No matter what you experience in San Diego, throughout the city there is an air of pride from its citizens who enjoy supporting local businesses, whether it's a small coffee shop like Cafe Moto or a world-renowned brewery like Stone IPA. Not to mention the fresh produce the vendors of Little Italy have to offer at their Farmer's Market.

San Diego also prides itself on its inclusion and environmental efforts. Through citywide events like San Diego Pride, San Diego embraces creating a better future for its residents. So grab a BIRD scooter or a ticket for the metro and explore San Diego and everything this flourishing city has to offer.

Letter From the National President

Welcome to San Diego!



These next few days of networking, connecting and learning are going to go by in a whirlwind. I hope that as you meet professionals and peers, you take the time to savor the moments and explore this beautiful city.

Here at Conference you are going to be surrounded by students who are just as driven, passionate and educated as yourself. There is no experience quite like it. This is also a wonderful opportunity to fully experience all that PRSSA has to offer. There are so many resources available to you as a PRSSA member including events such as this one. Remember, I and my fellow National Committee members are here to serve you so take a moment to say hello when you see us.

No matter what your reason is for coming, I can guarantee you will leave San Diego with a new perspective. There are very few ways to fast-track your career more than the PRSSA International Conference. Grab every business card, shake every hand and make meaningful connections.

Enjoy the Conference!

Nick Goebel

PRSSA 2019–2020 National President

Letter From the Conference Committee

Welcome to San Diego!



We hope you had a great journey to beautiful and sunny San Diego. This past year, we have been working tirelessly to create an unforgettable Conference experience. We chose the theme “The Golden State of PR” because we feel it embodies a public relations Conference in California. Often referred to as “The Golden State,” California is known for its sandy beaches and beautiful sunsets. Our theme and logo highlight the natural beauty surrounding the state, and hopefully you will get to enjoy the scenery, nice weather and great programming during your stay.

The International Conference will showcase a wide variety of panels and speakers, giving you the best insight into the industry. We hope you soak up as much information these next few days to grow your PRSSA Chapters and your personal brands. Take this opportunity to connect with students and professionals from all over the world and develop your network. We also encourage you to explore the city during your free time and take in the full Conference experience. Don’t forget to share your awesome time with us by using #PRSSAIC on Instagram, Facebook, and Twitter.

Kayla Fernandez, Conference Director

Kristen Anne Cuaresma, Programs Director

Isabella Garcia, Communications Director

Conference Information

Hotel Information

The Conference will be held at the Marriott Marquis San Diego Marina. Please remember that even though all of the Conference events will be held at the Marriott Marquis San Diego Marina, the PRSSA hotel room block will be at the Manchester Grand Hyatt San Diego.

The two hotels are only 0.2 miles away from each other. You have many options when it comes to getting back and forth to the hotels. The hotel is a short walk away, but if desired, you also may rent an electric scooter. Please make sure to be safe while riding them.

Conference Hotel

Marriott Marquis San Diego Marina

333 West Harbor Drive
San Diego, CA 92101
(619) 234-1500

PRSSA Room Block Hotel

Manchester Grand Hyatt San Diego
1 Market Place
San Diego, CA 92101
(619) 232-1234

General Information

Wardrobe

Attendees should dress in business attire for all Conference sessions (which includes modest blouses, suits, slacks, ties and dresses — jeans and shorts are not acceptable). The Opening Night Celebration on Friday is casual, while the Awards Dinner on Monday evening is business formal.

Etiquette

International Conference is a professional event. Attendees are expected to represent themselves, their schools and the Society in a professional manner. This includes dressing appropriately for events and limiting alcohol consumption as necessary.

Chapter Roll Call

Represent your school's Chapter at the Saturday morning Chapter Roll Call. As the PRSSA National President announces your Chapter, have a cheer, chant or song prepared that lets everyone know you are present. Be creative and have fun with it! Please remember to dress in business attire, as the event is held in conjunction with the keynote address.

Hospitality Desk

Meet Conference volunteers to help you navigate the hotel and Conference events as well as where to go and what to see in San Diego. Volunteers will be prepared to advise you on restaurants, nightlife and local attractions throughout the city.

Safety

- Store photocopies of important documents including passport, credit cards and tickets in the hotel safe.
- Carry only the cash you need in small denominations, and never discuss in public your plans or the amount of money you are carrying.
- Never leave money, checks, credit cards, jewelry, other valuables, extra room keys or car keys in the room. Take valuables with you or leave them in the hotel safe.
- Stay alert to what's going on around you. Be mindful of your valuables (purse, wallets, phones, etc.).
- Establish a "buddy" system with another Conference attendee. Share schedules and check on each other periodically.

Photography Notice

Please be aware that by participating in the PRSSA public forum, the PRSSA 2019 International Conference, you are automatically authorizing the Public Relations Society of America (hereafter PRSA) and the Public Relations Student Society of America (hereafter PRSSA) and its employees, agents and assigns to use your name, photograph, voice and other likeness for purposes related to the mission of PRSA and PRSSA including but not limited to publicity marketing, website, other electronic forms or media, and promotion of PRSA, PRSSA and their various programs.

Conference Schedule at a Glance

Friday, October 18

- 9 a.m.–2 p.m. Career Tours (Preregistration Required)
- 9 a.m.–7 p.m. Registration and Hospitality
- 2–2:45 p.m. Student-run Firm Workshop
- 3–4 p.m. Friday Keynote Session: Will Collie
- 4:30–5:30 p.m. Chapter Development Sessions
- 5:45–6:45 p.m. Chapter Presidents' Leadership Workshop
- 5:45–7 p.m. PRSSA Adviser Session at the Manchester Grand Hyatt San Diego
- 7–8:30 p.m. "California Bonfire" Opening Night Celebration

Saturday, October 19

- 8 a.m.–4 p.m. Registration and Hospitality
- 8–9 a.m. Continental Breakfast
- 9–11:30 a.m. Welcome
- Awards
- Chapter Roll Call
- Keynote Address: Kaye Sweetser, Ph.D., APR+M, Fellow PRSA
- Leadership Recognition Lunch
- Noon–1:15 p.m. Coffee Break
- 12:45–1:30 p.m. Professional Development Sessions
- 1:30–2:30 p.m. Professional Development Sessions
- 2:45–3:45 p.m. Professional Development Sessions
- 4–5 p.m. Professional Development Sessions

Sunday, October 20

- 7:45–9 a.m. Breakfast with Champions for PRSSA
- 7:45 a.m.–4 p.m. Registration
- 9 a.m.–1 p.m. Hospitality
- 9:20–10:40 a.m. PRSA General Session: Bob Woodward
- 11:15 a.m.–12:15 p.m. Professional Development Sessions
- 12:30–1:15 p.m. Officer Discussions
- 1:15–2 p.m. Lunch on Your Own
- 2–3:50 p.m. PRSA General Session: Laura Ling and Military Panel
- 4:20–5 p.m. PRSA General Session: "Facing the Unimaginable"

Monday, October 21

- 7:30 a.m.–Noon Registration
- 8–10 a.m. PRSA General Session: Vicente Fox and Marta Sahagún de Fox and Multi-National Agency Panel
- 10–11:30 a.m. Career Development Exhibition (Schools A–L)
- 11:30 a.m.–12:30 p.m. Exhibitor Break
- 11:30 a.m.–12:30 p.m. Special Session: David Glanzer
- 12:30–2 p.m. Career Development Exhibition (Schools M–Z)
- 4:30–6:30 p.m. "The Credits" Awards Ceremony and Dinner
- 6:30–8 p.m. "Transforming the Landscape" PRSA Diversity & Inclusion Celebration

Tuesday, October 22

- 9–9:50 a.m. PRSA General Session: Richard Dreyfuss
- 11–11:45 a.m. PRSA General Session: Debra Erickson and Rick Schwartz

International Conference Program

Friday | October 18

9 a.m.–2 p.m.

▶ **Marriott Grand Ballroom 4, Lobby Level** **Career Tours (Preregistration Required)**

Special instructions were emailed to preregistered students. If you have any questions, please visit the hospitality desk. Participating organizations include ...

- **Bam Communications**
- **J. Walcher Communications**
- **J Public Relations**
- **Olive Creative Strategies**
- **San Diego Convention Center**
- **San Diego Padres**

9 a.m.–7 p.m.

▶ **West Lobby Lounge, Lobby Level** **Registration and Hospitality**

2–2:45 p.m.

▶ **Marriott Grand Ballroom 1-2, Lobby Level** **Student-run Firm Workshop**

Attend this session to explore all things related to running a Student-run Firm. Learn how to start a firm, grow an established firm and about applying for National Affiliation. During this workshop, you will have the opportunity to hear from professionals and to network with other firm directors.

3–4 p.m.

▶ **San Diego Ballroom A-C, Lobby Level** **Friday Keynote Session**

Integrated communications is a word we hear often, but is still quite a foreign concept to most without a familiarity with public relations. Listen as Will Collie explains how he uses integrated communications at Edelman and takes us through his career path.

Will Collie, General Manager Southern California, Edelman

Sponsored by



4:30–5:30 p.m.

Chapter Development Sessions

► San Diego Ballroom A, Lobby Level

Waynesburg University, Building Golden Relationships with **DePaul University**, Networking Is So Fetch!

► San Diego Ballroom B–C, Lobby Level

Stockton University, Taking the Lead in Professional Development: Successful Networking in the Local Community with **LATAM (Universidad de San Martín de Porres/Universidad Argentina de la Empresa)**, How To Stay Connected Internationally

5:45–6:45 p.m.

► San Diego Ballroom A, Lobby Level

Chapter Presidents' Leadership Workshop

During this workshop, focus on how you can be the best leader you can be for your Chapter, how to grow as a leader and how to find ways to delegate in a positive way.

Cheryl I. Procter-Rogers, APR, PCC, Fellow PRSA, MBA, M.A., Senior Consultant and Executive Coach, A Step Ahead Consulting and Coaching

5:45–7 p.m.

► Manchester Grand Hyatt San Diego, Mission Beach ABC

PRSSA Adviser Session at the Manchester Grand Hyatt San Diego

Please join us at this session, open to all Faculty and Professional Advisers, as we discuss a wide range of topics designed to help you support, grow and nurture your PRSSA Chapter. The session will include advice on building your Chapter, fundraising, partnering with PRSA and understanding how to make the most of membership benefits and services. Breakout sessions will follow where participants will actively engage and share their experiences.

Alisa Agozzino, Ph.D., APR, National Faculty Adviser

Ben Butler, APR, National Professional Adviser

7–8:30 p.m.

► Marina Terrace, Level 3

"California Bonfire" Opening Night Celebration

Join us as we kick off the Conference in true California fashion. Get ready for pumpin' tunes and good vibes all around. Mix and mingle with attendees from around the world as you relax and unwind at your very own seaside bonfire. Remember to bring your business cards to participate in the scavenger hunt.

Saturday | October 19

8 a.m.–4 p.m.

► West Lobby Lounge, Lobby Level

Registration and Hospitality

8–9 a.m.

► Marina Terrace, Level 3

Continental Breakfast

Start your day with a continental breakfast. Arrive early to avoid long lines.

9–11:30 a.m.

► **San Diego Ballroom A-C, Lobby Level**

Welcome, Awards, Chapter Roll Call and Keynote Address

Join Kaye Sweetser, as she shares how we can become the G.O.A.T. of PR. With her years of experience and her research on developments in public relations, she'll share with us how to make the greatest impact and reach our full potential in the industry.

Kaye Sweetser, Ph.D., APR+M, Fellow PRSA, Professor, San Diego State University

Following the Keynote Address, National President Nick Goebel will announce the recipients of several PRSSA awards and initiate the Chapter Roll Call. When you hear your school called, stand up and share a cheer!

Noon–1:15 p.m.

► **Marriott Grand Ballroom Terrace, Lobby Level**

Leadership Recognition Lunch

As a thank you for continuous dedication to PRSSA, Chapter presidents, District Ambassadors and Nationally Affiliated Student-run Firm directors are invited to this special lunch.

Heather Radi-Bermudez, Instructor, Florida International University

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Communication

Master's in Global
Strategic Communications

12:45–1:30 p.m.

► **West Lobby Lounge, Lobby Level**

Coffee Break

Join us and Bumble Bizz for a coffee and conversation.

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1:30–2:30 p.m.

► **San Diego Ballroom A, Lobby Level**

Timeout: A Conversation About Sports

Join our National President Nick Goebel as he chats with Andy McGowan and Marissa Rubenstein. Listen to them discuss the best game plans and plays to score big in the world of sports PR.

Andy McGowan, Clinical Instructor, Marketing, Georgia State University

Marissa Rubenstein, Events Director, PYT Productions & Client Experiential, BYT Media Inc

Moderator: Nick Goebel, PRSSA 2019–2020 National President

► **San Diego Ballroom B, Lobby Level**

**A Galaxy Far, Far Away –
The Opening Behind Star Wars: Galaxy's Edge**

This year, Disney has brought to life the immersive experience of the iconic franchise “Star Wars” with the Star Wars: Galaxy's Edge attraction. Take an insider's look at how Disney prepared for the opening of their largest expansion in their history. From creating an experience that takes their visitors to another planet to adapting a beloved franchise, hear how Suzi Brown managed to create the messaging behind this new attraction.

Suzi Brown, Vice President, Communications, Disneyland Resort

► **San Diego Ballroom C, Lobby Level**

Storytelling and Media Relations: When the News Isn't Good

We all like a good story and like to share good news, but what happens when the news isn't good? Who tells that story and how? Learn to connect truth, transparency and good storytelling with media relations when crises and bad news emerge.

Aileen Izquierdo, Interim Chair, Instructor and Global Strategic Communications Graduate Director, Florida International University

Heather Radi-Bermudez, Instructor, Florida International University

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Communication

**Master's in Global
Strategic Communications**

► **Pacific Ballroom 23-24, Level 1**

The Road to Innovation

Companies are in a constant race to be the most innovative or disruptive, but the ones who succeed have a strong sense of purpose and develop deep empathy for their customers. Hear from technology and media industry veteran Josh Grau as he exposes the frameworks for identifying a brand's corporate “DNA.” Grau also will speak on how to better understand the target customer and develop integrated marketing communications strategies to reach them. Through real-world examples from global brands like Twitter and other Silicon Valley startups, you'll have a better understanding of how to help an organization create a clearer path toward innovation.

Josh Grau, Lecturer and Director of Corporate Outreach, Northwestern University

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Northwestern | **MEDILL**

2:45–3:45 p.m.

► **San Diego Ballroom A, Lobby Level**

Disruption: How the Industry Can Adapt To Succeed

The public relations industry is constantly changing, often disrupting what working professionals know and are comfortable with. Join Kimm Lincoln as she works us through how to adapt to succeed. With over 13 years of experience in the industry, Lincoln has led innovative integrated campaigns using SEO, social, public relations, analytics and much more.

Kimm Lincoln, President, Nebo

Sponsored by



The logo for Nebo, featuring the word "nebo" in a lowercase, bold, teal-colored sans-serif font.

► **San Diego Ballroom B, Lobby Level**

The 9-to-5s of PR: The Difference in Agency and Corporate Life

Agency or corporate? That tends to be a question many public relations students face when entering the field. This head-to-head discussion will allow you to understand both sides and learn about what it takes to be in agency life versus what it takes to be in the corporate world.

Hannah Riffle, Senior Account Executive, VOX Global

John Soriano, Vice President, FleishmanHillard

► **San Diego Ballroom C, Lobby Level**

Mind the Gap: The Future of the Workforce

Despite making up about 40% of the workforce, we still live in a world where women make only \$0.79 cents of every dollar a man makes. In an increasingly women-dominated field, what can we do to mind and close the gap? Join Tina McCorkindale as she discusses women's leadership in public relations and the future of the labor force.

Tina McCorkindale, Ph.D., APR, President and CEO, Institute of Public Relations

► **Pacific Ballroom 23–24, Level 1**

For the People: Navigating Nonprofit PR

For many, nonprofit is a calling. Working behind the scenes of a nonprofit, one must wear many hats and battle tremendous odds. Learn from a champion of nonprofit public relations about the grit it takes to succeed for the people.

Mark Pilon, Executive Director, Susan G. Komen Los Angeles

4–5 p.m.

► **San Diego Ballroom A, Lobby Level**

What's Your Emergency: Staying Cool Under Pressure With Crisis PR

Imagine receiving a call from work at three in the morning alerting you to a crisis your client is about to face. That's the life of a crisis management professional. Join Holly Baird as she explains how to stay cool under pressure when dealing with a crisis.

Holly Baird, Member of the Firm, Sitrick and Company

► **San Diego Ballroom B, Lobby Level**

Celebrity-Focused Public Relations

Some may consider entertainment PR an art. There are red carpets, events and the glitz and glamour of it all, but what makes entertainment PR are the celebrities. Celebrities and influencers are often at the root of a public relations campaign, but it's essential you have a match. Knowing how to make the right matches and what to do after they say "yes" can make or break your campaign. In this session, learn the secrets that are essential to navigating the world of entertainment PR.

Rita Tateel, President, The Celebrity Source

► **San Diego Ballroom C, Lobby Level**

How We Drew 400,000 People to Columbia, S.C., for the Great American Eclipse

Learn how the "Total Eclipse Weekend Columbia, S.C." (TEW) campaign can serve as a model for city regions to take full advantage of the possibilities. The TEW campaign was founded to raise awareness of the greater Columbia, South Carolina, region (aka the Midlands) as a destination, and to create economic impact by motivating local entities to host eclipse-themed events as a regional collaboration effort.

Tracie Broom, Co-Founding Partner, Flock and Rally

Merritt McNeely, Vice President of Marketing, Flock and Rally

► **Pacific Ballroom 23–24, Level 1**

Career Hacks: New Paths to Success as a PR Professional

In the realm of communications, there are still many things that students are not exposed to. Join this group of outstanding professionals as they introduce some new professions that have recently emerged in the field of communications.

Brandon Stigers, Vice President of Strategic Planning and Communication, ESET North America

Matt Parnell, Director of Marketing Communications, Sony Electronics

Jennifer Borba von Stauffenberg, President, Olive Creative Strategies, Inc.

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**The Graduate School
of Political Management**

THE GEORGE WASHINGTON UNIVERSITY

Sunday | October 20

7:45–9 a.m.

► **Marina Terrace, Level 3**

Breakfast with Champions for PRSSA

Join the Champions for PRSSA for a continental breakfast and networking. You might gain a mentor or lifelong friend.

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7:45 a.m.–4 p.m.

► **West Lobby Lounge, Lobby Level**

Registration

9 a.m.–1 p.m.

► **West Lobby Lounge, Lobby Level**

Hospitality

9:20–10:40 a.m.

► **Marriott Grand Ballroom, Lobby Level**

PRSA General Session

Bestselling author, *Washington Post* associate editor, ultimate insider on government inner workings at the highest levels, Bob Woodward, shares stories on key movers and shakers, looking behind the scenes at the halls of power.

Bob Woodward, Author and Associate Editor, *The Washington Post*

11:15 a.m.–12:15 p.m.

► **San Diego Ballroom A, Lobby Level**

Emotional Intelligence: Five Leadership Skills Comms Pros Must Know, with Heathere Evans

In the past, jobs were about muscles, then it was intellect, but now they're about emotional intelligence. Learn five tools emotionally intelligent leaders use to shift the conversation from a downward spiral into an active, empowered leadership opportunity.

Heathere Evans, APR, President, Pivot, Inc.

► **San Diego Ballroom B, Lobby Level**

The Gen Z Era: Learning the Intricacies of Social Media

As the generation who grew up concurrently with the evolution of social media, we are often trusted to know everything related to it. But as we know, social media is growing more intricate every day with metrics, algorithms and the latest memes. In this session, we'll be discussing the art of staying on top of trends in the Gen Z era.

Erika Prime, Social & Digital Marketing, Taco Bell

► **San Diego Ballroom C, Lobby Level**

The Hidden World of PR, with Brandi Boatner

Enter the Hidden World of PR! As new professionals just beginning our careers, it is difficult to know the nuances of the workplace. What is our worth as we enter the workforce? How do we negotiate when discussing salaries? How do we network with our peers? There are many undiscovered tangible skills for entering the field of PR. Join Brandi Boatner as she unveils them all.

Brandi Boatner, Social & Influencer Communications Lead, Global Markets, IBM CHQ Communications

► **Marina Ballroom G, Level 3**

It's Raw. It's Real. It's PR (with a Twist of Internet Marketing)!

It's the future of public relations as we know it! Sinan Kanatsiz, shares what it's like to own an agency and the pains and gains of working in PR. Bringing in his own entrepreneurial spin, and internet marketing creativity. Learn about the raw, real, impact of the future of PR.

Sinan Kanatsiz, Chairman and Founder, Internet Marketing Association (IMA), Founder and CEO, KCOMM

12:30–1:15 p.m.

Officer Discussions

► **San Diego Ballroom A, Lobby Level**

Secretaries and Treasurers

► **San Diego Ballroom B, Lobby Level**

Presidents and Vice Presidents

► **San Diego Ballroom C, Lobby Level**

Publications and Student-run Firms

► **Marina Ballroom G, Level 3**

Public Relations Liaisons, Webmasters, Diversity & Inclusion and Historians

1:15–2 p.m.

Lunch on Your Own

2–3:50 p.m.

► **Marriott Grand Ballroom, Lobby Level**

PRSA General Session

Emmy Award-winning and crusading human rights reporter who was imprisoned in North Korea details her journey uncovering groundbreaking stories across the globe.

Laura Ling, Awards-Winning Journalist and TV and Web Host, Z Living Network

Military Panel

4:20–5 p.m.

► **Marriott Grand Ballroom, Lobby Level**

PRSA General Session

Facing the Unimaginable: Unfathomable Crises That Forever Changed Cities, a Commonwealth and a Country

Tanya Acker, Emmy-Nominated TV Judge and Host of The Tanya Acker Show Podcast

Fiona Cassidy, APR, Chair, Public Relations Institute of New Zealand

Steve Vaus, Mayor, Poway, Calif., Grammy-Winning Singer-Songwriter

Raquel del Carmen Rivera Torres, APR, Directora, Asociación de Relacionistas Profesionales de Puerto Rico

Matt Plotkin, Executive Director, Camp Fire Long Term Recovery Group

Monday | October 21

7:30 a.m.–Noon

► **West Lobby Lounge, Lobby Level**

Registration

8–10 a.m.

► **Marriott Grand Ballroom, Lobby Level**

PRSA General Session

Vicente Fox and his wife, Marta Sahagún de Fox, will discuss their leadership journeys, the critical role of communications and their philanthropic endeavors to advance civic engagement, leadership and equity among youth and the underserved.

Vicente Fox, Former President of Mexico

Marta Sahagún de Fox, Former First Lady of Mexico

Multi-National Agency Panel

Featuring leading communication executives who tackle what's new, next and best in public relations.

Jennifer Gottlieb, President, W2O Group

Jim Joseph, Global President, BCW (Burson Cohn & Wolfe)

Heather Kernahan, President, North America and Australia – Hotwire

Barby Siegel, CEO, Zeno Group

10–11:30 a.m.

► San Diego Ballroom A, Lobby Level

Career Development Exhibition (Schools A–L)

Looking for more information on your dream job, an internship or graduate school? Learn from corporations, agencies and educational institutions from around the nation about potential opportunities for your future. Chat, share your resume and make your dreams become a reality.

11:30 a.m.–12:30 p.m.

Exhibitor Break

11:30 a.m.–12:30 p.m.

► San Diego Ballroom B-C, Lobby Level

Special Session: The Hero Behind a Pop Culture Phenomenon

Each summer, San Diego is home to thousands of pop culture fanatics. For four days, fans of comic books, movies, anime and so much more roam the city and make San Diego their home. Listen to David Glanzer and learn about how he helps put on this massive pop culture phenomenon.

David Glanzer, Communication and Strategy, Comic-Con International

12:30–2 p.m.

► San Diego Ballroom A, Lobby Level

Career Development Exhibition (Schools M–Z)

Career Development Exhibitors

- Boston University College of Communication
- BurrellesLuce
- Certificate in Principles of Public Relations
- DC Internships
- DePaul University
- Edelman
- Elon University
- Emerson College
- Florida International University
- George Washington University
- Marist College
- MediaSource
- NYU School of Professional Studies
- Olive Creative Strategies
- Prosek Partners
- PRSA Diversity and Inclusion Committee
- PRSA Foundation

- PRSA New Professionals Section
- Quinnipiac University
- Syracuse University, Newhouse School of Public Communications
- University of Florida College of Journalism & Communications
- University of Oregon, School of Journalism and Communication
- USC Annenberg School for Communication and Journalism
- VOX Global
- West Virginia University
- More to come ...

4:30–6:30 p.m.

► **Marriott Grand Ballroom 5-13, Lobby Level**
“The Credits” Awards Ceremony and Dinner

As the Conference comes to a close, come celebrate as we honor the Society’s top members and Chapters for their hard work and dedication. Enjoy your last evening in San Diego with new friends and cherished memories.

6:30–8 p.m.

► **Coronado Terrace, Level 4**
“Transforming the Landscape” PRSA Diversity & Inclusion Celebration

Entry complimentary for PRSSA attendees. A cash bar will be available. Remember to bring identification and your PRSSA Conference badge.

Tuesday | October 22*

9–9:50 a.m.

► **Marriott Grand Ballroom, Lobby Level**
PRSA General Session

Richard Dreyfuss, one of Hollywood’s most iconic and prolific actors, will be the inaugural recipient of the PRSA National Award for Civic Engagement. Dreyfuss, best known for leading roles in movie blockbusters such as “Jaws,” “Close Encounters of the Third Kind” and “American Graffiti,” as well as his Oscar-nominated role in “Mr. Holland’s Opus” and Oscar-winning performance in “The Goodbye Girl,” is being honored for his extraordinary achievement in making a difference in the civic life of our communities.

Richard Dreyfuss, Academy Award-winning Actor

11–11:45 a.m.

► **Marriott Grand Ballroom, Lobby Level**
PRSA General Session

San Diego Zoo Kids is a 24-hour, commercial-free television channel designed for children’s hospitals. In over 250 facilities — in 42 states and 11 countries — it provides a welcome distraction and comfort to kids and their families when they need it most. Come discover its magic, and meet its animal stars.

Debra Erickson, Marketing Director, San Diego Zoo Global

Rick Schwartz, Ambassador & Spokesperson, San Diego Zoo

* Visit the Hospitality Desk for a complete list of Tuesday’s PRSA sessions.

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*Find the WVU booth at
the Career Exhibition*



WVU offers completely online, 10-course
master's degree programs in:

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