



2017 Counselors' Network Winter Symposium

January 12-14 / Tampa Bay



Symposium Dates: January 12-14, 2017

Registration: \$450 for CN Members or
\$225 for LeadershipFPRA Participants

Host Property: Tampa Marriott
Westshore

Room Rate: \$148/night
For reservations, [click here](#) or call (813)
287-2555. The deadline to make
reservations is December 29.

Agenda At-A-Glance:

Thursday, January 12

Welcome Reception at Host Property*
5:30 p.m. - 7:00 p.m. at Interior Pool Area

Friday, January 13

Breakfast*
Morning Session*
Group Lunch / Business Meeting*
Afternoon Session #1*
Afternoon Session #2
Tampa Bay Lightning Game & Dinner

Saturday, January 14

Breakfast
Morning Session
Lunch - LeadershipFPRA Only
Afternoon Session - LeadershipFPRA Only

*These events are open to CN Symposium
attendees only.

Get off to a winning start this year by attending the 2017 CN Winter Symposium, the premier professional development event for senior-level public relations practitioners in the state of Florida.



Beginning on Thursday, January 12, Tampa Bay will play host to our group of experienced public relations counselors from up-and-down the state, and across industries. In addition to the excellent networking opportunities that you've come to expect at CN events, the Winter Symposium will feature an array of speakers who will address some of the challenges we face on a regular basis.

As you know, the public relations industry moves quickly. That's why we've enlisted speakers who can also give you a glimpse of what's to come — from the disappearing line between public relations and marketing, to the growing importance of personal branding. We want you to start 2017 out in front of the competition.

Speaking of competition, I'm excited to announce that our group will attend a very special Tampa Bay Lightning game on Friday, January 13. That night, the team will retire Martin St. Louis' no. 26 jersey!

Between our outstanding roster of speakers and the accomplished CN members who will be in attendance (not to mention our evening honoring a former NHL MVP), the 2017 Winter Symposium will be an inspiring and informative event.

Jeff Nall, APR, CPRC, PCM
2016-2017 CN Chair



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Tampa Marriott Westshore

Friday, January 13

8:00 a.m. | Continental Breakfast Available in the Westshore Room

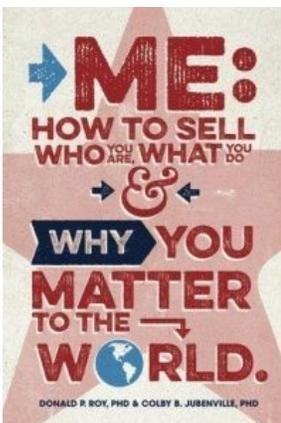
9:00 a.m. | **Personal Relationships and Personal Branding**
Presented by Colby Jubenville, Ph.D.

Personal Relationships and Personal Branding: Let's Get Personal

In business, it's not just about relationships, it's about personal relationships. But, the question remains, how do you build relationships that are, in fact, personal? It starts with being intentional about your approach, understanding key concepts that help build that approach and building a personal brand that others recognize.

This session will start with the 10 most important concepts to understand when building personal relationships. Then it's on to not just branding, but personal branding. If a brand is a promise wrapped in an experience, a personal brand is your promise wrapped in how you develop and deliver your meaning, make up and message.

The bottom line is if you want a better outcome, you must have a better conversation with yourself (mindset), your team (strategy) and the marketplace (execution). Get ready to cover all three!



All CN Winter Symposium attendees will receive a copy of Dr. Jubenville's newest book included with their registration.

In *Me: How to Sell Who You Are, What You Do & Why You Matter*, Dr. Jubenville expands on the topics he will discuss in his CN Symposium Session.

Colby B. Jubenville, Ph.D., is an accomplished author, speaker, professor, business advisor, entrepreneur and inventor. He holds an academic appointment at Middle Tennessee State University and is Principal of Red Herring Innovation and Design. Since 2015, Jubenville has written about self-reliance and entrepreneurship for the *Washington Times*. In 2015, he also received the Nashville Emerging Leaders Impact Award presented by the Nashville Area Chamber of Commerce and YP Nashville.



Counselors' Network Membership

Not a Member? Consider Joining!

Membership in the Counselors' Network is open to any Florida Public Relations Association (FPRA) member in good standing who has earned the Certified Public Relations Counselor (CPRC) credential. Members must be actively engaged in providing counseling service as a principal, officer, partner or employee of a public relations firm, corporation, organization or agency.

Annual membership dues for CN members is \$50. More information on CN Member benefits, including networking and speakers' bureau opportunities, is available at fpra.org.

Don't have your CPRC?

If you have your APR (Accredited in Public Relations) credential and have been practicing public relations for a minimum of 10 years, three of which have been in a counseling capacity, you may register as a guest for the 2017 Winter Symposium. All registered guests will be asked to commit to sitting for their CPRC credential sometime within the next twelve months. Standard CN Winter Symposium rates apply for registered guests.



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11:30 a.m. | Lunch in the Kennedy Room
12:45 p.m. | **Happily Ever After or Forever Mad?**
Presented by Katie Delahaye Paine
2:45 p.m. | **More Than Just the Words**
Presented by Kelly Turner

Happily Ever After or Forever Mad? The Coming Integration of Communications and Marketing

A recent Conference Board study of organizations that have integrated communications into the marketing functions revealed a host of benefits and very few downsides. The year-long project included interviews with Southwest Airlines, MasterCard, Coca-Cola Asia Pacific, SAP, Cisco, Target, HP and others. In this session we'll go over its five main findings.

For the past three years, Katie Delahaye Paine (aka The Measurement Queen) has been working with organizations who have adopted this approach. To manage the process, they have developed integrated measurement systems that increase efficiency and clearly demonstrate contribution to the bottom line. She will share her expertise and show you how to navigate and measure this brave new integrated world.



Katie Delahaye Paine has been a pioneer in the field of measurement for three decades. She has founded two measurement companies, KDPaine & Partners and The Delahaye Group. Her books, *Measure What Matters* and *Measuring Public*

Relationships are considered must-reads for anyone tasked with measuring public relations and social media. Her latest book, written with Beth Kanter, *Measuring the Networked Nonprofit: Using Data to Change the World*, is the 2013 winner of the Terry McAdam Book Award.

More Than Just the Words: Creating Digital Content in a Megacorporation

Content strategy is planning for the creation, implementation, governance and sustainment of internet content. How does that relate to public relations? For starters, both are about effective communication – with customers, clients and in some cases even our colleagues. Kelly Turner, a content strategist at AT&T, will give a peek behind the curtain of how he helps drive AT&T's internet content process using old-fashioned journalism techniques, customer-focused testing, and a touch of gumshoe acumen.

Kelly Turner has been managing content strategy issues at large corporations since 2007. At AT&T, he is responsible for providing content recommendations aimed at enhancing the customer experience and increasing customer satisfaction.



He has been a guest speaker at the Digital Marketing Conference in Vancouver, the Digital Strategy Conference in Ottawa, and the Content Strategy Innovation Summit in Los Angeles. He also has been published in User Experience Professional Association magazine. Kelly was previously a newspaper and magazine journalist for 13 years, and currently lives in Orange Park, Florida.

About the Tampa Marriott Westshore

Check-in begins at 4:00 p.m. and check-out is at 11:00 a.m. The hotel features an indoor/outdoor pool, a fitness center and an on-site restaurant.





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5:05 p.m.	Board the bus at the Tampa Marriott Westshore
5:40 p.m.	Arrive at Amelie Arena
6:30 p.m.	Pregame Ceremony Begins
8:10 p.m.	Tampa Bay Lightning vs. Columbus Blue Jackets
10:40 p.m.	Group Photo on the Players' Bench*
11:00 p.m.	Depart for the Hotel*

*These times may change depending on the length of the game.

Tampa Bay Lightning vs. Columbus Blue Jackets



CN Winter Symposium participants and this year's LeadershipFPRA class will be in for a treat when the Tampa Bay Lightning take on the Columbus Blue Jackets on Friday, January 13. Our group will enjoy the action from prime seats. We will also have dinner at Amelie Arena and take a group photo on the ice!

Plus, it will be a historic night. Prior to the game, the Lightning will hold a ceremony to retire the jersey of 6-time NHL All-Star, Martin St. Louis. It will be the first time the Lightning have retired a jersey in franchise history!



About LeadershipFPRA

We are excited to welcome the inaugural class of LeadershipFPRA to this year's CN Winter Symposium. This new program designed prepare FPRA members to become leaders in their organizations and communities.

Saturday, January 14

8:30 a.m.	Full Breakfast in the Westshore Room
9:00 a.m.	The Moral Compass of Public Relations Presented by Brigitta R. Brunner, Ph.D.

The Moral Compass of Public Relations

The civic and moral responsibilities of public relations are hotly contested topics. While many researchers call for focusing on ethics in public relations, they concentrate on ethics in relation to how people do their jobs. In actuality, emphasis should move beyond professional codes of ethics to include general morality and citizenship. Currently, as the profession receives greater scrutiny, it is important to be aware of the value of public relations in the community. This session centers on four areas of public relations' conscience in order to examine its role in morality and citizenship: civic professionalism, corporate social responsibility, ethics and public communication. This approach will help to answer the question of what is public relations' responsibility to the public good.

Brigitta R. Brunner, Ph.D., is a professor in the School of Communication & Journalism at Auburn University. Brunner was inducted into the College of Liberal Arts' Academy of Outstanding Teachers in 2015 and was named Educator of the Year by the Public Relations Council of Alabama in April 2013. She teaches public relations to both undergraduate and graduate students. She previously taught at the University of Northern Iowa and worked as an account associate at Reese, Tomases and Ellick, Inc. in Wilmington, Del.





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11:30 a.m. | Lunch in the Kennedy Room
12:45 p.m. | **Negotiating Agreement and Resolving Conflict**
Presented by Donald P. Addison II, Ph.D.

Negotiating Agreement and Resolving Conflict: Capabilities for a Dynamic Marketplace

If you don't like conflict, you're not alone. It can be unpleasant and intimidating, but it doesn't have to be. In this session, we'll cover a variety of topics including addressing conflict between leadership and staff, dealing with difficult personalities during a negotiation, and increasing understanding and improving communication in one-on-one interactions.

Addressing conflict comes down to understanding what the other side wants. Dr. Addison will share valuable insights on how to resolve conflicts and negotiate effectively in a fast-paced and competitive environment.

Saturday afternoon's lunch and "Negotiating Agreement and Resolving Conflict" are exclusively for participants of:



Presenting Sponsor: **THE FLORIDA HIGH TECH CORRIDOR**

Donald P. Addison II, Ph.D., helps professionals successfully navigate today's dynamic marketplace by teaching strategies to manage change, negotiate agreement and minimize conflict.



Currently, Addison works in the financial sector providing expertise in organization development and change management to companies of various sizes across multiple industries. Addison is also an adjunct professor at Queens University of Charlotte and University of South Florida where he teaches graduate and doctoral level courses in management and organization development. Addison was awarded the Outstanding Faculty Member award by Queens University of Charlotte in recognition of his teaching efforts. Addison has contributed research to multiple organizations including the Academy of Management, the American Marketing Association and the Association of Finance Professionals.

Prior to entering the financial sector, Addison held senior-level roles for a technical consulting and staffing firm where his skills and knowledge in sales management, organizational development and transformational change were applied to several enterprise-wide projects focused on acquisition integration, customer relationship management solutions, and changes to operating models and sales strategy.

Addison earned his doctorate degree in Management from Case Western Reserve University's Weatherhead School of Management where he investigated dynamics associated with advancing buyer-seller relations. He received the prestigious Practitioner Scholar award in recognition of his research. Addison holds a master's degree in Management with a concentration in Leadership and Organizational Effectiveness and an undergraduate degree in Business Administration.