

# 2019 Annual Conference At-A-Glance

## Saturday, August 3

5:00 – 6:30 p.m. LeadershipFPRA Graduation for 2018-2019 Class Florida Salons I, II, III, 2<sup>nd</sup> Floor

## Sunday, August 4

10:00 – 4:30 p.m.	Student Field Trip: A Look Inside the World of PR in Professional Sports <i>10 a.m. Board Bus; 11 a.m. Behind-the Scenes; 1:10 p.m. First Pitch; 4:30 p.m. Return</i>	Leave for Tropicana Field from Hotel
12:00 – 3:00 p.m.	LeadershipFPRA Orientation for 2019-2020 Class	Grand Salon C-D, 2 <sup>nd</sup> Floor
2:00 – 2:45 p.m.	The Value of Earning Accreditation	Meeting Room 8, 3 <sup>rd</sup> Floor
2:45 – 3:30 p.m.	The Value of Earning Certification	Meeting Room 8, 3 <sup>rd</sup> Floor
3:15 – 4:15 p.m.	Chapter Leadership Forum	Meeting Room 9, 3 <sup>rd</sup> Floor
3:45 – 4:15 p.m.	Outgoing Executive Committee Meeting	Meeting Room 11, 3 <sup>rd</sup> Floor
4:30 – 5:00 p.m.	Incoming Executive Committee Meeting	Meeting Room 11, 3 <sup>rd</sup> Floor
6:30 – 9:30 p.m.	President’s Welcome Reception	IL Terrazzo, 1 <sup>st</sup> Floor

## Monday, August 5

7:30 – 9 a.m.	Continental Breakfast	Grand Ballroom Foyer
7:40 – 8:25 a.m.	Past Presidents’ Council Meeting	Meeting Room 11, 3 <sup>rd</sup> Floor
8:30 – 9:00 a.m.	Welcome & Annual Meeting   APR/CPRC Recognition	Salon E-F (Grand Ballroom)
9:00 – 10:00 a.m.	Opening General Session A Living Life at Performance Level	Salon E-F (Grand Ballroom)
10:25 – 11:25 a.m.	Counselors’ Network Breakout Session 1 with Curtis Zimmerman	Grand Salon I
10:25 – 11:25 a.m.	Breakout Session 1A   Panel on Communicating Effectively in a Natural Disaster	Grand Salon C-D
10:25 – 11:25 a.m.	Breakout Session 1B   Leading with Influence	Grand Salon A
10:25 – 11:25 a.m.	Breakout Session 1C   Cutting Through the Digital Noise	Grand Salon G-H
10:25 – 11:25 a.m.	Breakout Session 1D   Overcoming Barriers One Post at a Time: PR in the #MeToo Era	Grand Salon B
11:45 a.m. – 1:30 p.m.	Presidents’ Awards Luncheon <i>Dillin Dessert Presented by Publix</i>	Salon E-F (Grand Ballroom)
1:45 – 2:45 p.m.	Breakout Session 2A   How to Win with Media	Grand Salon G-H
1:45 – 2:45 p.m.	Breakout Session 2B   Best Behaviors to Boost Your Google Ranking	Grand Salon A
1:45 – 2:45 p.m.	Breakout Session 2C   The Mirage of Multitasking: Finding Your Focus, Flow and Finish Line	Grand Salon C-D
1:45 – 2:45 p.m.	Breakout Session 2D   Reputation Management in the Digital Age	Grand Salon B
3:00 – 4:00 p.m.	General Session B – Fireside Chat An Inside View: Lessons Learned from Las Vas Shooting <i>Fireside Chat Sponsored by Firehouse Subs and the Jacksonville Chapter</i>	Salon E-F (Grand Ballroom)
4:15 – 5:00 p.m.	State Board Meeting (for FPRA 2018-2019 Board of Directors)	Grand Salon C-D
6:00 – 8:00 p.m.	Networking Reception – Yacht Starship <i>6 p.m. Boarding Time; 6:30 p.m. Sailing Time; 9 p.m. Return</i>	Yacht Starship

## Tuesday, August 6

7:30 – 9:00 a.m.	Continental Breakfast	Grand Ballroom Foyer
8:50 – 10 a.m.	Dillin Keynote	Salon E-F (Grand Ballroom)
10:15 – 11:15 a.m.	Counselors’ Network Breakout Session 2 with Adrian Parker	Grand Salon I
10:15 – 11:15 a.m.	Breakout Session 3A   Ignoring Intuition: Developing a Data-Driven PR Program	Grand Salon C-D
10:15 – 11:15 a.m.	Breakout Session 3B   Winning the Growing Hispanic Market via Transcreation	Grand Salon A
10:15 – 11:15 a.m.	Breakout Session 3C   From Analysis to Action: Keys to Building an Effective Grassroots Movement	Grand Salon B
10:15 – 11:15 a.m.	Breakout Session 4D   Make My Day: Writing that Wins – and Wows	Grand Salon G-H
11:30 – 12:40 p.m.	General Session C (Lunch) I Didn’t Know You Could Do That and Make a Career Out of the Army!	Salon E-F (Grand Ballroom)
12:45 – 1:15 p.m.	Chocolate Break Networking	Grand Ballroom Foyer
1:20 – 2:10 p.m.	General Session D   Mind the Gap: Women’s Leadership in Public Relations	Salon E-F (Grand Ballroom)
2:30 – 3:30 p.m.	Counselors’ Network Breakout Session 3 with Mitchell Marovitz, Ph.D., APR	Grand Salon I
2:30 – 3:30 p.m.	Breakout Session 4A   How to Use Self Awareness as a Personal and Professional Asset	Grand Salon A
2:30 – 3:30 p.m.	Breakout Session 4B   Are Brands People? The Benefits of Humanizing Your Brand on Social Media	Grand Salon C-D
2:30 – 3:30 p.m.	Breakout Session 4C   Blog SEO: How to Get Your Owned Media Found	Grand Salon G-H
2:30 – 3:30 p.m.	Breakout Session 4D   Artificial Intelligence and PR: What You Need to Know	Grand Salon B
6:00 – 7:00 p.m.	Reception of the Presidents	Grand Ballroom Foyer
7:00 – 10:00 p.m.	Golden Image Awards Banquet – Stake Your Claim in PR History	Salon E-F (Grand Ballroom)

## Wednesday, August 7

8:00 – 9:15 a.m.	CN Annual Meeting	Grand Salon G-H
9:00 – 10:30 a.m.	Breakfast & Closing Session Compelling Connections: How and Why Influence Matters with Tim Walsh	Salon E-F (Grand Ballroom)
10:35 – 11:00 a.m.	Conference Drawing for 2020 Annual Conference & Tim Walsh Book Signing	Salon E-F (Grand Ballroom)