

2018 Annual Conference At-A-Glance

Saturday, August 4

5:00 – 6:30 p.m.

LeadershipFPRA Graduation for 2017- 2018 Class

Stadium Room

Sunday, August 5

9:05 a.m. – 1 p.m.

FPRA Annual Golf Outing/Tournament

Sawgrass Marriott's Dye's Valley

12:00 – 3:00 p.m.

LeadershipFPRA Orientation for 2018-2019 Class

Champions A

1:00 – 4:45 p.m.

Student Field Trip

Champions Registration Desk

2:00 – 2:45 p.m.

The Value of Earning Accreditation

Players D

2:45 – 3:30 p.m.

The Value of Earning Certification

Players D

3:15 – 4:15 p.m.

Chapter Leadership Forum

Champions BC

3:45 – 4:15 p.m.

Outgoing Executive Committee Meeting

Stadium Room

4:30 – 5:00 p.m.

Incoming Executive Committee Meeting

Stadium Room

6:00 – 9:30 p.m.

President's Welcome Reception – Sponsored by VISIT FLORIDA

Arbor Ballroom

Monday, August 6

7:30 – 9 a.m.

Continental Breakfast

Champions Foyer

7:40 - 8:25 a.m.

Past Presidents' Council Meeting

Stadium Room

8:30 – 9:00 a.m.

Welcome & Annual Meeting | APR/CPRC Recognition

Champions DEFGH

9:00 – 10:00 a.m.

Opening General Session A

Champions DEFGH

Detour: Winning When Life Doesn't Go According to Plan

10:25 – 11:25 a.m.

Counselors' Network Breakout Session 1 (Courtney Clark)

Heritage CDE

10:25 – 11:25 a.m.

Breakout Session 1A | How Public Relations Pros Influence the Influencer

Champions A

10:25 – 11:25 a.m.

Breakout Session 1B | How a TV Reporter Turned PIO

Champions B

10:25 – 11:25 a.m.

Breakout Session 1C | Measuring Internal Communication Effectively

Champions C

10:25 – 11:25 a.m.

Breakout Session 1D | Designing Your Unique Leadership Path

Masters ABC

11:45 a.m. – 1:30 p.m.

Presidents' Awards Luncheon

Champions DEFGH

1:45 – 2:45 p.m.

Breakout Session 2A | The Strategy Behind Rebranding the Jumbo Shrimp

Champions A

1:45 – 2:45 p.m.

Breakout Session 2B | The PR Manager as Coach

Players BC

1:45 – 2:45 p.m.

Breakout Session 2C | How to Create Compelling Facebook & Instagram Campaigns

Champions B

1:45 – 2:45 p.m.

Breakout Session 2D | Podcasts as a PR Tool (and How to Set One Up)

Champions C

3:00 - 4:00 p.m.

General Session B

Champions DEFGH

The Harlem Globetrotters: 92 Years of Brand Leadership in a Global Marketplace

4:15 - 5:00 p.m.

4th State Board Meeting (for FPRA State Board Members)

Champions AB

5:05 – 5:35 p.m.

Foundation Board Meeting (for FPREF Board Members)

Champions AB

6:00 - 8:00 p.m.

Networking Reception - Night at the Museum

Champions Foyer

Museum New Addition Unveiling at 6:30 p.m.

Tuesday, August 7

7:30 – 9:00 a.m.

Continental Breakfast

Champions Foyer

8:50 – 10 a.m.

Dillin Keynote | The New Science of Online Brand Reputation

Champions DEFGH

10:15 – 11:15 a.m.

Counselors' Network Breakout Session 2 (Megan Harris)

Heritage CDE

10:15 – 11:15 a.m.

Breakout Session 3A | The Evolution of Influencer Dinners for a National Brand

Champions A

10:15 – 11:15 a.m.

Breakout Session 3B

Champions B

An SEO's Guide to Delivering Value, Traffic & Increasing Brand Awareness

10:15 – 11:15 a.m.

Breakout Session 3C | Creativity Hacks from an Entreprenneur

Champions C

11:30 - 12:40 p.m.

General Session C (Lunch): Fireside Chat - *Sponsored by Firehouse Subs*

Champions DEFGH

Rebuilding Your Reputation: From White Collar Crime to Industry Thought Leader

12:45 - 1:15 p.m.

Book Signing | Deidre Breakenridge

Champions DEFGH

Answers for Modern Communicators: A Guide to Effective Business Communication

12:45 - 1:15 p.m.

Chocolate Break Networking

Champions Foyer

1:20 - 2:20 p.m.

General Session D | Dare to be Different! 3 Keys for Goal-setting Success

Champions DEFGH

2:30 - 3:30 p.m.

Counselors' Network Breakout Session 3 (Breakenridge & Bistrong)

Heritage CDE

2:30 - 3:30 p.m.

Breakout Session 4A

Champions A

How does your Garden Grow? With Research and Planning, there is Success to Sow

2:30 - 3:30 p.m.

Breakout Session 4B | How to Write an Awesome Video Script

Champions B

2:30 - 3:30 p.m.

Breakout Session 4C | Why PR Practitioners Should Embrace PESO

Champions C

2:30 - 3:30 p.m.

Breakout Session 4D | Keeping Up in the Ever-Changing World of College Football

Masters ABC

6:00 - 7:00 p.m.

Reception of the Presidents

Champions Foyer

7:00 -10:00 p.m.

Golden Image Awards Banquet – Let the Golden Times Roll

Champions DEFGH

Sponsored by Continental Wholesale Diamonds

Wednesday, August 8

8:00 - 9:15 a.m.

CN Annual Meeting

Heritage CDE

9:00 - 10:30 a.m.

Breakfast & Closing Session

Champions DEFGH

Knowing Why You Are in Business and Why That Matters to Your Comms Team

10:35 - 11:00 a.m.

Conference Drawing for 2019 Annual Conference

Champions DEFGH