



## Schedule

Subject to Change

Sunday, Aug. 9	Session / Event
10 a.m. – 4 p.m.	Student Field Trip   Disney Cruise Lines
Noon – 5:00 p.m.	Registration Desk Open
Noon – 3:00 p.m.	LeadershipFPRA Class XI Orientation
1:00 – 1:45 p.m.	<p><b>The Value of Earning Accreditation - The APR Advantage</b>  <u>Lisa Murray, APR, CPRC</u>            Accreditation in Public Relations (APR) is more than a credential, it's a career-defining achievement that reflects your dedication to ethical practice and professional excellence. The APR strengthens your credibility, distinguishes you among peers, and demonstrates the mastery that defines today's most effective PR practitioners. Join nearly 5,000 professionals worldwide who have invested in the future of the profession, and their own.</p>
1:45 – 2:30 p.m.	<p><b>From Practitioner to Counselor: Earning Your CPRC</b>  <u>Lisa Murray, APR, CPRC</u>            Earned your APR and ready for what's next? Take your professional growth further by pursuing the Certified Public Relations Counselor (CPRC) credential. This session will cover the value of the CPRC, what to expect, and how to prepare for the exam, giving you the tools to move forward with confidence.</p>
3:15 – 3:45 p.m.	Outgoing Executive Committee Meeting
4:00 – 4:30 p.m.	Incoming Executive Committee Meeting
5:30 – 6:00 p.m.	<p>State Board Gathering            Join us one last time to celebrate our outgoing State Board and take the annual board photo.</p>
6 – 9 p.m.	<p><b>The President's Welcome Reception</b>            The President's Welcome Reception officially kicks off the PR &amp; Comms Summit, bringing together Florida's leading public relations, marketing, and communications professionals for an evening of connection and conversation. Hosted at Eagles Edge at ChampionsGate, the reception blends elevated networking with a high-energy, interactive environment that makes it easy to engage and connect. For the first time ever, chapters can join in a playful, <i>Happy Gilmore</i> and <i>Caddyshack</i>-inspired experience with private bays, games and a few surprises, making this a kickoff you won't want to miss.</p>

Monday, Aug. 10		Session / Event
7:30 a.m. – 3:00 p.m.	Registration Desk, FPRA Store and Basecamp	
7:30 – 8:20 a.m.	Coffee & Networking in Basecamp	
7:30 – 8:10 a.m.	Past Presidents' Council Business Meeting	
8:00 – 8:20 a.m.	New Member / First-Time Attendee Orientation at Basecamp	
8:30 – 8:45 a.m.	Welcome & Annual Meeting	
8:45 – 9:00 a.m.	APR & CPRC Presentation	
9 – 10 a.m.	<p><b>Opening Session   Dillin Keynote   Peter Shankman</b>  <u>From HARO to Substack: Navigating the New Media Frontier</u>            Peter Shankman explores the rapid evolution of new media, from the shift of platforms like HARO to HERO and the rise of Qwoted, to the growing influence of Medium, Substack, Reddit and YouTube News. As the media landscape becomes increasingly fragmented, communicators are faced with a “choose-your-own-adventure” reality where traditional playbooks no longer apply. In this keynote, Peter will break down how to maintain momentum, build visibility and make smarter decisions about where and how to show up. Attendees will leave with a clearer framework for navigating today’s decentralized media environment and staying relevant in a world where attention is earned differently.</p>	
10:30 – 11:30 a.m.	<p><b>Breakout 1A   What is AI Reading?</b>  <u>Matt Dzugan, Vice President of Data &amp; Intelligence, Muck Rack</u>            Generative AI is reshaping how brands are discovered and evaluated, raising questions for communicators about what AI is reading, how it impacts brand reputation and what this means for PR strategies. Matt Dzugan will share new insights from Muck Rack’s <i>What Is AI Reading?</i> Report examining how large language models source and prioritize information for brand visibility. We’ll break down what drives AI visibility and why earned media is key. You’ll understand how to adapt your PR strategy as visibility expands beyond search to AI mentions.</p>	
10:30 – 11:30 a.m.	<p><b>Breakout 1B   What's Actually Working: A Candid Conversation on Nonprofit Communications</b>  <u>Kelly Carlstein, Gulf Coast Community Foundation &amp; Fernando Masterson, New York City Center</u>            Nonprofit communicators are asked to do more with less, all while driving meaningful impact. This focused discussion features industry leaders who will provide honest perspectives, practical examples and effective strategies that are currently proving successful. From navigating limited resources to building visibility and engagement around mission-driven work, attendees will walk away with practical solutions, fresh ideas and a renewed perspective on how to elevate their communications efforts.</p>	

Monday, Aug. 10		Continued
10:30 – 11:30 a.m.	<b>Breakout 1C   Inside the Award-Winning Pitch: What Actually Lands Media Coverage</b> <u>Melissa Benhaim, Founder, Benhaim PR</u>	What separates a pitch that gets opened from one that gets ignored? In this session, award-winning publicist Melissa Benhaim shares the strategies behind the pitches that land coverage. Drawing from her experience securing top-tier media placements for travel and hospitality brands and earning both a Golden Image Award and multiple “Best Pitch of the Year” for non-traditional media honors, Melissa will break down what works, what doesn’t and how to craft pitches that stand out in a crowded inbox. Attendees will walk away with practical, real-world tactics they can apply immediately to earn stronger media relationships and better results.
11:35 – 11:55 a.m.	<b>BASE CAMP OPEN   TECH PITCH I</b> <b>Muck Rack’s Generative Pulse</b>	
Noon – 2:15 p.m.	<b>Presidents' Luncheon</b>	In true FPRA tradition, join us for a celebratory luncheon honoring the outstanding individuals and chapters who exemplify excellence in our profession.
2:45 – 3:45 p.m.	<b>Breakout 2A   Culture as Strategy Panel: The Power of Perspective in Modern Communications</b> <u>Krystal Vega, CBS Miami, TBA Panelists</u>	This panel brings together a dynamic group of emerging and established communications professionals from Fortune & Forks to explore how cultural perspective and lived experience are shaping more authentic, effective strategies. As audiences become more discerning and communities more influential, understanding culture is no longer optional, it’s essential. Through candid conversation and real-world insights, panelists will share how they build meaningful connections, navigate identity and representation and create work that resonates in a rapidly evolving landscape. Attendees will walk away with a deeper understanding of how to lead with authenticity, engage diverse audiences and elevate their communications approach.
2:45 – 3:45 p.m.	<b>Breakout 2B   Same Signal, New Frequency: A Word-of-Mouth Approach to AI Visibility</b> <u>Sarah Neely, Vice President of Strategy, FIZZ</u>	What if the key to AI-era visibility isn’t new at all? This session draws on more than 20 years of word-of-mouth marketing to show how foundational communication principles are shaping brand discoverability in the age of LLMs (like ChatGPT and Claude) and Generative Engine Optimization (GEO). Attendees will gain a clear understanding of how AI search works, learn a practical framework for measuring visibility across LLM-driven platforms and walk away with actionable tools and resources, including SparkToro, AlertMouse and Ahrefs, to build their own monitoring dashboards.
2:45 – 3:35 p.m.	<b>Breakout 2C   When Values Lead: Making the Right Call When It Counts</b> <u>Jon Goldberg, Reputation Architects</u>	In high-pressure moments, the organizations that move fastest and maintain credibility are the ones guided by clearly defined values. This session explores how embedding values into everyday decision-making empowers teams to act with confidence when it matters most. Rather than defaulting to reactive, short-term thinking, attendees will learn how to use values as a strategic compass to navigate complex situations, protect reputation and make decisions that align with both business goals and public trust. Because when values lead, better decisions follow.

Monday, Aug. 10		Continued
2:45 – 3:45 p.m.	<p><b>Breakout 2D   Podcast PR: The Most Underused Earned Media Channel</b>  <u>Trent Anderson, Head of Growth &amp; Strategy, Podchaser</u>  Podcasting has become one of the most powerful yet underutilized earned media channels, yet many PR professionals still don't know how to leverage it effectively. This session explores how to identify the right shows, pitch successfully and measure impact beyond downloads. Attendees will walk away with practical strategies to integrate podcast outreach into broader communications plans and unlock new visibility opportunities for their brands and executives.</p>	
3:55 – 4:15 p.m.	<p><b>BASE CAMP OPEN   TECH PITCH II</b>  <b>Podchaser – The Industry's Most Trusted Podcast Database</b></p>	

Tuesday, Aug. 11	Session / Event
7:30 a.m. – 3:00 p.m.	Registration Desk, FPRA Store and Basecamp
7:30 – 8:20 a.m.	Continental Breakfast
8:30 – 9:30 a.m.	<p><b>General Session II   Outsourcing Ourselves: The Rise of Autonomous AI</b>  <u>Alex Mahadevan, Director of MediaWise, Poynter Institute</u>  As AI rapidly evolves from a tool into an autonomous collaborator, communicators are being forced to rethink control, responsibility, and decision-making. In this keynote, Alex Mahadevan explores the rise of agentic AI and what it means as we begin to offload more tasks, and trust, to machines. Drawing from real-world experimentation with emerging tools, he will challenge attendees to consider not just what AI can do, but what it should do, and how to navigate a future where automation is no longer optional. Attendees will leave with a clearer understanding of the opportunities, risks, and mindset shifts needed to stay relevant in an increasingly AI-driven world.</p>
9:45 – 10:45 a.m.	<p><b>General Session III   If It Doesn't Hit Social, Did it Even Happen?</b>  <u>iHeartMedia, MSG Entertainment/Sphere, Virgin Music Group, MGM Resorts</u>  Moderator — TBA  When everything happens in real time, social media leaders share how they keep brands relevant, responsive and impossible to ignore. Leaders from iHeartMedia, MSG Entertainment, Virgin Music Group and MGM Resorts break down how they create content that cuts through, manage moments as they unfold and make smart decisions without the luxury of time. This is a candid look at what it actually takes to keep up, stand out and stay relevant when the internet is watching.</p>
11:15 a.m. – 12:15 p.m.	<p><b>Breakout 3A   Your Metrics Are Lying to You: Rethinking Communications Impact</b>  <u>Dino Denic, Head of The Data-Driven Communications Research Lab at Meltwater</u>  Most communications teams are measuring the wrong things, and it's holding them back. In this candid and highly interactive session, Dino Denic challenges attendees to rethink how they define success by shifting from activity-based metrics to the business outcomes leadership actually cares about. Through guided exercises and real-time reflection, participants will identify their own "North Star" metric and begin reframing their communications strategy around it. Drawing on experience across industries, team sizes and seniority levels, Dino provides a practical framework for connecting communications efforts to revenue, retention and growth. Attendees will leave not just with new ideas, but with a clearer, actionable path to aligning their work with what truly moves the business.</p>

Tuesday, Aug. 11		Continued
11:15 a.m. – 12:15 p.m.	<b>Breakout 3B   From Medium to Substack: How to Build Authority in New Media</b> <u>Yitzi Wiener, Editor-in-Chief, Authority Magazine</u> In today’s media landscape, getting coverage isn’t about pitching more; it’s about becoming the source people seek out. Drawing on thousands of interviews with top executives, creators and thought leaders, Yitzi Wiener breaks down how authority is built and why some voices consistently rise above the noise. This session focuses on how to position yourself and your brand as a credible, go-to voice across emerging platforms like Medium, Substack and beyond. Attendees will walk away with practical strategies to build lasting visibility, earn trust and become the story others want to share.	
11:15 a.m. – 12:15 p.m.	<b>Breakout 3C   Your First Audience: Why Internal Comms Drives Everything</b> TBA Internal communications are no longer just about sharing information, it’s about building alignment, trust, and belief from within. In a time of constant change, employees expect clarity, transparency and leadership they can connect with. This session explores how organizations can communicate more effectively with their most important audience, their own people. From navigating change and reinforcing culture to ensuring messages land, attendees will gain practical strategies to strengthen internal alignment and drive better outcomes across the business.	
12:15 – 1:00 p.m.	Boxed Lunch	
12:30 – 12:50 p.m.	<b>BASECAMP OPEN   TECH PITCH III</b> <b>Meltwater’s GenAI Tool</b>	
1 – 2 p.m.	<b>General Session IV   Fireside Chat   Campaigns to Cultural Moments: How Global Brands Break Through</b> <u>STAY TUNED</u> In a world where audiences are overwhelmed with content, the brands that break through aren’t just running campaigns, they’re creating cultural moments. This fireside conversation will be led by a global marketing executive from a household name. She will share how she brings stories to life across markets, platforms and fan communities. From immersive experiences and talent-driven moments to real-time social capture and global campaign strategy, this conversation will explore how modern communicators can build relevance, drive engagement and connect with audiences in ways that truly resonate.	
2:00 – 2:45 p.m.	<b>BASECAMP OPEN   Chocolate Break</b>	
3 – 4 p.m.	<b>Breakout 4A   How to Win Engagement: Game-Based Strategies to Boost Audience Buy-In</b> <b>Blair Bloomston, Leaders Uplifted</b> Designing your campaigns like a game could be the fastest way to level up audience engagement. This dynamic session shows you how to build buy-in by tapping into how we’re all hardwired to play. You’ll learn through immersive, game-based exercises that demonstrate a new way to approach PR and communications, grounded in a Golden Image Award-winning design framework. This uplifting, interactive experience will let you feel how game design principles can move the room, with strategies, tactics and the 16 essential questions you need to level up with gamification.	

Tuesday, Aug. 11		Continued
3 – 4 p.m.	<p><b>Breakout 4B   When it Hits the Fan: Effectively Managing Government Crisis</b>  <u>Kevin Christian, APR, CPRC, Director of Public Relations, Marion County Public Schools</u>            Communicating in the public sector comes with unique challenges, where transparency, accuracy and trust are critical and the margin for error is slim. This panel brings together government communications professionals to share how they navigate complex issues, respond in real time and build credibility with diverse audiences. From crisis response to everyday messaging, attendees will gain practical insights into how public sector communicators balance speed, scrutiny and responsibility in an increasingly fast-moving information landscape.</p>	
3 – 4 p.m.	<p><b>Breakout 4C   Student LinkedIn Workshop</b>  <u>Dan Nestle, Lilypath</u>            Your online presence is your reputation, and it’s already working for or against you. In this interactive session, Dan Nestle will help students and recent grads level up their resumes, LinkedIn profiles and overall digital presence using Lilypath, a platform built by leaders in AI, global communications and executive positioning. You’ll learn how to stand out, show up with confidence and actually get noticed, with practical tools you can apply immediately. No fluff, no guesswork, just a smarter way to build your personal brand that opens doors.</p>	
3 – 4 p.m.	<p><b>Breakout 4D   From Executive to Authority: Building a Presence That Drives Influence</b>            TBA            Today’s leaders are expected to show up as more than decision-makers, they are the voice, face and credibility behind their organizations. In this session, we’ll explore how to strategically position executives as trusted authorities in an increasingly crowded and fast-moving media landscape. From shaping authentic messaging and identifying the right platforms to building visibility that drives business impact, attendees will learn how to elevate leadership presence in a way that is both intentional and effective. Walk away with practical strategies to help your executives stand out, stay relevant and lead with confidence.</p>	
6:30 – 7:30 p.m.	Reception of the Presidents and Chapter Photos	
7:30 – 10:30 p.m.	Golden Image Awards and Pinnacle Awards Gala	

Wednesday, Aug. 12	Session / Event
9:00 – 11:30 a.m.	Registration Desk, FPRA Store and Basecamp
9:00 – 9:50 a.m.	Breakfast Buffet
9:00 – 9:40 a.m.	CN Annual Meeting & Breakfast
10:00 – 11:15 a.m.	<p><b>Influencer’s Breakfast: TBA</b></p> <p>What does it take to lead communications for one of the most high-profile global events in the world? In one-on-one conversation, our speaker shares the journey that led her to one of the most visible and complex roles in communications today. From navigating pivotal career moments to managing global-scale storytelling, this conversation will offer a candid look at leadership, decision-making and what it takes to operate at the highest level. Attendees will gain insight into how top communicators build influence, handle pressure and prepare for opportunities that define their careers.</p>
11:15 – 11:30 a.m.	Drawing for the Adrienne Moore, APR, CPRC, Scholarship