

# PR & COMMS SUMMIT

PRESENTED BY  FPRA

August 3-6, 2025 | Rosen Shingle Creek | Orlando, FL

## Why Your Marketing, PR & Comms Experts Should Attend...

### Stay on Top of the Latest Trends in Communications

From AI technology and crisis communications to social media and reputation management, the topics will enhance your staff's knowledge about the latest techniques and tools to do their job better.

### Network with the Best

For 86 years, this annual conference has brought together the best minds in the communications industry.

### Learn Strategies from Top Companies

Our speakers are proven leaders in the field from well-known companies and organizations like **Universal Orlando Resort, FOX Entertainment, SAG-AFTRA, Duolingo, the Savannah Bananas, Poynter Institute** and many others.

### We Are Affordable

Few conferences provide as many meals for attendees as we do, all while providing professional development for today's top PR and comms professionals.

### 6 Meals Included!

#### Sunday, August 3

Evening – Heavy Hors d'oevres

#### Monday, August 4

Lunch – Presidents' Luncheon

#### Tuesday, August 5

Morning – Continental Breakfast

Lunch – Boxed Lunch

Evening - Dinner

#### Wednesday, August 6

Morning – Breakfast Buffet



**For Only \$1,025 (Members) or \$1,485 (Non-Members)**  
Early Bird Rate - Ends May 31, 2025

Your Staff Member Will Receive:

- 2.5 Days of Stellar Professional Development
- 6 Meals
- Non-Members also receive one year membership into the first and longest running public relations and communications trade association in the world!

### General Sessions

- Building Audience Anticipation
- Storytelling for Change
- Crisis Communications
- Social Media Management

### Breakout Sessions

- AI
- Earned Media
- Tapping into Fandoms
- Internal Communications
- Reputation Management
- Brand Management
- The Trust Transformation
- Multicultural Communications
- Leveraging Partnerships
- Experiential Marketing
- New Media
- Ethical Leadership with AI
- Iconic Brand Management
- Media Pitching
- Measurement & Analytics



**Register Today! Visit [www.PRCommsSummit.com](http://www.PRCommsSummit.com)**