



Bring Your Career in PR ... into Focus!



8th Annual FPRA Student Conference August 10, 2010

Naples Grande Resort

\$125 Registration Fee
Includes Professional Track
(meals not included)
(August 8th - 11th)



**THE
BIG
PICTURE** Bringing PR
Leadership
and Strategy
into Focus

Join your fellow PR students and soon-to-be professional peers at the 72nd Annual Florida Public Relations Association Conference titled: ***The Big Picture ... Bringing PR Leadership and Strategy into Focus.*** From August 8th through the 11th PR practitioners from around the state will be convening at the Naples Grande Resort for four days of professional development and networking.

A Highlight to this year's conference is FPRA's 8th Annual Student Conference Track, scheduled for Tuesday, August 10th. This half-day Student Track is built around FPRA's Annual Conference -- allowing students the opportunity to participate in the professional development track offered to FPRA's professional members. (*Special student rates are available for all functions including the industry's premiere awards program: Golden Image Awards Banquet.*)

This year's Golden Image Awards will include awards for student projects submitted by full-time students who are currently enrolled at an accredited Florida university or college. This year's entry deadline is May 21st. For information on how to enter this year's Golden Image competition checkout the [Diving for Gold Call for Entries!](#)

Learn More About
Our 1st Ever Tweet-Up!
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SPEAKERS IN FOCUS

Luncheon Panel Presentation

12:10 p.m. - 1:10 p.m., Vista Ballroom

Gulf of Mexico BP Oil Spill Panel Discussion

Now into month three of the disastrous BP oil spill in the Gulf of Mexico, PR professionals across the state are dealing with the fallout. In this luncheon panel provided by FPRA's Counselors' Network, attendees will hear from a panel of PR experts who are on the front lines of this crisis. Discussion will include crisis management, market research, message development, corporate social responsibility, lessons learned and much more! Lunch provided.

Breakout Session A

1:40 p.m. – 2:45 p.m., Orchid II

The Difference between Agency, Corporate and Nonprofit Public Relations

Get a quick glimpse into PR's "most wanted" areas! Aspects such as nonprofit, corporate and agency public relations will be discussed in this whirlwind panel experience. Hear from some of the industry's best as they share a "day in the life" in their area of expertise.



Agency PR Panel Member

Teri Hansen, APR founded Priority Marketing of Southwest Florida, a full service marketing and public relations agency, in 1992. A very hands-on business owner, she serves as president and creative director of the firm. An experienced and dynamic leader, she has earned a reputation for exceptional integrity, creativity and spirit. During her career, she has received many personal honors, and her team's work is continually recognized as the best in the industry locally, nationally and internationally.



Corporate PR Panel Member

Karen Ryan, APR, CPRC has been the Public Relations Manager for LCEC (Lee County Electric Cooperative) for 14 years. She manages a public relations staff of several super-stars that have helped to make LCEC a recognized name in Southwest Florida and throughout the electric utility industry. The LCEC PR team has received their share of professional awards and was recognized by PR Magazine as a Small Corporate Communications Team of the Year in 2006.



Nonprofit PR Panel Member

Danielle Flood joined ECHO (Educational Concerns for Hunger Organization) in December 2007 after serving as a missionary in Niger, West Africa for two years. She is responsible for ECHO's public relations and communications, including ECHO's Web site and social media campaigns.



Bonus Panel Member (*Former Student Conference Track Attendee*)

Tiffany Esposito is currently the Communications Manager at the Bonita Springs Area Chamber of Commerce. Her responsibilities include the writing and distribution of all press releases, monthly newsletters, weekly e-briefs and event promotions. Among other tasks, Tiffany is also responsible for planning some of the Chamber's special events as well as the branding and marketing of the Chamber.

Breakout Session B

2:55 p.m. – 4:15 p.m., Orchid II



Ken O'Quinn, Writing Coach - Writing With Clarity

Influencing Your Audience

Crafting Messages that Motivate People to Say "Yes "

In this session we will explore what behavioral scientists have found to be reasons why people change their opinion or agree to certain requests. We will look at techniques you can use when you craft messages, for a written communication or for a speech, so that you influence the reader's thought process and increase the likelihood that the reader or listener will accept your ideas and do what you ask.

Meet & Tweet!

Planning on joining us for this year's professional track? If so, you won't want to miss our special Student/Professional Tweet-up on Sunday, August 8th at 5:00 p.m. in the Naples Grande Resort Chill Lounge!

This year, FPRA conference attendees can get their "Tweet-Up" on with industry leader, author and keynote speaker: Deirdre Breakenridge.

Deirdre (known in the Twitterverse as @dbreakenridge) is responsible for co-founding #PRStudChat – a monthly Twitter chat between public relations professionals and students.

The chat has exploded in popularity since it first launched in August 2009. Each month, more and more PR pros and pros-to-be join to discuss topics such as: what to include in a PR portfolio; how to build beneficial client/agency relationships; what new graduates should expect from future employers; how to maximize internship opportunities; the role of social media in PR; etc.

FPRA's #PRStudChat-inspired Tweet-Up is an excellent opportunity for new connections and mentorships to form offline with Deirdre and other PR practitioners.

Stay tuned for more exciting news about the Tweet-Up as the conference approaches! Feel free to email any questions to FPRA Capital Chapter member, Lauren Novo, at lauren.novo@gmail.com.

Follow FPRA on Twitter!



Breakenridge has over 20 years of experience in the area of marketing communications. She is President of PFS Marketwyse and author of four Financial Times business books, as well as "Putting the Public Back in Public Relations," "PR2.0, New Media, New Tools, New Audiences," "The New PR Toolkit," and "Cyberbranding: Brand Building in a Digital Economy."

Remember ...

Your Student Registration Fee Includes FPRA's Professional Track!

To see a copy of this year's professional track line-up, click here.
(note: food functions are not included with the student rate.)



Full-time Student Registration Fees

	<u>Before July 18</u>	<u>After July 18</u>
<input type="checkbox"/> Full Conference Registration Track with Student Track Monday-Wednesday (August 8th-11th)	\$125*	\$150*
<input type="checkbox"/> Conference Student Track (Lunch Provided) Tuesday, August 10th, 9am-4:15pm	\$50*	\$75*

NAME _____

SCHOOL _____

ADDRESS _____

PHONE _____

EMAIL _____

SPECIAL FUNCTION (RESERVATIONS REQUIRED, FOOD SERVED)

- _____ President's Welcome Reception . \$35.00(Aug. 8th)
- _____ President's Luncheon \$56.00(Aug. 9th)
- _____ Golden Image Awards** \$90.00 (Aug. 10th)
- _____ Farewell Breakfast \$45.00(Aug. 11th)
- _____ Sunset Social..... \$40.00(Aug. 8th)
- _____ Golf Outing \$65.00(Aug. 8th)

Payment Type and Information:

- Check enclosed for \$ _____
- Debit/Credit

Name on Card _____ Exp. Date ____/____/____
(Circle Card Type) VISA MC Amex Discover Card#

Address where statement is received: _____, Zip Code _____
Security Code (Visa/MC/DISC: last 3 digits on back. AMEX: 4 digits on front.): _____

*Student registration does not include any food functions unless specified (Student ID required).

**Student Awards program incorporated.

Fax registration form to (941) 906-1556 or mail to 40 Sarasota Center Blvd., Ste. 107, Sarasota, FL 34240



Student Conference

Conference Hotel Information

Students attending the full conference or staying after the Student Conference for the Golden Image Champagne Reception (6:30 p.m.) and Awards Banquet (7-10 p.m.) and may be in need of lodging, you may choose to stay at the Naples Grande Resort & Club, with *room rates* starting at \$125, if made by July 18th, 2010. If you are in need of a more price-friendly option, additional budget hotel information is provided below.



Naples Grande Resort & Club

Linked: <http://waldorfasteria.hilton.com/en/wa/groups/personalized/APFNGWA-AACG-20100804/index.jhtml>



Hilton Naples
5111 Tamiami Trail-N
Naples, FL. 34103
(p)1-239-430-490
www.Hiltonnaples.com

Standard Rate:
\$88-\$104

**1.9 miles from
Naples Grande**



Staybridge Suites
4805 Tamiami Trail-N
Naples, FL 34103
(p)1-239-643-8002
www.Staybridge.com

Standard Rate:
\$75

**1.31 miles from
Naples Grande**



Courtyard Naples
3250 Tamiami Trail-N
Naples, FL 34103
(p)1-239-434-8700
www.Naplescourtyard.com

Standard Rate:
\$89

**2.87 miles from
Naples Grande**

For more information call (941) 365-2135, ext. 302 or visit the FPRA Web site at: <http://www.fpra.org>