

PR & COMMS SUMMIT

PRESENTED BY  FPRA

The Premier Conference for PR & Communications Professionals

AUGUST 3-6, 2025

Rosen Shingle Creek | Orlando, FL

Welcome to the 2025 PR & Comms Summit



This annual gathering is an 86-year tradition of the Florida Public Relations Association, bringing together PR and communications professionals at all levels to meet with and learn from industry leaders. The line-up of presenters is outstanding this year, and I am confident you will leave with new strategies, skills and tools to enhance your work.

Beyond learning, I hope you leave with new friends and new goals. The Summit is packed with networking opportunities and celebrations recognizing LeadershipFPRA graduates, Rising Leaders, newly credentialed APRs and CPRCs, chapter excellence and, of course, outstanding achievements in public relations at our big night of glamour — the Golden Image & Pinnacle Awards Gala.

I'd like to thank our VP of Annual Conference Elise Ramer, MBA, APR, CPRC, the PR & Comms Summit committee, our VP of Golden Image Chris Graham, MBA, APR, CPRC, and our State Office management team for their work in putting these events together.

I also want to extend our warmest gratitude to our many sponsors. We couldn't bring the Summit to you without their support, so please join me in thanking them and giving them your business any chance you can.

At last year's Summit, I challenged us with the message "The Time is Now" — to think strategically, advance our Association and provide value to our members. I'm proud of all we've achieved together. It has been a great honor to serve as your FPRA President.

Whether you're a first-time or returning attendee, thank you for being here and being part of the PR & Comms Summit!

Have a great Summit!

Julie Frey, APR, CPRC
FPRA State President



This year's Summit is more than a gathering — it's a catalyst. A chance to reset, recharge and rise to meet the rapidly shifting demands of our industry with clarity, creativity and confidence.

We've curated an agenda that speaks to the future of public relations and communications: from AI and crisis response to brand storytelling and strategy. The voices you'll hear this week are leaders and changemakers who understand what it takes to thrive in today's environment — and shape tomorrow's.

Over the next few days, I encourage you to fully engage: challenge assumptions, share ideas, build relationships and soak in everything this experience offers. Think of this as your professional base camp — the place to gather strength, gear up and set your sights on new heights.

I want to personally thank my colleagues at Premier Sotheby's International Realty for supporting my continued involvement in FPRA and belief in the power of professional development. And to the Central West Coast Chapter and our statewide professional development chairs — your dedication is the foundation that makes this climb possible. Shout-out to the Summit Committee — you made this happen!

We are communicators — the calm in the chaos, the strategists behind the scenes and the storytellers who make impact possible. Welcome to the Summit. Lace up. Lean in. Let's reach new peaks together.

Have a great Summit!

Elise Ramer, MBA, APR, CPRC
VP of Annual Conference

Saturday, August 2



5 - 6:30 p.m. **LeadershipFPRA Class IX Graduation & Alumni Reunion** **Sandlake**
LeadershipFPRA Class IX members will celebrate the completion of their LeadershipFPRA experience alongside LeadershipFPRA Alumni, which will include hors d'oeuvres and a champagne toast. This event is by invitation only for class members, their guests and alumni.

Sunday, August 3



8 a.m. - Noon **Golf Scramble** **Shingle Creek Golf Club**
Participating attendees and their guests will enjoy scramble-style golf at the stunning Shingle Creek Golf Club. Consecutive tee times start at 8 a.m.



Noon - 5 p.m. **Registration Open** **Gatlin 1 Registration**

Noon - 3 p.m. **LeadershipFPRA Orientation for Class X** **St. Johns 24-25**
Cindy Rodriguez, LeadershipFPRA Chair
LeadershipFPRA Class X members will meet for an interactive and engaging orientation that will lay the foundation for the program. Class members will learn about the sessions, speakers and field trips to come in their LeadershipFPRA experience.

Founding Sponsors — Roger & Shelley Pynn



1 - 1:45 p.m. **The Value of Earning Accreditation** **St. Johns 22**
Kevin Christian, APR, CPRC, VP of Credentialing
Earning your Accreditation in Public Relations (APR) is a mark of distinction for those who demonstrate a commitment to the profession and ethical practice of public relations. Find out how you can join the nearly 5,000 PR professionals worldwide who have earned this credential.



1:45 - 2:30 p.m. **The Value of Earning Certification** **St. Johns 22**
Kevin Christian, APR, CPRC, VP of Credentialing
Have you earned your APR? Take your distinction further by becoming a Certified Public Relations Counselor (CPRC). This informative session will help you understand how to prepare for the CPRC exam. To sit for the exam, you must have your APR credential and at least 10 years of experience in public relations.



3:15 - 3:45 p.m. **Outgoing Executive Committee Meeting** **Boardroom**
This meeting is for outgoing 2024-2025 FPRA Executive Committee members.

4 - 4:30 p.m. **Incoming Executive Committee Meeting** **Boardroom**
This meeting is for incoming 2025-2026 FPRA Executive Committee members.

5:30 - 6 p.m. **State Board Gathering** **Butler Balcony**
The outgoing 2024-2025 State Board will meet for a toast and group photo to celebrate the year.



6 - 8 p.m. **The President's Welcome Reception** **Butler Lower Level**
Welcome to the PR & Comms Summit, FPRA's 86th annual conference and the premier conference for PR and communications professionals. Join your colleagues as FPRA State President Julie Frey, APR, CPRC, launches the conference with an evening of food, drinks and networking.

Monday, August 4



7:30 a.m. - 3 p.m. Registration Open [Gatlin 1 Registration](#)

7:30 - 8:20 a.m. Coffee & Networking in Base Camp [Gatlin A](#)
Enter through the Peaks of Wisdom Hall and enjoy a variety of stations inside our Base Camp. Start your day with a cup of coffee or tea at the FPRA Café sponsored by Sachs Media. Decorate your own custom bag with PR-and-communications-themed patches available at the FPRA Store. Play a game at Camp Summit sponsored by Georgia Pacific. Peruse books inside the Library Pod sponsored by the Florida Public Relations Education Foundation. Gather friends for a selfie at the Content Creator Pod sponsored by Premier Sotheby's International Realty and Notified. Learn how you can enter to win a custom Gator license plate at the Chompion's Peak Pod, sponsored by the University of Florida's College of Journalism and Communications. No matter what you decide, you're bound to have fun with your colleagues and friends at the PR & Comms Summit Base Camp!

Peaks of Wisdom Hall

ACTIVITIES INCLUDE:

Words of Wisdom Wall, sponsored in Memory of Joseph S. Grano, Jr., MBA, Founder of Next-Mark, LLC
Write and share your take-aways, words of wisdom or encouragement, each message crafted to inspire.

Glue Force
These Central West Coast Chapter members are ready to answer questions about Glue Up, our membership app for FPRA. Learn how you can manage your membership, register for events, engage in the FPRA community and so much more.



7:30 - 8:10 a.m. Past Presidents' Council & Business Meeting [Boardroom](#)
All past state presidents in attendance are invited to enjoy breakfast and discuss matters related to the Association.

8 - 8:20 a.m. First-Time Attendee Orientation [St. Johns 22](#)
Is this your first time at FPRA's annual conference? Learn tips to get the most out of the premier communications and public relations conference in Florida. This orientation, hosted by Kacie Escobar, MBA, APR, and Hunter Carpenter, MA, APR, is designed to provide you with valuable insights and offer an opportunity to meet others and find inspiration as your journey begins.



8:30 - 8:45 a.m. Welcome & Annual Meeting [Gatlin B](#)
Come together as VP of Annual Conference, Elise Ramer, MBA, APR, CPRC, opens the PR & Comms Summit. During this year's Annual Business Meeting, led by FPRA State President, Julie Frey, APR, CPRC, the membership will vote on the presented slate of officers for the 2025-2026 year.



8:45 - 9 a.m. APR & CPRC Presentation [Gatlin B](#)
The FPRA Annual Business Meeting will close with the recognition of newly Accredited and Certified members. The program will be led by VP of Credentialing, Kevin Christian, APR, CPRC.



9 - 10 a.m. Opening Session | Dillin Keynote [Gatlin B](#)
An Epic Journey: The Relentless Pursuit to Evolve Consumer Mindsets, Themed Entertainment & Public Relations

Jeff Polk, EVP and General Manager, Epic Universe, Universal Orlando Resort™

Alyson Sologaistoa, APR, CPRC, VP, Public Relations, Universal Orlando Resort™

It's been 25 years since a major theme park opened in the tourism capital of the world — and Universal Destinations & Experiences was behind that one, too. During this session, Universal Orlando Resort executives will share a look behind the scenes at the incredible journey that has evolved not only their destination but the themed entertainment industry overall. Jeff Polk, Executive Vice President and General Manager of Universal Epic Universe, will take you inside the development of the most technologically advanced theme park ever designed and brought to life. And Alyson Sologaistoa, APR, CPRC, will take you inside the global PR campaign behind the park's wildly successful launch!



10 - 10:20 a.m. Base Camp Open [Gatlin A](#)
There's so much more to explore inside the Peaks of Wisdom Hall and Base Camp! Shop the FPRA Store for Summit merch, including pajama pants for the Golden Glow Down After Party sponsored by DaySpring! Need a charge? We also have charging stations available inside the Power Pod sponsored by FPL & NextEra Energy.



Welcome to Camp Summit — Your Break-Time Hideaway

Looking for a little adventure between sessions? Pitch your metaphorical tent at Camp Summit, right inside Base Camp! Gather 'round the faux campfire and kick back in a comfy Adirondack chair.

Brought to you by :



Test your wilderness skills (or just your hand-eye coordination) with life-sized Jenga and giant Connect 4.

Trade stories, share laughs and soak in the unplugged vibes — no bug spray required.



10:30 - 11:30 a.m. Breakout Sessions



Breakout Session 1A [St. Johns 24-25](#)
Chaos Theory: Mastering Ethical Leadership in PR's AI Age
Mark McClennan, APR, Fellow PRSA, General Manager at C+C Boston

The rapid rise of AI, compounded by rampant misinformation and growing societal divisions, places PR professionals at the center of uniquely challenging ethical crossroads. Join Mark W. McClennan, APR, Fellow PRSA, a premier voice on AI ethics in communications, as he tackles the toughest ethical dilemmas facing today's PR leaders. This critical session addresses the nuanced decisions you must make in real-time, balancing brand integrity, public expectations and technology-driven risks. Equip yourself with advanced strategies to ethically lead your organization through uncertainty, ensuring your reputation thrives in an increasingly complex world.

You'll learn:

- How PR leaders can navigate AI's ethical grey areas with confidence
- Practical frameworks for making tough real-time decisions under public scrutiny
- Advanced preparation for emerging AI-related challenges uniquely impacting PR roles



Breakout Session 1B
Fan Power Unleashed: Turning Audience Obsession into PR Gold
 Adrienne Alexander, Owner, IPY Agency Public Relations

St. Johns 26-27

Fandom isn't just about passion — it's about power. Join Adrienne Alexander, Owner of IPY Agency Public Relations, as she dives deep into the world of fandom, revealing how today's most influential entertainment brands tap into audience devotion to fuel PR success. From the electrifying energy of Marvel premieres and the fierce loyalty of Swifties to the intense communities around gaming franchises, discover how strategic storytelling can transform fan enthusiasm into unbeatable brand momentum. Learn actionable insights for cultivating organic fan advocacy, creating viral cultural moments and expertly managing the complex landscape of passionate, vocal audiences.

You'll learn:

- The powerful psychology behind why fans become deeply invested in entertainment brands
- Proven methods for activating fans into genuine brand ambassadors without losing authenticity
- Essential skills for navigating fan-driven controversies and social media storms with confidence and credibility



Breakout Session 1C
Culture Shock: Transform Internal Comms to Supercharge Employee Retention
 Krystina Jackson, Founder & CEO, Converge Consulting Group

St. Johns 22

Hybrid work changed everything — and yesterday's internal communication tactics just don't cut it anymore. Join Krystina Jackson, Founder & CEO of Converge Consulting Group, as she flips traditional employee engagement on its head, revealing how cutting-edge internal communications can become your ultimate retention superpower. Through compelling insights from standout companies like Meta, Intel and HDR, you'll learn how to diagnose hidden engagement pitfalls, leverage data to drive impactful strategies and authentically connect with your hybrid workforce. This lively session delivers interactive discussions, practical examples and hands-on techniques guaranteed to energize your employees, boost retention and build passionate internal brand ambassadors.

You'll learn:

- How to leverage data-driven communication tactics that identify and close engagement gaps effectively
- Techniques for crafting authentic, engaging two-way communication in hybrid workplaces, fostering deep cultural connection
- Proven methods to transform your employees into enthusiastic cultural ambassadors, driving sustainable engagement and peak organizational performance



Breakout Session 1D
Everything PR Pros Need to Know About Wikipedia (But Didn't Know Whom to Ask)
 Jon Goldberg, Chief Reputation Architect, Reputation Architects Inc.

St. Johns 28-29

How organizations, executives and brands show up on Wikipedia (and whether they do so at all) is more critical than ever given the platform's predominance as a data source for training AI large language models. But communications pros must tread carefully when it comes to advising their organizations and clients on what's possible and acceptable to do on Wikipedia and what isn't, as even the slightest misstep can have lasting reputational consequences. Learn how to guide clients through Wikipedia's veritable minefield of conflict of interest rules, notability guidelines and community norms and pick up best practices for dealing with inaccurate or outdated content, malicious editing and other problems while staying on the right side of the "law" with Wikipedia's thousands of volunteer editors.

You'll learn:

- Why ensuring that content on Wikipedia is accurate and up to date is more critical than ever as AI tools proliferate
- The latest best practices for guiding clients through Wikipedia's veritable minefield of rules, guidelines and community norms and addressing content problems safely and credibly
- The best ways to get problematic content in Wikipedia articles corrected without inadvertently causing more damage, getting into an un-winnable editing war or being banished outright



Breakout Session 1E
Getting Found in the Age of AI: What Communicators Need to know about GEO
 Melissa James, Sales Director, Notified
 Moderated by Jennifer Hemmerdinger, APR, US Public Relations Director, Alvarez & Marsal

St. Johns 23

AI-generated results are completely reshaping brand visibility, and that is both a threat and an opportunity for marketers and comms pros. GEO — Generative Engine Optimization — is the evolution of traditional SEO. This session will delve into how you can use GEO to position your brand to show up in answers generated by AI tools like ChatGPT, Google Gemini, Perplexity and others. With SEO, you optimized for how people search. With GEO, you're optimizing for WHAT AI says when it answers—and that's a huge opportunity for PR.

You'll learn:

- The misconceptions about GEO that you need to be aware of
- Why press releases are having a renaissance with the rise of GEO
- How to create easily digestible and AI-friendly content and authoritative data sources



CN Breakout 1
 Alyson Sologaistoa, APR, CPRC, VP, Public Relations, Universal Orlando Resort™
 This session is available to CN members and CPRC candidates only.

Conway

11:30 - 11:55 a.m.

Base Camp Open

Gatlin A

Stop in before heading into the Presidents' Luncheon. There will be plenty of engagement going on in Base Camp.

Enter to Win Exclusive Prizes!

Prizes are available for PR & Comms Summit attendees!
 Visit the FPRA Store to purchase tickets for your chance to win.

- A 4-day and 3-night, luxury vacation rental in Mexico Beach, FL — Sponsored by Vacation Mexico Beach
- A Florida Department of Vehicles custom FPRA Gator vehicle license plate
- And More!



Drawings to take place on Wednesday, August 6 at 11:15 a.m.



Noon - 2:15 p.m.

Presidents' Luncheon

Gatlin B

Join us for a special luncheon in true FPRA tradition as we honor outstanding individuals and chapters. Led by Association President Julie Frey, APR, CPRC, this special luncheon includes the following presentations: recipients of the Dr. Bob Davis, APR, CPRC, and Dr. Jay Rayburn, APR, CPRC, Student Scholarships; the graduating and incoming classes of LeadershipFPRA; and the Joe Curley Rising Leader Class and Rising Leader Award. We also will bestow the coveted President's Awards, including Chapter President of the Year and Chapter of the Year awards and enjoy a traditional presentation of the Dillin Dessert.

The Dillin Dessert is sponsored by Publix Super Markets.

The Jay Rayburn, APR, CPRC, Student Scholarship is endowed by Joe Curley, APR, CPRC.



Join us for time-honored traditions at the
2025 Presidents' Luncheon





Breakout Session 2A

Ethically Engineered: Navigating AI in PR & Communications

Alex Mahadevan, Director of MediaWise | Faculty, The Poynter Institute

Join Alex Mahadevan in a timely exploration of generative AI's transformative impact on communications ethics. This engaging breakout session tackles critical issues at the intersection of innovation and integrity, equipping PR professionals to harness AI responsibly. Participants will delve into core ethical principles — transparency, accountability, accuracy — and explore practical approaches for integrating them into AI-powered communication strategies. From forming inclusive AI oversight committees and conducting rigorous bias audits to managing risks such as misinformation and trust erosion, you'll gain actionable insights to confidently leverage AI while upholding organizational ethics.

You'll learn how to:

- Navigate the ethical complexities of generative AI by embedding transparency, accuracy and accountability into your PR strategies
- Recognize and mitigate risks related to misinformation, biases and privacy through proactive ethical policies
- Implement practical ethical AI frameworks, including diverse oversight committees, bias audits and fostering AI literacy to maintain trust and effectiveness in your communications

St. Johns 24-25



Breakout Session 2B

Beyond the Logo: The Real Art & Strategy of Rebranding

Reilly Newman, Brand Strategist, Motif Brands

Discover the deeper power and strategic purpose of rebranding in this enlightening session with Reilly Newman, esteemed Brand Strategist at Motif Brands. Move beyond the misconception that rebranding is merely about refreshing logos or color palettes. Instead, uncover how genuine rebranding reshapes organizational reputation, manages perception and creates a deliberate, strategic pivot across all visual and experiential touchpoints. Learn to redefine and effectively communicate the transformative potential of rebranding, positioning yourself as a strategic partner in guiding clients toward authentic organizational renewal.

You'll learn:

- The authentic definition and strategic importance of a true rebrand
- How rebranding directly impacts reputation and organizational perception
- Psychological insights behind successful rebranding strategies

St. Johns 26-27



Breakout Session 2C

Dynamic Duos & Strategic Synergy: Mastering High-Energy Partnerships

Jackie Clarke, Event & Sponsorship Architect + Founder of The Well Connected

Bring your boldest energy and loudest ideas to this electrifying masterclass. Dive deep into the core of impactful partnerships and discover how to leverage these relationships to powerfully transform your nonprofit initiatives, private business strategies or FPRA chapter sponsorship programs. Through dynamic, real-world case studies and lively, interactive conversations, Jackie will empower you to craft compelling partnership proposals, amplify partner value and foster enduring collaborations that elevate your organization's reach and reputation.

You'll learn how to:

- Harness the fundamentals of successful partnerships to energize your organization's strategic goals
- Create persuasive proposals and pitch decks that resonate across nonprofit, private sector and chapter sponsorship landscapes
- Maximize partner ROI with innovative activations and integrated campaigns that drive meaningful, measurable outcomes

St. Johns 28-29



Breakout Session 2D

No Need for a Crystal Ball: The Future is Multicultural

Hernan Tagliani, Tagliani Multicultural

Communications, marketing and public relations professionals, wake up — the future of your business depends on multicultural consumers. Join best-selling author Hernan Tagliani, President & CEO of Tagliani Multicultural, as he boldly dismantles outdated and harmful myths about Hispanic and multicultural markets that many executives still cling to. With more than two decades of experience shaping powerful Hispanic marketing strategies, Hernan will challenge your assumptions, push your comfort zones and provide undeniable data proving that ignoring multicultural audiences is leaving significant revenue on the table. This session will equip you to engage diverse consumers authentically, invest confidently and position your brand for unmatched growth in an increasingly diverse marketplace.

You'll learn how to:

- Strategically prepare for America's demographic shift from minority to multicultural majority
- Directly confront and debunk the myths that have kept your organization from tapping into multicultural markets
- Implement authentic, culturally powerful marketing strategies that resonate deeply and drive tangible business success

St. Johns 23



Breakout Session 2E

Florida's Public Records Laws: Enhancing Your Transparency

Kevin Christian, APR, CPRC, Director of Public Relations, Marion County Public Schools

Florida is known nationwide for its wide access to public records. From Sunshine Laws and financial spending to personnel records and court filings, discover why this access is so important to citizens and public relations professionals. Learn valuable insights and actions to take as Kevin Christian, APR, CPRC, shares perspective from his 30 years of dealing with public records. Discover the difference between what is public and exempt. Learn how some of your most private information could, in fact, be public within Florida's state borders.

You'll learn:

- To identify what constitutes a public record
- What's exempt and why exemptions exist for specific records
- What happens if you delay and/or ignore public records requests

St. Johns 22



4:30 - 5:15 p.m.

Transportation to Universal Helios Grand Hotel

Transportation Lobby

Bus transportation to Universal Helios Grand Hotel for Cocktail Reception and Universal Epic Park Hours. A separate Cocktail Reception & Park Hours ticket is required for this event. To access this event, bus transportation is required.

5:30 - 7 p.m. Cocktail Reception at Universal Helios Grand Hotel

Join FPRA for a special event at the brand-new Universal Helios Grand Hotel overlooking Universal's new Epic Universe theme park. A separate ticket is required for this event and includes the cocktail reception and entrance to the park from 7 p.m. to close.



7 p.m. - Park Close

Universal Epic Universe Theme Park

Following the cocktail reception, you'll get access to Epic Universe until the park closes.

Return transportation will be provided at park closing for a limited time.

2025 PR & Comms Summit Committee

Laura Ansel, APR, CPRC
Hunter Carpenter, MA, APR
Miranda Colavito
Wendy Crites Wacker, APR, CPRC
Susan Frantz

Chris Gent, APR, CPRC
Meagan Happel
Kim Livengood, APR, CPRC
Elizabeth Loeffelman, APR, CPRC
Heidi Otway, APR, CPRC

Gordon Paulus, APR, CPRC
Kaylea Schule, MS
Scott Schroeder, APR, CPRC
Lindsay Tozer, FCRM, MA, ECMS, BPMP
Ashlynn Webb

Tuesday, August 5

7:30 a.m. - 3 p.m.

Registration Open

Gatlin 1 Registration



7:30 - 8:20 a.m.

Continental Breakfast at Base Camp

Gatlin A

A continental breakfast will be served inside Base Camp, offering you an opportunity to meet up with chapter members and fellow attendees for a morning of engagement and networking.



8:30 - 9:30 a.m.

General Session II

Gatlin B

The Power of Story: Turn Expertise into Influence

Lisa Gerber, Communications and Storytelling Strategist, Big Leap Creative

In a time of so much connectivity, there is surprisingly little true connection. Fortunately, in a world of diverse perspectives and populations, stories have the power to bring people together. Stories are the currency of conversations that connect, and in today's economy, storytelling has become a vital skill for any modern-day leader. Relationships inform business decisions, yet most leaders focus on results over relationships. In fact, they aren't mutually exclusive; one drives the other. When people share their stories into the world, everything gets better, from team engagement to customer experiences to revenue. This session will set the groundwork for conversations that get people to care. And when we care, we take action. Learn lessons from the most iconic storytellers who are changing the world for the better, one story at a time.

You'll learn:

- How stories fuel connection and influence
- The three qualities of powerful stories: Real, Relatable and Riveting — and who's getting it right (and who's getting it wrong)
- How stories divide us but more importantly, bring us together



9:45 - 10:45 a.m.

General Session III

Gatlin B

Behind the Curtain: Mastering the Art of Storytelling in Crisis and Creativity

Scott Edwards, EVP, Head of Creative Advertising, FOX Entertainment

Jill Hudson Leuthe, SVP Publicity, Fox Entertainment

Join two seasoned FOX Entertainment executives as they pull back the curtain on how compelling storytelling transforms both crisis management and creative marketing into powerful instruments of influence. With an insider's perspective honed through high-stakes, real-world scenarios — including Hollywood's most daunting PR challenges — they'll share invaluable insights earned through trial, error and authenticity. Discover how storytelling bridges PR, marketing, social media and advertising to cultivate genuine brand identity and unshakeable trust. Plus, explore how mindful marketing and ethical AI integration can amplify your strategic impact without compromising integrity.

You'll learn:

- Proven strategies for navigating complex PR and communications crises
- Techniques to unify storytelling across multiple channels, building lasting brand loyalty
- Creative development best practices that foster trust internally and externally



Still Using That 2018 Headshot?

"Photo Joe" Gallagher is here to give your personal brand the glow-up it deserves. Come camera-ready and you'll walk away with a polished, professional headshot.

Monday, August 4
7:30 - 8:20 a.m.

Tuesday, August 5
7:30 - 8:20 a.m. | 4 - 4:40 p.m.

Headshot sessions are \$25 each.

10:45 - 11:05 a.m.

Base Camp Open

Gatlin A

Pause. Reflect. Inspire. You've just soaked in a morning of powerful storytelling — now it's your turn. Head over to the Words of Wisdom Wall, located inside the Peaks of Wisdom Hall, and leave a message that might spark someone else's next big idea. Sponsored in memory of Joe Grano, this wall is more than a break — it's a movement of shared insight, encouragement and connection. Let's turn the in-between moments into something unforgettable.

11:15 a.m. - 12:15 p.m.

Breakout Sessions



Breakout Session 3A

What Media Want

Dan Simon, CEO, Qwoted

St. Johns 24-25

Data from 40,000+ members of the media in Qwoted's network tells a story about the changing media landscape. Explore how network data is creating new opportunities in media relations, what trends are driving tomorrow's news stories and how to best formulate your approach to winning coverage, based on real interactions and outcomes from the world's most influential network for media.



Breakout Session 3B

Down the Rabbit Hole with Meow Wolf: Crafting Unforgettable Immersive Experiences

Joanna Garner, Consultant, Creative Director & Immersive Experience Designer, Formerly with Meow Wolf

St. Johns 26-27

Imagine stepping into a vibrant, surreal universe filled with art, storytelling and interactive magic — that's Meow Wolf. Join consultant, creative director and immersive experience designer Joanna Garner, formerly of Meow Wolf, as she unlocks the creative secrets behind the immersive experiences captivating audiences worldwide. This session moves beyond buzzwords, diving deeply into how Meow Wolf and similar groundbreaking experiences leverage immersive design to forge powerful emotional connections, inspire fandom and redefine customer engagement. Gain exclusive insights into customer psychology and actionable tactics to craft compelling, immersive brand experiences both digitally and in-person.

You'll learn:

- Why customers are irresistibly drawn to immersive experiences and how this trend shapes the future of audience interaction
- Insider insights from Meow Wolf's groundbreaking projects, revealing powerful lessons about customer behavior and brand loyalty
- Essential immersive design principles that you can apply directly to your own PR, communication and branding campaigns



Breakout Session 3C

Legacy Media is Dying: Why the White House is Betting Big on New Media

Bristol Jones, VP of PR, Managing Director, Miami at Avenue Z

St. Johns 28-29

The White House's pivot to include new media journalists signals a seismic shift — traditional media's dominance is fading fast, and digital-first voices are taking over. Dive deep into what this means for your PR strategy, revealing how independent platforms, podcasts and influencer-driven channels reshape the landscape of trust and influence. This provocative session will challenge your assumptions and equip you with cutting-edge strategies to stay relevant, engage authentically and amplify your message directly to the audiences that matter most.

You'll learn:

- How compelling data illustrates legacy media's decline and the rise of digital-first platforms
- Bold, effective PR strategies for building direct digital relationships
- Real-word examples of brands successfully harnessing new media's power for sustained audience engagement



Breakout Session 3D

The Trust Transformation

Roy Reid, APR, CPRC, Fellow, Stockworth Institute

The Trust Transformation is a call to leaders in business, government and communities to take ownership of their relationships and be intentional about earning, cultivating, repairing and restoring trust. Transformative trust will change the course of a crisis, create a sustainable business, save a family, reinvigorate a community and move a country into greater long-term prosperity. When you improve your relationships, you will improve your results and performance — with yourself, employees, customers, vendors, partners and all those around you. Today's workforce instability has put a spotlight on the importance of trust. Trust is the cornerstone of our relationships, and its measure goes a long way to determine the fulfillment, productivity and profitability of any relationship. People can make meaningful and lasting changes in their family, business and community by taking immediate and intentional steps. The Trust Transformation provides you with the tools and resources to do just that.

You'll learn:

- To understand how trust works at a more granular level
- A new system for building, cultivating, repairing and restoring trust
- How to implement a set of guiding principles for developing high trust relationships and a high trust culture

12:15 - 1 p.m.

Boxed Lunch

Grab your boxed lunch, and get ready for our upcoming Fireside Chat.

St. Johns 22



1 - 2 p.m.

General Session IV | Fireside Chat

Red Carpet Resilience: A Conversation with Pamela Greenwalt

Pamela Greenwalt, Chief Communications and Marketing Officer, SAG-AFTRA

Moderated by: April Salter, APR, CPRC, Founder + CEO, SalterMitchell PR

Join Pamela Greenwalt, Chief Communications and Marketing Officer of SAG-AFTRA, in an engaging fireside chat as she shares candid insights into her dynamic career journey and the art and strategy of crisis communication. From navigating significant events — including the historic 2023 American actors' union SAG-AFTRA strike that achieved groundbreaking gains and essential AI protections — to her personal pathway and pivotal career moments, Greenwalt will explore effective strategies for preserving organizational reputation, stakeholder engagement and leadership resilience. This intimate conversation promises invaluable lessons, actionable guidance and inspiration for communication professionals navigating their own high-stakes challenges.

Gatlin B



2 - 2:50 p.m.

Chocolate Break & Book Signing in Base Camp

We hope you savor this deep-rooted FPRA tradition — a chocolate break with networking. Roy Reid, APR, CPRC, will be signing his book, "The Trust Transformation," in the Rising Leader HQ sponsored by Joe Curley, APR, CPRC. Lisa Gerber will be signing her book, "The Power of Story," at the Library Pod sponsored by FPREF. Also be sure to grab a s'more from the chocolate table and sit in one of the Adirondack chairs around the faux fire at Camp Summit sponsored by Georgia Pacific.

Gatlin A



JUST FOLLOWING UP...AGAIN

A Public Relations Podcast from the Central West Coast Chapter of the Florida Public Relations Association

Follow FPRA's "Just Following Up... Again" Podcast!

You might notice a "Just Following Up...Again" podcast station, sponsored by Liquid Creative, inside Base Camp. Throughout the Summit, podcast sessions are being recorded with some of our esteemed speakers and will be made available for later listening!

Visit www.cwcfpra.com/podcast for more information.



Scan to Listen and Learn More





3 - 4 p.m.

Breakout Sessions

Breakout Session 4A

Leveraging Earned Media Amidst a Media Sh*tStorm

Annie Scranton, Founder + CEO, Pace Public Relations

As traditional media outlets shut down and TV newsrooms face massive layoffs, the media landscape is shifting faster than ever. In this session, we'll explore how these changes impact earned media strategies and what brands must do to adapt. With fewer journalists and shrinking newsrooms, getting coverage is harder — but also more valuable. We'll discuss how to break through the noise, leverage alternative media channels and build relationships with the journalists who remain. Learn how to navigate this evolving landscape, turn media turbulence into opportunity and ensure your message gets heard even as the news industry reinvents itself.

You'll learn to:

- Understand the Shifting Media Landscape — Gain insights into the rapid decline of traditional media outlets, the impact of newsroom layoffs and how these changes are reshaping the way news is produced and consumed
- Develop Effective Earned Media Strategies — Learn how to secure coverage in a shrinking news environment by crafting compelling pitches, identifying emerging media opportunities and leveraging alternative platforms like podcasts, newsletters and independent journalism
- Navigate Media Crises in an Evolving News Cycle — Discover best practices for managing brand reputation, responding to public scrutiny and maintaining control of your narrative in an era of fragmented, fast-moving news cycles

St. Johns 24-25



Breakout Session 4B

The Virality Playbook: How Iconic Brands Master Pop Culture & Sustain Visibility

Tiffany Knighten, Founder and CEO of Brand Curators

Join award-winning PR strategist and brand consultant Tiffany Knighten for an electrifying journey into the heart of iconic marketing campaigns that masterfully leverage pop culture, social media and timely moments to captivate audiences. In this energetic session, you'll uncover the precise elements that transform fleeting viral buzz into sustained brand visibility. Tiffany will reveal insider tactics behind some of the most memorable campaigns, offering practical techniques to analyze trends, craft culturally resonant narratives and maintain relevance long after the trending hashtag fades.

You'll learn how to:

- Decode the anatomy of viral success, from storytelling to strategic timing
- Harness pop culture and current events to craft enduring, impactful narratives
- Implement proven PR and marketing tactics that secure your brand's long-term visibility in an ever-evolving digital landscape

St. Johns 26-27



Breakout Session 4C

"LIFT"ing the Curtain: "Studying" the True Magic Behind Your Brand Campaigns

Jonathan Futa, Co-Founder of Group RFZ

Influencer marketing is captivating audiences, delivering tangible results and quickly becoming essential — but how do you truly measure its success? Move beyond basic metrics like views and engagement, and dive into the game-changing world of Brand Lift Studies, the sophisticated measurement framework every savvy PR and comms professional needs. In this session, you'll learn exactly how Brand Lift Studies reveal hidden insights into your audience's perception, spotlight the campaign elements driving meaningful engagement and uncover the factors that shape your brand's true influence. With practical, real-world examples, you'll see how to precisely gauge the ROI of your influencer initiatives and apply these findings directly to elevate your future campaigns.

You'll learn:

- Exactly how Brand Lift Studies work and the crucial insights they deliver
- The types of industries, platforms and campaigns best suited for Brand Lift measurement
- Actionable steps for translating study results into powerful, refined marketing strategies

St. Johns 28-29



Breakout Session 4D

Pitch, Please! How to Grab Media Attention in a Hyper-Competitive World

Kelly Corder, APR, CPRC, Director of Media Relations at Sachs Media

Forget bland pitches — it's time to dazzle. Join media-relations guru Kelly Corder, APR, CPRC, from Sachs Media, for a vibrant, high-energy session that will revolutionize your approach to media outreach. With the media landscape shifting faster than TikTok trends, PR pros must innovate to stay relevant and impactful. Kelly shares insider secrets on crafting irresistible pitches, leveraging storytelling to win over skeptical journalists and mastering the evolving media ecosystem. Dive into powerful case studies, including groundbreaking advocacy campaigns for social justice (George Floyd, Tyre Nichols) and fighting misinformation (Infectious Disease Prevention Network). Walk away ready to pitch confidently, creatively and compellingly every time.

You'll learn:

- The hottest media trends and how they're transforming PR practices
- Proven tactics for creating standout pitches journalists want to read
- Real-world strategies to amplify your critical messages, from social justice advocacy to public health campaigns

St. Johns 23



CN Breakout 2

Pamela Greenwalt, Chief Communications and Marketing Officer, SAG-AFTRA

This session is available to CN members and CPRC candidates only.

Conway

4 - 4:45 p.m.

Sip 'n' Sign at Library Pod in Base Camp

Gatlin A

Before heading to your room to get ready for the Golden Image & Pinnacle Awards Gala, stop at the Library Pod sponsored by the Florida Public Relations Education Foundation for an exclusive "Sip 'n' Sign" event! Also, there will be an opportunity to add some sparkle with Fairy Hair just prior to tonight's formal event.

Sip 'n' Sign Gathering

Join us at the Library Pod sponsored by the Florida Public Relations Education Foundation for an exclusive "Sip 'n' Sign" event!

Reilly Newman's book, "Brandy: 101 Sips of Wisdom for Attaining a Successful Brand," will be available at the FPRA Store for \$30 and comes with a glass of brandy. Reilly will be available to sign.



6:30 - 7:30 p.m.

Reception of the Presidents

Gatlin B Foyer

Enjoy a glass of champagne and have your chapter photos taken before the Golden Image & Pinnacle Awards Gala. Chapter photos will be taken beginning at 6:30 p.m., and the champagne toast will take place at 7:20 p.m.



7:30 - 10:30 p.m.

Golden Image & Pinnacle Awards Gala

Gatlin B

FPRA's 68th Golden Image Awards and 2nd Pinnacle Awards celebration will be an evening of sparkle and elegance as we recognize PR and communications professionals for exceptional work and results. Founded by FPRA in 1957, the Golden Image Awards have been a standard of excellence recognizing outstanding PR programs for nearly seven decades! Founded in 2024, the Pinnacle Awards recognize individuals and teams for outstanding work and contributions to the profession. FPRA's Member of the Year, the Doris Fleischman Award, and FPRA's highest honor, the John W. Dillin Award, will be awarded on this special night. Celebrate the best of the best with FPRA!



10:30 - 11:45 p.m.

Golden Glow Down: The After Party

Gatlin A

After the glamour and excitement of the Golden Image & Pinnacle Awards Gala, we intend to keep the celebration glowing. Ditch the formalwear and get cozy. Whether you wear pajamas, yoga pants or just "anything without sequins," join us around the faux campfire with your Summit besties, sip a signature cocktail and soak up the good vibes. This feel-good finale to Gala night is proudly sponsored by DaySpring.

Wednesday, August 6

9 - 11:30 a.m.

Registration Open

Gatlin 1 Registration

9 - 9:50 a.m.

Base Camp Open

Gatlin A

Checking out early? Feel free to bring your luggage to the Peaks of Wisdom Hall for storage while you enjoy the last session. This is also a great opportunity to shop at the FPRA Store for any last minute purchases. Base Camp will be fully open, with plenty of engagement opportunities and networking.



9 - 9:50 a.m.

Breakfast Buffet

Gatlin B

Come enjoy a full, hot breakfast before we kick off the closing session of the 2025 PR & Comms Summit. Don't forget to do any last-minute shopping at the FPRA Store!

9 - 9:40 a.m.

CN Annual Meeting & Breakfast

Conway

Join your CN colleagues for breakfast and the Counselors' Network Annual Meeting. During this meeting, members will review and discuss business and will elect officers for CN's leadership for the 2025-2026 FPRA year. Full breakfast provided.



10 - 11:15 a.m.

Closing Session - General Session V

Gatlin B

Peel Back the Boring: How Savannah Bananas Hit a Home Run with Social Media

Kara Heater, VP of Marketing at Savannah Bananas

Moderated by: Elise Ramer, MBA, APR, CPRC, Vice President, Communications & Public Relations, Premier Sotheby's International Realty

Wake up to a fresh serving of social media genius! Join Elise Ramer, MBA, APR, CPRC, as she and Kara Heater, VP of Marketing at Savanna Bananas, discuss the inside baseball behind Savannah Bananas's playful and powerful social playbook that have captivated audiences worldwide, driving unmatched engagement, attendance and brand loyalty. From turning mascots into social media stars to redefining fan interactions, learn first hand how the Savannah Bananas has kept content fresh, fun and irresistibly shareable.

You'll learn:

- Insider insights on creating wildly successful social media campaigns
- Techniques to amplify your brand voice with authenticity and humor
- Practical tips for building an engaging community that can't get enough of your content



11:15 - 11:30 a.m.

Closing and Drawing for the
Adrienne Moore, APR, CPRC, Scholarship and Prizes

Gatlin B

We'll close the 2025 PR & Comms Summit by awarding the Adrienne Moore, APR, CPRC, Conference Scholarship. Attendees must be present to win. The winner of this scholarship will receive a fully paid registration for the 2026 PR & Comms Summit! We will also have prize drawings for a vacation, FPRA University of Florida license plate and more.



12:15 - 3:15 p.m.

Student Field Trip

Dr. Phillips Center

Going Beyond the Stages: Recognizing 10 Years of Impact at Dr. Phillips Center

Student Members are invited to an exclusive FPRA Student Field Trip to the Dr. Phillips Center for the Performing Arts, as it celebrates 10 years of inspiring audiences and shaping the cultural landscape in downtown Orlando. Students will engage with the art center's public relations, marketing and strategic partnership teams in an insightful panel discussion, gaining a behind-the-scenes look at how storytelling, branding and community engagement bring the arts to life. After the panel, students will embark on a guided tour of the center, exploring the theaters and spaces where creativity thrives and world-class performances come to life. Don't miss this opportunity to connect, learn and experience the magic of one of the country's premier performing arts institutions! Registration is required. Box lunch will be provided. Limited to 30 students only.

Panelists:

Despina McLaughlin, APR, Director of Communications and Public Relations, Dr. Phillips Center for the Performing Arts
Stavo Marrero, Director of Strategic Partnerships, Dr. Phillips Center for the Performing Arts
Sabrina DaPonte, Director of Advertising, Dr. Phillips Center for the Performing Arts

The FPRA Student Field trip is sponsored by the Dr. Phillips Center for the Performing Arts.

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Congratulations to the FPRA members who received credentials!

2024-2025 APRs

Robert "Bobby" Ampezzan, APR, At Large Member
Rachel Cote, APR, Ocala Chapter
Noelani Fender, APR, Southwest Florida Chapter
Hannah Flynn, APR, Capital Chapter
Sarah Glendening, APR, Central West Coast Chapter
Jennifer Hemmerdinger, APR, Central West Coast Chapter
Jennifer Houser, APR Jacksonville Chapter
Sarah Kelliher, APR, Orlando Area Chapter
Laurel Ring, APR, Gainesville Chapter
Sara Shell, APR, Space Coast Chapter
Virginia Zimmermann, APR, Central West Coast Chapter

2024-2025 CPRCs

Ruthann Campbell, APR, CPRC, Capital Chapter
Lauren Debick, APR, CPRC, CLC, Ocala Chapter
Kristina Donohue, APR, CPRC, Ocala Chapter
Emily Golden, APR, CPRC, Southwest Florida Chapter
Chris Graham, MBA, APR, CPRC, Volusia/Flagler Chapter
Andrea Knies, APR, CPRC, Central West Coast Chapter
Jennifer Linzy, APR, CPRC, Central West Coast Chapter
Candy McGuyre, APR, CPRC, Pensacola Chapter
Jenny Tomes, APR, CPRC, Treasure Coast Chapter

Congratulations to the student members who have earned the Certificate in Principles of Public Relations!

Sydney Campbell, University of Central Florida
Josephine Gilliland, Florida Gulf Coast University
Laurana Gonzalez, Florida Gulf Coast University
La'Kennya Huggins, Florida Gulf Coast University
Bianca Resin, Florida Gulf Coast University

Isabella Diaz, University of Central Florida
Emilia Laciuga, University of Central Florida
Reagan Margaret Matthes, University of Central Florida
Ilise McAteer, University of Central Florida
Gabriela Torres, University of Central Florida

2025-2026 Executive Committee Slate of Officers

Membership will vote on the 2025-2026 Executive Committee at
FPRA's Annual Business Meeting at 8:30 a.m. on Monday, August 4.

President*	Lindsay Hudock, MA, APR, CPRC
Immediate Past President*	Julie Frey, APR, CPRC
President-Elect	April Salter, APR, CPRC
VP Annual Conference	Elise Ramer, MBA, APR, CPRC
VP Communications & PR	Madelene Skinner, APR
VP Credentialing	Lisa Murray, APR, CPRC
VP DE&I	Valencia Scott
VP Digital Media	Lindsay Tozer, FCRM, MA, BPMP, ECMS
VP Finance	Kevin Christian, APR, CPRC
VP Golden Image	Chris Graham, MBA, APR, CPRC
VP Membership	Hunter Carpenter, MA, APR
VP Research & Planning	Heidi Otway, APR, CPRC
VP Professional Development	Gordon Paulus, APR, CPRC
VP Student Services	Ali Beemer, APR
VP Sponsorship Development	Kim Livengood, APR, CPRC
LeadershipFPRA Chair****	Cindy Rodriguez
Counselors' Network Chair**	Kelly Corder, APR, CPRC
FPRE Foundation Chair***	Jay Wilson, APR, CPRC


*This position has already been voted upon. **This position is elected by Counselors' Network members only.
This position is elected by the Foundation board. *This position is elected by the LeadershipFPRA board.

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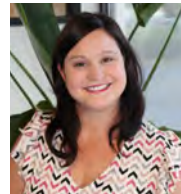
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Misti Barrett
Public Relations Specialist
City of Ocala
Ocala Chapter



Amber Casart
Marketing and Communications Coordinator
Big Brothers Big Sisters of Northwest
Florida
Pensacola Chapter



Miranda Colavito
Communications Manager
Planned Parenthood
Southwest & Central Florida
Central West Coast Chapter



Merissa Green
Communications & Marketing
Manager
City of Haines City
Dick Pope/Polk County
Chapter



Angela Green-Sherrod
Public Engagement and
Communications Director
HNTB
Capital Chapter



Bridgette Howden
Strategic Development Director
Corporation to Develop
Communities of Tampa
Tampa Bay Chapter



Kaitlyn Kelley
Project Coordinator
SalterMitchell PR
Orlando Area Chapter



Amanda Lubin
Team Member Communications &
Engagement Manager
AdventHealth - Central Florida Division
Orlando Area Chapter



Isabela Roselione
Public Relations Specialist
AtkinsRéalis
South Florida Chapter



Aaron Sanders
Senior Public Relations
Specialist
Addition Financial Credit Union
Orlando Area Chapter



Elisa Shaw
Public Relations Specialist
Curley & Pynn
Orlando Area Chapter



Andrea Siracusa, APR, CPRC
Senior Director of Community
Relations
Dreams Come True
Jacksonville Chapter



Ken Storey
Communications Specialist
East Central Florida Regional
Planning Council
Orlando Area Chapter



Virginia Zimmermann, APR
Director of Communications
and Public Relations
SeaPort Manatee/Manatee
County Port Authority
Central West Coast Chapter



**LeadershipFPRA Chair
Cindy Rodriguez**
Municipal Relations and Sales Manager
Republic Services
Dick Pope/Polk County Chapter

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- // Global Strategic
Communication
- // Social Media
- // Web Design and
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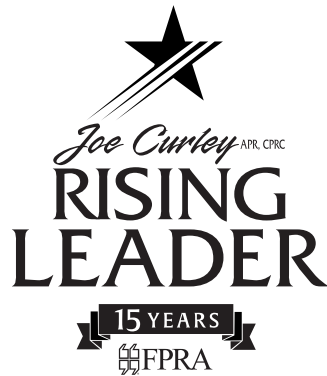
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Celebrating 15 Years of Leadership

Congratulations to the Joe Curley Rising Leader Class of 2025!

This year's Joe Curley Rising Leader Award winner and scholarship recipients will be announced at the Presidents' Luncheon.



Michael Sonntag.....	Capital Chapter
Jennifer Hemmerdinger, APR.....	Central West Coast Chapter
Merissa Green.....	Dick Pope/Polk County Chapter
Shelby Martin.....	Gainesville Chapter
Kayla Roberts.....	Jacksonville Chapter
Danielle Veenstra.....	Ocala Chapter
Jennifer Marcial Ocasio.....	Orlando Area Chapter
Amber Casart.....	Pensacola Chapter
Diana Delgado Garcia.....	South Florida Chapter
Yliana Vilella, MS, APR.....	Southwest Florida Chapter
Sascha Lee.....	Space Coast Chapter
Lexie Savedge, APR.....	Tampa Bay Chapter
Courtney Ziesman.....	Treasure Coast Chapter
Lauren Wiseman.....	Volusia/Flagler Chapter

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Co-Executive Director
Melanie Reda, APR, CPRC

Danielle Brooks
Erin Hoffer, MA, APR, CPRC
Sage Leiber
Rachel Partlow
Ryan Shima

PR & Comms Summit At-A-Glance

Saturday, August 2

5- 6:30 p.m. LeadershipFPRA Class IX Graduation & Alumni Reunion

Sandlake

Sunday, August 3

8 a.m. - Noon Golf Scramble
Noon - 5 p.m. Registration Desk Open
Noon - 3 p.m. LeadershipFPRA Class X Orientation
1 - 1:45 p.m. The Value of Earning Accreditation
1:45 - 2:30 p.m. The Value of Earning Certification
3:15 - 3:45 p.m. Outgoing Executive Committee Meeting
4 - 4:30 p.m. Incoming Executive Committee Meeting
5:30 - 6 p.m. State Board Gathering
6 - 8 p.m. The President's Welcome Reception

Shingle Creek Golf Club
Gatlin 1 Registration
St. Johns 24-25
St. Johns 22
St. Johns 22
Boardroom
Boardroom
Butler Balcony
Butler Lower Level

Monday, August 4

7:30 a.m. - 3 p.m. Registration Desk Open
7:30 - 8:20 a.m. Coffee & Networking | Base Camp Open
7:30 - 8:10 a.m. Past Presidents' Council Business Meeting
8 - 8:20 a.m. First Time Attendee Orientation
8:30 - 8:45 a.m. Welcome & Annual Meeting
8:45 - 9 a.m. APR & CPRC Presentation
9 - 10 a.m. Opening Session | Dillin Keynote | An Epic Journey: The Relentless Pursuit to Evolve Consumer Mindsets, Themed Entertainment & Public Relations
10 - 10:20 a.m. Base Camp Open
10:30 - 11:30 a.m. Breakout 1A | Chaos Theory: Mastering Ethical Leadership in PR's AI Age
10:30 - 11:30 a.m. Breakout 1B | Fan Power Unleashed: Turning Audience Obsession into PR Gold
10:30 - 11:30 a.m. Breakout 1C | Culture Shock: Transform Internal Comms to Supercharge Employee Retention
10:30 - 11:30 a.m. Breakout 1D | Everything PR Pros Need to Know About Wikipedia (But Didn't Know Whom to Ask)
10:30 - 11:30 a.m. Breakout 1E | Getting Found in the Age of AI: What Communicators Need to know about GEO
10:30 - 11:30 a.m. CN Breakout 1 | CN Breakout with Alyson Sologaistoa, APR, CPRC
11:30 - 11:55 a.m. Base Camp Open
Noon - 2:15 p.m. Presidents' Luncheon
2:45 - 3:45 p.m. Breakout 2A | Ethically Engineered: Navigating AI in PR & Communications
2:45 - 3:45 p.m. Breakout 2B | Beyond the Logo: The Real Art & Strategy of Rebranding
2:45 - 3:45 p.m. Breakout 2C | Dynamic Duos & Strategic Synergy: Mastering High-Energy Partnerships
2:45 - 3:45 p.m. Breakout 2D | No Need for a Crystal Ball: The Future is Multicultural
2:45 - 3:45 p.m. Breakout 2E | Florida's Public Records Laws: Enhancing Your Transparency
4:30 - 5:15 p.m. Transportation to Universal Helios Grand Hotel (Ticket Required)
5:30 - 7 p.m. Cocktail Reception at Universal Helios Grand Hotel (Ticket Required)
7 - 9/10 p.m. Universal Epic Universe Theme Park (Ticket Required)

Gatlin 1 Registration
Gatlin A
Boardroom
St. Johns 22
Gatlin B
Gatlin B
Gatlin B
Gatlin A
St. Johns 24-25
St. Johns 26-27
St. Johns 22
St. Johns 28-29
St. Johns 23
Conway
Gatlin A
Gatlin B
St. Johns 24-25
St. Johns 26-27
St. Johns 28-29
St. Johns 23
St. Johns 22
Transportation Lobby
Helios Grand Hotel
Epic Universe

Tuesday, August 5

7:30 a.m. - 4:45 p.m. Registration Desk Open
7:30 - 8:20 a.m. Continental Breakfast in Base Camp
8:30 - 9:30 a.m. General Session II | The Power of Story: Turn Expertise into Influence
9:45 - 10:45 a.m. General Session III | Behind the Curtain: Mastering the Art of Storytelling in Crisis and Creativity
10:45 - 11:05 a.m. Base Camp Open
11:15 a.m. - 12:15 p.m. Breakout 3A | What Media Want
11:15 a.m. - 12:15 p.m. Breakout 3B | Down the Rabbit Hole with Meow Wolf: Crafting Unforgettable Immersive Experiences
11:15 a.m. - 12:15 p.m. Breakout 3C | Legacy Media is Dying: Why the White House is Betting Big on New Media
11:15 a.m. - 12:15 p.m. Breakout 3D | The Trust Transformation
12:15 - 1 p.m. Boxed Lunch
1 - 2 p.m. General Session IV | Fireside Chat | Red Carpet Resilience: A Conversation with Pamela Greenwalt
2 - 2:45 p.m. Chocolate Break & Book Signing in Base Camp
3 - 4 p.m. Breakout 4A | Leveraging Earned Media Amidst a Media Sh*tStorm
3 - 4 p.m. Breakout 4B | The Virality Playbook: How Iconic Brands Master Pop Culture & Sustain Visibility
3 - 4 p.m. Breakout 4C | "LIFT"ing the Curtain: "Studying" the True Magic Behind Your Brand Campaigns
3 - 4 p.m. Breakout 4D | Pitch, Please! How to Grab Media Attention in a Hyper-Competitive World
3 - 4 p.m. CN Breakout 2 | CN Breakout with Pamela Greenwalt
4 - 4:45 p.m. Sip 'n' Sign at Library Pod in Base Camp | Base Camp Open
6:30 - 7:30 p.m. Reception of the Presidents and Chapter Photos
7:30 - 10:30 p.m. Golden Image & Pinnacle Awards Gala
10:30 - 11:45 p.m. Golden Glow Down: The After Party

Gatlin 1 Registration
Gatlin A
Gatlin B
Gatlin B
Gatlin A
St. Johns 24-25
St. Johns 26-27
St. Johns 28-29
St. Johns 22
Gatlin B Foyer
Gatlin B
Gatlin A
St. Johns 24-25
St. Johns 26-27
St. Johns 28-29
St. Johns 23
Conway
Gatlin A
Gatlin B Foyer
Gatlin B
Gatlin A

Wednesday, August 6

9 - 11:30 a.m. Registration Desk Open
9 - 9:50 a.m. Base Camp Open
9 - 9:50 a.m. Breakfast Buffet
9 - 9:40 a.m. CN Annual Meeting & Breakfast
10 - 11:15 a.m. Closing Session - General Session V | Peel Back the Boring: How Savannah Bananas Hit a Home Run with Social Media
11:15 - 11:30 a.m. Drawing for the Adrienne Moore, APR, CPRC, Scholarship & Prizes
12:15 - 3 p.m. Student Field Trip | Dr. Phillips Center for the Performing Arts

Gatlin 1 Registration
Gatlin A
Gatlin B
Conway
Gatlin B
Gatlin B
Dr. Phillips Center