

AGENDA AT A GLANCE

SUNDAY, SEPTEMBER 20

1 - 6 PMA	REGISTRATION AND EXHIBITORS	
1 - 4 PM	PRE-CONFERENCE WORKSHOP: EMAIL AND TEXT MARKETING Sponsored by MailChimp and Covalent Logic Limited to 25 people	Murphy Room
2 - 4 PM	SPRF BOARD OF DIRECTORS MEETING	President's Room
4 - 5 PM	COUNCIL OF LEADERS MEETING	President's Room
4 - 5 PM	STUDENT KICKOFF	Murphy
6 - 8 PM	OPENING RECEPTION	Governor's Room

MONDAY, SEPTEMBER 21

8 AM - 4 PM	REGISTRATION AND EXHIBITORS	
8 AM - 4 PM	SILENT AUCTION	Clay
8 - 9 AM	NETWORKING BREAKFAST	Pre-Function Area
9 - 10:30 AM	BUSINESS MEETING AND OPENING KEYNOTE GenZ and Me: Leading Tomorrow's Talent through Today's Generational Divide	Gayle Bagby Fitz
10:45 -11:45 AM	BREAKOUT A 1. APR Jump Start: The RPIE Process 2. Creating a Communication Strategy with Those Not in PR 3. Podcasting 101: How Two Government Podcasters Make It Work	President's Room Murphy Fitzpatrick
12 - 1:15 PM	HALL OF FAME LUNCH	Gayle Bagby Fitz
1:30 - 2:30 PM	BREAKOUT B 1. ADHD and ME: Maintaining Stakeholder Attention through Influence 2. Creating a Communication Strategy with Those Not in PR 3. The Robots are Coming for Your Clicks	Fitzpatrick Murphy President's Room
6 2:30 - 2:45 PM	BREAK	Pre-Function Area

MONDAY, SEPTEMBER 21

2:45 - 3:45 PM

BREAKOUT C

1. Strengthen Crisis Communication Roots with Mental Health Strategies Fitzpatrick
2. The Language of Discovery: Marketing Research in Engaging Ways Murphy
3. APR Jump Start: Applied PR Ethics and Law President's Room

TUESDAY, SEPTEMBER 22

9 - 10 AM

BREAKFAST AND INDUSTRY ROUNDTABLES

Foyer outside Gayle Bagby Fitz

9 AM - 6 PM

SILENT AUCTION

Clay

10 - 11:15 AM

GENERAL SESSION

Gayle Bagby Fitz

From Idea to Impact: Celebrating How Podcasting Connects Us to New and Wider Audiences

11:30 AM - 1 PM

RECOGNITION LUNCH

Gayle Bagby Fitz

1:15 - 2:15 PM

BREAKOUT D

1. Strengthen Crisis Communication Roots with Mental Health Strategies Fitzpatrick
2. From 1 to 100 Million: Transforming University Social Media into a National Media Platform Murphy
3. APR Jump Start: Leading the PR Function and Relationship Management President's Room

2:15 - 2:30 PM

BREAK

Pre-Function Area

2:30 - 3:30 PM

BREAKOUT E

1. From 1 to 100 Million: Transforming University Social Media into a National Media Platform Murphy
2. APR Jump Start: The Panel Presentation and Portfolio Review* President's Room
3. Storytelling: The Soul of the City Fitzpatrick

3:45 - 4:45 PM

STUDENT FINAL PRESENTATIONS

President's Room

5 - 6 PM

RECEPTION

Governor's Room

6:30 - 8:30 PM

LANTERN AWARDS AND DINNER

Gayle Bagby Fitz

**APR Panel and Portfolio Review will end when completed*