Annual Conference At-A-Glance

Sunday, August 7 Noon – 5 p.m.	Registration Desk Open
9:30 a.m.	Golf Outing Tee Time
2 – 3:30 p.m.	Chapter Leadership Forum
2 – 2:45 p.m.	APR Credential (Ryan Gerds)
2:45 – 3:30 p.m.	CPRC Credential (Ryan Gerds)
3:30 – 4:15 p.m.	Outgoing Executive Committee Meeting
4:30 – 5:15 p.m.	Incoming Executive Committee Meeting
5:45–6:15 p.m.	Conference 101
6:30 – 8:30 p.m.	President's Welcome Reception & Recognition
Monday, August 8 7 a.m. – 5 p.m.	Registration Desk Open
7:30 – 8:25 a.m.	Continental Breakfast
7:40 – 8:25 a.m.	Past State Presidents' Council Meeting
8:30 – 9 a.m.	Welcome and Annual Meeting
9 – 10:10 a.m.	General Session A Jamey Peters & Shari Chernack, Ketchum
10:10 – 10:25 a.m.	Break
10:25 – 11:25 a.m.	Breakout Session 1A Legal Pitfalls (Kerry O'Shea Gorgone)
10:25 – 11:25 a.m.	Breakout Session 1B Website Content (Nicole Yucht)
10:25 – 11:25 a.m.	Breakout Session 1C Live Streaming (Tara Settembre)
10:25 – 11:25 a.m.	Breakout Session 1D Political Communications (Larry Parnell)
10:25 – 11:25 a.m.	CN Breakout Session 1 Jamey Peters & Shari Chernack, Ketchum
11:25 – 11:40 a.m.	Break
11:40 a.m. – 1:30 p.m.	Presidents' Luncheon
1:30 – 1:45 p.m.	Break
1:45 – 2:45 p.m.	Breakout Session 2A Today's Newsroom (Ernest Hooper)
1:45 – 2:45 p.m.	Breakout Session 2B Step Out of Your Comfort Zone (Jessica Lawlor)
1:45 – 2:45 p.m.	Breakout Session 2C Solo Panel (Kellye Crane, Karen Swim & Lanette Hart)
1:45 – 2:45 p.m.	Breakout Session 2D Crisis Communications (Kyle Parks)
2:45 – 3 p.m.	Break
3 – 4 p.m.	General Session B Fireside Chat: Lauren Worley
4:15 – 4:45 p.m.	State Board Meeting
5 – 6 p.m.	Networking Event
Tuesday, August 9 7 a.m. – 5 p.m.	Registration Desk Open
7:30 – 8:30 a.m.	Continental Breakfast
8:40 – 8:50 a.m.	Announcements
8:50 – 10 a.m.	Dillin Keynote Address Jill Kermes, SeaWorld
10 – 10:15 a.m.	Break
10:15 – 11:15 a.m.	Breakout Session 3A Social Content Trends (Arik Hanson)
10:15 – 11:15 a.m.	Breakout Session 3B Master Storytelling (Lisa Gerber)
10:15 – 11:15 a.m.	Breakout Session 3C Crisis Communications (Ike Pigott)
10:15 – 11:15 a.m.	Breakout Session 3D Marketing to Millennials (Bob Norberg & Nathan King)
10:15 – 11:15 a.m.	CN Breakout Session 2 Jill Kermes, SeaWorld
11:15 – 11:30 a.m.	Break
11:30 – 12:40 p.m.	General Session Luncheon CN CEO Panel/Florida Trend Moderator: Andy Corty, Florida Trend Panelists: Alex Glenn, Duke; Carol Craig, Craig Technologies; Bob Brown, Heart of Florida United Way
12:40 – 12:55 p.m.	Break
12:55 – 2:05 p.m.	Workshop Session 1A Media Training (John Zarrella)
12:55 – 2:05 p.m.	Workshop Session 1B Upping Your Presentation Game (Devon Chestnut)
12:55 – 2:05 p.m.	Workshop Session 1C Top 10 Apps for Today's PR Pro (Samantha Scott)
12:55 – 2:05 p.m.	Workshop Session 1D Multimedia Content Marketing (Sarah Redohl)
12:55 – 2:05 p.m.	Workshop Session 1E Writing for Social/Web (Jeff Stevens)
12:55 – 2:05 p.m.	CN Breakout Session 3 CEO Moderator and Panelists
2:05 – 2:20 p.m.	Chocolate Break
2:20 – 3:30 p.m.	Workshop Session 2A Media Training (John Zarrella)
2:20 – 3:30 p.m.	Workshop Session 2B Upping Your Presentation Game (Devon Chestnut)
2:20 – 3:30 p.m.	Workshop Session 2C Top 10 Apps for Today's PR Pro (Samantha Scott)
2:20 – 3:30 p.m.	Workshop Session 2D Multimedia Content Marketing (Sarah Redohl)
2:20 – 3:30 p.m.	Workshop Session 2E Writing for Social/Web (Jeff Stevens)
6 – 7 p.m.	Reception of the Presidents
7 – 10 p.m.	Golden Image Awards
10 p.m. to ?	Dance Party
Wed., August 10 8 – 11 a.m.	Registration Desk Open
8 – 9:15 a.m.	Counselors' Network Business Meeting
9 – 10:30 a.m.	Breakfast and Closing Session Ben Tobias: You Went Viral! Now What?
10:35 – 11 a.m.	Conference Drawing for 2017 Annual Conference