

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, 2nd Floor

Sunday, August 4

10:00 – 4:30 p.m. Student Field Trip: A Look Inside the World of PR in Professional Sports
10 a.m. Board Bus; 11 a.m. Behind-the Scenes; 1:10 p.m. First Pitch; 4:30 p.m. Return

11:00 – 2:30 p.m. Topgolf Outing

12:00 – 3:00 p.m. LeadershipFPRA Orientation for 2019-2020 Class

2:00 – 2:45 p.m. The Value of Earning Accreditation

2:45 – 3:30 p.m. The Value of Earning Certification

3:15 – 4:15 p.m. Chapter Leadership Forum

3:45 – 4:15 p.m. Outgoing Executive Committee Meeting

4:30 – 5:00 p.m. Incoming Executive Committee Meeting

6:30 – 9:30 p.m. President's Welcome Reception

Leave for Tropicana Field from Hotel
10690 Palm River Road, Tampa
Grand Salons C-D, 2nd Floor
Meeting Room 8, 3rd Floor
Meeting Room 8, 3rd Floor
Meeting Room 9, 3rd Floor
Meeting Room 11, 3rd Floor
Meeting Room 11, 3rd Floor
IL Terrazzo, 1st Floor

Monday, August 5

7:30 – 9 a.m. Continental Breakfast

7:40 – 8:25 a.m. Past Presidents' Council Meeting

8:30 – 9:00 a.m. Welcome & Annual Meeting | APR/CPRC Recognition

9:00 – 10:00 a.m. Opening General Session A
Living Life at Performance Level

10:25 – 11:25 a.m. Counselors' Network Breakout Session 1 with Curtis Zimmerman

10:25 – 11:25 a.m. Breakout Session 1A | Panel on Communicating Effectively in a Natural Disaster

10:25 – 11:25 a.m. Breakout Session 1B | Leading with Influence

10:25 – 11:25 a.m. Breakout Session 1C | Cutting Through the Digital Noise

10:25 – 11:25 a.m. Breakout Session 1D | Overcoming Barriers One Post at a Time: PR in the #MeToo Era

11:45 a.m. – 1:30 p.m. Presidents' Awards Luncheon
Dillin Dessert Presented by Publix

1:45 – 2:45 p.m. Breakout Session 2A | How to Win with Media

1:45 – 2:45 p.m. Breakout Session 2B | Best Behaviors to Boost Your Google Ranking

1:45 – 2:45 p.m. Breakout Session 2C | The Mirage of Multitasking:
Finding Your Focus, Flow and Finish Line

1:45 – 2:45 p.m. Breakout Session 2D | Reputation Management in the Digital Age

3:00 – 4:00 p.m. General Session B – Fireside Chat
An Inside View: Lessons Learned from Las Vas Shooting
Fireside Chat Sponsored by Firehouse Subs and the Jacksonville Chapter

4:15 – 5:00 p.m. State Board Meeting (for FPRA 2018-2019 Board of Directors)

4:30 – 5:00 p.m. Zumba Workout

6:00 – 9:00 p.m. Networking Reception – Yacht StarShip

Grand Ballroom Foyer
Meeting Room 11, 3rd Floor
Salons E-F (Grand Ballroom)
Salons E-F (Grand Ballroom)

Grand Salons I-J
Grand Salons C-D
Grand Salon A
Grand Salons G-H
Grand Salon B
Salons E-F (Grand Ballroom)

Grand Salons G-H
Grand Salon A
Grand Salons C-D

Grand Salon B
Salons E-F (Grand Ballroom)

Grand Salons C-D
Meeting Room 1, 2nd Floor
Yacht StarShip

Tuesday, August 6

7:30 – 9:00 a.m. Continental Breakfast

8:50 – 10 a.m. Dillin Keynote

10:15 – 11:15 a.m. Counselors' Network Breakout Session 2 with Adrian Parker

10:15 – 11:15 a.m. Breakout Session 3A | Ignoring Intuition: Developing a Data-Driven PR Program

10:15 – 11:15 a.m. Breakout Session 3B | Winning the Growing Hispanic Market via Transcreation

10:15 – 11:15 a.m. Breakout Session 3C | From Analysis to Action:
Keys to Building an Effective Grassroots Movement

10:15 – 11:15 a.m. Breakout Session 4D | Make My Day: Writing that Wins – and Wows

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!

12:45 – 1:15 p.m. Chocolate Break Networking

1:20 – 2:10 p.m. General Session D | Mind the Gap: Women's Leadership in Public Relations

2:30 – 3:30 p.m. Counselors' Network Breakout Session 3 with Mitchell Marovitz, Ph.D., APR

2:30 – 3:30 p.m. Breakout Session 4A | How to Use Self Awareness as a Personal and Professional Asset

2:30 – 3:30 p.m. Breakout Session 4B | Are Brands People?
The Benefits of Humanizing Your Brand on Social Media

2:30 – 3:30 p.m. Breakout Session 4C | Blog SEO: How to Get Your Owned Media Found

2:30 – 3:30 p.m. Breakout Session 4D | Artificial Intelligence and PR: What You Need to Know

2:30 – 3:30 p.m. Breakout Session 4E | Education & PR: How to Create an Effective Strategy

6:00 – 7:00 p.m. Reception of the Presidents

7:00 – 10:00 p.m. Golden Image Awards Banquet – Stake Your Claim in PR History

Grand Ballroom Foyer
Salons E-F (Grand Ballroom)
Grand Salons I-J
Grand Salons C-D
Grand Salon A
Grand Salon B

Grand Salons G-H
Salons E-F (Grand Ballroom)

Grand Ballroom Foyer
Salons E-F (Grand Ballroom)

Grand Salons I-J
Grand Salon A
Grand Salons C-D

Grand Salons G-H
Grand Salon B
Florida Salons I-III
Grand Ballroom Foyer
Salons E-F (Grand Ballroom)

Wednesday, August 7

8:00 – 9:15 a.m. CN Annual Meeting

9:00 – 10:30 a.m. Breakfast & Closing Session
Compelling Connections: How and Why Influence Matters with Tim Walsh

10:35 – 11:00 a.m. Conference Drawing for 2020 Annual Conference & Tim Walsh Book Signing

Grand Salons G-H
Salons E-F (Grand Ballroom)

Salons E-F (Grand Ballroom)