

# 2020 CN Winter Symposium

January 23-25, 2020

Loews Sapphire Falls Resort  
Universal Orlando



## SYMPOSIUM DATES:

January 23–25, 2020

## HOST PROPERTY:

Loews Sapphire Falls Resort  
Universal Orlando  
6601 Adventure Way  
Orlando, FL 32819  
Check-in: 4 p.m.  
Checkout: 11 a.m.

## AGENDA AT-A-GLANCE:

### Thursday, January 23

Welcome Reception at the Host Property  
5:30–7:30 p.m. at Amatista Cookhouse

### Friday, January 24

8 – 9 a.m.  
Continental Breakfast  
9:15 – 11:15 a.m.  
Morning Session  
9:30 a.m. – 12:30 p.m.  
Lunch Session  
1:15 – 4:10 p.m.  
Behind-the-Scenes Event  
5:30 – 8:30 p.m.  
CN Dinner/LeadershipFPRA Dinner

### Saturday, January 25

8 – 9 a.m.  
Breakfast  
8:10 – 9:10 a.m.  
Business Meeting  
(CN Members Only)  
9:15 – 10:45 a.m.  
Morning Sessions:  
• CN Members with Stacey Smith, APR,  
PRSA Fellow  
• LeadershipFPRA Class IV  
with Roy Reid, Jr., APR, CPRC



Dear Certified Public Relations Counselors,

Everyone's going to be talking about this year's exciting CN Winter Symposium.

- Rebranding while maneuvering through unrelenting competition and widespread change.
- Embracing challenges and opportunities while breaking into the crowded themed-entertainment industry.
- Why organizational cultures create crises and what public relations can do about it
- A sneak preview of the fabulous Bourne Stuntacular – the newest experience at Universal Studios!

As always, our program will include top-level public relations professionals sharing their expertise with us in an intimate setting. We will hear from Leigh Woisard, senior VP of corporate communications & public affairs at Cox Communications, who will focus on the internal communications side of rebranding. Tom Williams, CEO of Universal Parks & Resorts and Alyson Lundell, APR, CPRC, senior director of public relations at Universal Orlando Resort, will share the history of Universal Studios and the evolution of its communications strategy to achieve incredible results. We will finish with Stacey Smith, APR, Fellow PRSA, senior counsel and partner, Jackson Jackson & Wagner, talking about why organizational cultures create crises and what public relations can do about it.

This year's Symposium will be held at the beautiful Loews Sapphire Falls Resort at Universal Orlando, where we will be transported to a paradise in the heart of the tropics. Blue waterfalls cascade over lush grounds, and the calming sounds of steel drums call guests to take in the scenic water views, ease into "island time" and let go.

We hope you will join us at the CN Winter Symposium from January 23-25, 2020, for this tremendous professional development opportunity.

*Rachel A. Smith*

Rachel Smith, APR, CPRC  
2019-20 Counselors' Network Chair



# 2020 CN Winter Symposium

January 23-25, 2020 | Loews Sapphire Falls Resort, Universal Orlando

**Friday, January 24**

**9 a.m.**

**Welcome and Introductions**

**9:15-11:15 a.m.**

**Going Beyond Brand Communications to Brand Adoption**

**Presented by Leigh Woisard**

**Location: Grand Caribbean 11-12 Meeting Room**



**LEIGH WOISARD**

**Senior Vice President, Public Affairs  
Cox Communications**

Leigh Woisard is senior vice president of public affairs for Cox Communications. She is responsible for directing the company's internal communications, media relations,

product public relations, crisis communications and corporate social responsibility initiatives. In her role, Leigh also serves as chief communications counsel to Cox's senior executives.

Leigh has been part of the Cox team for 18 years, starting her career in New England as manager of media relations. She later led employee communications, media relations and charitable giving as director of public relations in New England and as vice president of public affairs for Cox Virginia. During this role, she was instrumental in shaping the communications strategy for Cox's Northern Virginia, Roanoke and Hampton Roads region.

Prior to joining Cox, Leigh worked in the political arena as press secretary for the Lt. Governor of Rhode Island and as deputy chief of staff for a U.S. Congressman. As a public relations account executive, she has managed public relations campaigns for clients such as Chili's Grille & Bar, The New England Journal of Medicine and a division of Stanley Tools.

She is an active board member and volunteer for non-profits and professional organizations including Women in Cable Telecommunications. She is a recipient of the Public Relations Society of America's Silver Anvil Award, the industry's most prestigious national honor, and a Multichannel News 2019 Wonder Woman.

She holds a bachelor's degree in communications and public relations from the University of Rhode Island and a master's degree in communications management from Syracuse University's Newhouse School.

**GOING BEYOND BRAND COMMUNICATIONS TO BRAND ADOPTION**

A company rebranding is a tough and all-consuming challenge for most any PR counselor in just about any industry. Rebranding during full-on disruption and in a hypercompetitive environment? Well, that makes the communicator's job even more challenging but more valuable.

Cox Communications, the largest private telecom company in America, is in the process of repositioning itself by creating meaningful moments of human connection for its 6 million customers and 18,000 employees. The rebranding occurs as the company is maneuvering its way through unrelenting competition and challenges to its core cable business; widespread operational changes; and unprecedented customer expectations.

In this session, you'll hear how the Cox PA team is advising senior leaders and helping to put its employees at the helm to go beyond logos and slogans to fundamentally change the way the company operates.

**Key takeaways:**

- Instilling employee confidence in times of uncertainty
- Working with execs to focus on the "what" and the "why" of change
- Going beyond brand communication to true brand adoption
- Helping senior execs to align and present a united front



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**Friday, January 24**

**11:30 a.m.**

**Buffet Lunch**

**11:45 a.m. – 12:30 p.m.**

**An Epic Evolution:  
When Innovation and Storytelling Unite  
Presented by Tom Williams**

**Location: Grand Caribbean 10 Room**



**TOM WILLIAMS**  
**Chairman and  
Chief Executive Officer  
Universal Parks & Resorts**

Tom Williams is Chairman and Chief Executive Officer of Universal Parks & Resorts (UPR). He also serves on the

NBCU Executive Committee.

Tom oversees all of Universal parks and resorts worldwide, including Universal Studios Hollywood, Universal Orlando Resort and Universal Studios Japan – all of which are in the midst of historic expansions.

Universal Studios Hollywood includes a movie-based theme park and studio tour, immersive attractions and a Universal CityWalk entertainment, shopping and dining complex. Universal Orlando Resort includes three theme parks, Universal Studios, Universal’s Islands of Adventure and a new water theme park, Universal’s Volcano Bay. It also includes Universal CityWalk and five on-site hotels. Universal Studios Japan includes a theme park with nine, expansively themed areas, Universal CityWalk Osaka and partner hotels.

Beyond domestic growth, Tom has also led UPR’s significant international growth – and is currently overseeing development of Universal Beijing, a destination which will be jointly owned by Beijing Shouhuan Cultural Tourism Investment Co., Ltd., a consortium of four state-owned companies, and Universal Parks & Resorts.

UPR also has a licensing agreement with Genting International for Universal Studios Singapore at Resort World Sentosa.

In recent years, Tom led development and creation of Universal Orlando’s, The Wizarding World of Harry Potter and The Wizarding World of Harry Potter – Diagon Alley, which have become global entertainment phenomena. Both Universal Studios Hollywood and Universal Studios Japan also feature The Wizarding World of Harry Potter within their theme parks.

Prior to his appointment as Chairman and Chief Executive Officer for UPR, Tom was President and Chief Executive Officer of Universal Orlando.

He joined Universal in 1987 as part of the Universal Studios Florida opening team and led the design and development of all operational aspects for the new park, which opened in 1990. From there, he oversaw Universal’s expansion into an entire Orlando destination. Both Universal Studios and Universal’s Islands of Adventure have won numerous awards, including the industry’s most prestigious honor, the coveted “Applause Award,” presented by the International Association of Amusement Parks & Attractions (IAAPA).

Tom began his career with Universal Parks & Resorts (formerly Universal Studios Recreation Group) at the Yosemite Park & Curry Company, where he was Vice President of Hotels and Restaurants.

Tom has been inducted into the International Association of Amusement Parks & Attractions Hall of Fame and is a member of the Central Florida Hospitality Hall of Fame. He is a founding trustee of both World Class Schools (Florida) and United Arts of Central Florida and is on the Advisory Board for Give Kids the World. He is a graduate of California State University, Fresno.

## **AN EPIC EVOLUTION: WHEN INNOVATION AND STORYTELLING UNITE**

In 1990, Universal Studios Florida opened to the world, beginning the themed entertainment battle, to become an industry icon. Tireless progress towards innovation and immersive storytelling evolved the destination over time and led to the unprecedented openings of The Wizarding World of Harry Potter - Hogsmeade at Islands of Adventure in 2010 followed by The Wizarding World of Harry Potter - Diagon Alley at Universal Studios Florida in 2014, plus countless other experiences.

During this presentation, the Chairman of Universal Parks & Resorts, Tom Williams, will share insight into the challenges and opportunities he and his team embraced during Universal Orlando’s epic evolution – followed by Senior Director of Corporate Communications for Universal Orlando Resort, Alyson Lundell, APR, CPRC, who will share details on the destination’s ever evolving communications strategy.



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**Friday, January 24**

**12:45 p.m.**

**Board Bus to Universal Studios**

**1:15 p.m.**

**The Bourne Spectacular:**

**First Look Behind the Epicness**

**Presented by Alyson Lundell, Brian Bruce and Deborah Buynak**

**4:10 p.m.**

**Return to Hotel**



**ALYSON LUNDELL, APR, CPRC**  
**Senior Director, Corporate Communications**  
**Universal Orlando Resort**

Alyson Lundell, APR, CPRC is the Senior Director of Corporate Communications for Universal Orlando Resort where she has worked on the communications team for

more than 11 years. In her current role, Alyson leads her team in setting global public relations strategy, tactical planning and execution, corporate issues and crisis management.

During her time with Universal Orlando, she has been closely involved with communicating the destination's evolution, beginning in 2010 with the opening of The Wizarding World of Harry Potter – Hogsmeade. From there she and her team went on to launch some of the most popular experiences ever created including TRANSFORMERS The Ride – 3D, Despicable Me Minion Mayhem, Hollywood Rip, Ride Rockit, Fast & Furious Supercharged, The Wizarding World of Harry Potter – Diagon Alley, Universal's Volcano Bay Water Theme Park, Race Through New York Starring Jimmy Fallon and the resort's most recent addition – Hagrid's Magical Creatures Motorbike Adventure.

Alyson and her team handle all communications strategy for the destinations annual events including, Mardi Gras, Rock The Universe, Halloween Horror Nights and the Holidays at Universal Orlando Resort. They also are responsible for openings and ongoing PR efforts around new restaurants and experiences within the resort's entertainment complex, CityWalk as well as the resort hotels operated in partnership with Loews.

A PR practitioner for 20 years, Alyson has spent the majority of her career in the tourism industry promoting central Florida's major attractions. Prior to joining the Universal Orlando Corporate Communications team, Alyson worked for Visit Orlando and Cypress Gardens in Winter Haven, FL where she was raised.

Alyson holds a B.S. in Public Relations and a B.A. in English Writing from Florida State University. She is an active member of the Florida Public Relations Association and currently serves as President for the association which is made up of more than 1,200 PR professionals in 15 chapters across the state. Alyson was also named Member of the Year of the Orlando Chapter of the Florida Public Relations Association in 2018. In her spare time she can be found playing baseball, attempting to skateboard and riding roller coasters with her sons, Cooper and Holden.



**BRIAN BRUCE**  
**Manager, Public Relations & Corporate Communications**  
**Universal Orlando Resort**

Brian Bruce is a Manager of Public Relations and Corporate Communications at Universal Orlando Resort. He started

with the company in 2016 and has more than 10 years of communications and public relations experience. He assists in leading the Universal Orlando communications team with setting public relations strategy, planning and the execution of key company initiatives – including new attractions, annual events, resort hotels, dining venues and business-to-business segments.

During his nearly four years at Universal Orlando, the destination has experienced unprecedented growth. Brian and the communications team have launched a variety of theme park experiences, including Skull Island: Reign of Kong, Universal's Volcano Bay water theme park, Race Through New York Starring Jimmy Fallon, Fast & Furious – Supercharged and the resort's most recent addition – Hagrid's Magical Creatures Motorbike Adventure.

Brian has also helped lead the communications strategy and tactical execution of the destination's ongoing hotel growth, opening three – soon-to-be four – new resort hotels since joining the team. He assists with public relations efforts for the destination's annual events, including Rock the Universe, Mardi Gras, Halloween Horror Nights and the Holidays at Universal Orlando. The team is also responsible for openings and ongoing public relations efforts for new restaurants and experiences within the resort's dining and entertainment complex, Universal CityWalk.

Prior to joining Universal, Brian worked as a Publicist at Discovery, Inc. where he promoted the brand's portfolio of networks, television series, documentaries, specials and talent to a global audience. He also spent more than five years working in sports PR, including roles within major collegiate athletic departments including The University of Tennessee and St. John's University.



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**4:10 p.m.**

**Return to Hotel**

events and new show product including recent additions to the resort, The Magic of Christmas at Hogwarts Castle and Universal Orlando’s Cinematic Celebration. Her teams also produced the Grand Opening Celebrations for Race Through New York Starring Jimmy Fallon, Universal’s Volcano Bay Water Theme Park, Fast And Furious Supercharged and Hagrid’s Magical Creatures Motorbike Adventure.

Deborah attended the University of Florida where she earned a B.S. in Public Relations. She is the youngest of six children and only daughter of Lt. Col. John and Olive Buynak. When not at work Deborah spends time traveling with her family and friends.

Brian holds a Bachelor of Arts in Communications & Journalism as well as a Bachelor of Arts in English from Springfield College in Springfield, Mass., where he was also a four-year letterwinner on the Springfield College football team. Brian also earned a Master of Professional Studies degree in Sport Management from St. John’s University in New York City.



**DEBORAH BUYNAK**

**Vice President, Entertainment  
Universal Orlando Resort**

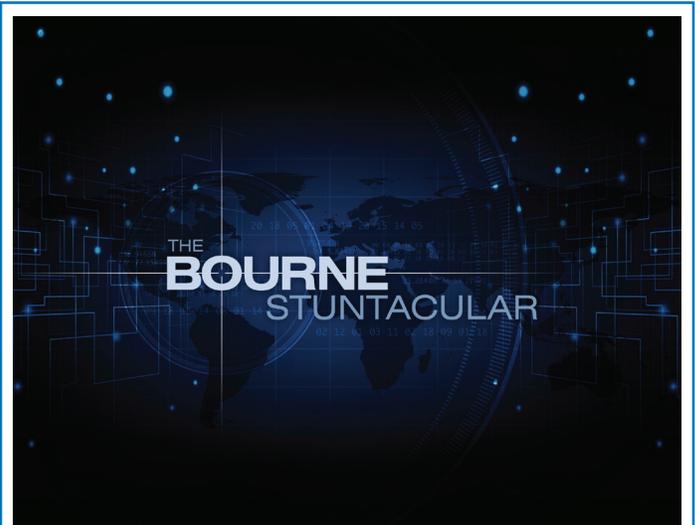
Deborah Buynak is the Vice President of Entertainment for Universal Orlando Resort. She began her career with Universal Orlando 27 years ago and is currently responsible for the production

and operation of the shows, marquee events and atmosphere entertainment within the resort’s three theme parks and CityWalk.

The first 12 years of her Universal Orlando career, Deborah was a member of the Attractions Operations Department. Her experiences included being a member of the opening teams for Jaws: The Ride, A Day in the Park with Barney, Twister...Ride it Out, MEN IN BLACK Alien Attack and Revenge of the Mummy. Deborah also joined the opening team for Universal’s Islands of Adventure during the pre-construction phase and was on the leadership team for the grand opening of the park’s attractions.

As the Manager of Attractions Operations, Deborah worked closely with the Entertainment Division on the operation of marquee events such as Halloween Horror Nights, Mardi Gras and the inaugural Macy’s Holiday Parade at Universal Studios Florida.

It was this relationship with her Entertainment partners that resulted in Deborah joining the Entertainment Division where she has worked for the last 15 years. During that time Deborah has overseen the teams responsible for the operation of the Entertainment venues as well as the production of marquee



**FIRST LOOK BEHIND THE EPICNESS**

During this exclusive sneak peek, Universal Orlando will take you behind-the-scenes of their newest experience, The Bourne Stuntacular, before its official public grand opening! You’ll be among the first to witness the most advanced theme park live-action stunt show ever created and hear from Universal’s Entertainment team responsible for pushing the bounds of innovation and storytelling to bring this attraction to life. You’ll also hear from Universal Orlando’s Senior Director of Public Relations Alyson Lundell, APR, CPRC, and PR Manager, Brian Bruce, on the evolution of their communications strategy to achieve incredible results that build brand awareness and drive engagement.



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Friday, January 24

5:30 p.m.

Water Taxi Boarding for Group Dinners

6 – 8:30 p.m.

Group Dinners at The Kitchen at the Hard Rock Hotel



## GROUP DINNERS AT THE KITCHEN AT THE HARD ROCK HOTEL

At 5:30 p.m. you and your colleagues will board a private water taxi docked right outside our host property. Our water taxi will depart at 5:45 p.m. and head to The Kitchen, located inside the Hard Rock Hotel at Universal Orlando. Here you will dine with your peers for an evening filled with good food and friends.

For team building purposes, LeadershipFPRA Class IV attendees will dine as a group. For networking purposes, CN members will dine as a separate group. Spouses or significant others are welcome to join either of these group dinners.

Appetizers, entrées, desserts and non-alcoholic beverages are included with registration. For nonregistered guests, dinner is \$70 per person.

After much merriment and visiting, guests will once again board our private water taxi and be taken back to our host property – Loews Sapphire Falls Resort.



*CN members only will convene on Saturday morning for breakfast and the mid-year CN Business Meeting followed by a professional development session with Stacey Smith, APR, PRSA Fellow.*

**8 – 9 a.m. Breakfast Available**

**8:10 – 9:10 a.m. CN Business Meeting**  
Grand Caribbean Meeting Room 11  
*(working breakfast)*

**9:15 – 10:45 a.m.**

CN members will hear from Stacey Smith, APR, PRSA Fellow, present

**Why Organizational Cultures Create Crises and What Public Relations Can Do About It**



*LeadershipFPRA Class IV members only will convene on Saturday morning for breakfast and a special session on leadership.*

**8 – 9 a.m. Breakfast Available**

**9:15 – 10:45 a.m.**

Class IV members will hear from Roy W. Reid, Jr., APR, CPCR, present

**Becoming the Leader Everyone Needs**  
*Transformational Leadership that Strengthens Relations and Improves Results*



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**Saturday, January 25**

**8 – 9 a.m. | Breakfast Available**

**8:10 – 9:10 a.m. | CN Business Meeting  
(CN Members Only)**

**9:15 – 10:45 a.m. CN Members Only**

**Why Organizational Cultures Create Crises and  
What Public Relations Can Do About It**

**Presented by Stacey Smith, APR, Fellow PRSA**

**Location: Grand Caribbean Meeting Room 11**

## **STACEY SMITH, APR, FELLOW PRSA**

**Senior Counsel & Partner, Jackson  
Jackson & Wagner**

Stacey Smith has 40 years of experience working with an extensive range of clients from Fortune 100 multinational operations to small not-for-profits. She specializes in assisting organizations communicate effectively with key stakeholder groups in order to build more strategic and solid relationships that influence organizational success.



A counselor with Jackson Jackson & Wagner since 1981, Stacey has counseled senior management in government, corporations, schools, universities, hospitals and more on how to communicate in ways that builds long-term relationships with stakeholders.

Stacey highest and best skills include:

- **Organization Development** utilizing decades of experience in conflict management, group facilitation, problem solving and training
- **Research** with expertise in problem analysis, methodology, qualitative data gathering and analysis
- **Behavioral Strategic Planning** applying behavioral science theories and strategies to building both long- and short-term organizational planning
- **Crisis Preparation & Management** counsel on a wide range of issues both internally and externally driven.

Stacey was co-founder and senior research counsel at Dudley Research, 1984 – 2002 where she designed, administered and analyzed research studies for a wide range of clients.

As a co-author of the 7th and 8th Edition of *Public Relations Practices, Managerial Case Studies and Problems*, (Pearson),

she has worked to keep the vision of the original authors, Alan Center and Patrick Jackson, front and center for pr students around the world. She is also the author of *The Public Relations Firm* (Business Expert Press), for those wanting to learn how to work with public relations firms.

A public speaker as well as teacher, she has presented before numerous organizations including the Public Relations Society of America and National School Public Relations Association. She has taught as adjunct faculty at Antioch University New England, New England College in Henniker, N.H. and the University of New Hampshire.

She is Accredited and a Fellow in the Public Relations Society of America (PRSA), a member of American Association for Public Opinion Research (AAPOR), sits on the Institute for PR's Measurement Commission and IPR's Behavioral Insights Research Center. She is currently Vice Chair of the Commission for Public Relations Education.

She is active locally in her own community having volunteered on the boards of the local children's museum, battered women's shelter and the effort to save the historic town hall in Rye.

After growing up in south Florida, she graduated from the University of Tennessee with a B.S. in Communications in 1980. She earned her graduate degree in Management from Antioch/ New England Graduate School in 1989.

## **WHY ORGANIZATIONAL CULTURES CREATE CRISES AND WHAT PUBLIC RELATIONS CAN DO ABOUT IT**

Too often, public relations professionals are asked to clean up the mess made by an organization's leadership – or its employees – and restore the reputation that has been badly damaged, often because of internal culture issues. Think: Wells Fargo, Uber, 21st Century Fox, United Airlines ... and Boeing. Given that PR's role is building and managing relationships that impact reputation, we have the skills and the responsibility to take charge. In this interactive session, we will explore the issues, challenges and opportunities for PR in internal relations and talk about how to educate and persuade leadership of its importance to the bottom line. Come prepared to share your experiences of success and failure in this arena. We will also examine how the PR Behavioral Model applies throughout any effort we undertake, internally or externally, to move our stakeholders toward desired, positive behaviors – and the steps needed to build an internal culture that sings vs. stinks.



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**Saturday, January 25**

**9:15 – 10:45 a.m.**

**The Trust Transformation**

**Roy W. Reid, Jr., APR, CPRC**

*LeadershipFPRA Class IV Members Only*

**Location: Grand Caribbean Meeting Room 12**

## **ROY W. REID, JR., APR, CPRC**

**Executive Director of  
Communications  
AdventHealth Florida Division**

Roy W. Reid, Jr., APR, CPRC is a leading authority on trust, public relations, business communications and marketing. Named one of the “Top 100 Thought Leaders Influencing Trusted Business Behavior” by Trust Across America/Trust Around the World, he received a Lifetime Achievement Award from the organization for his original work in the areas of personal and organizational trust. He is the Executive Director of Communications for AdventHealth, one of the nation’s largest healthcare systems.

Throughout his career, Roy has worked with Fortune 500® companies, major healthcare organizations, entrepreneurs, professional service firms and public agencies to create critical communication focused on earning, cultivating or restoring trust. A sought-after keynote speaker, he has worked with leading brands such as Wal-Mart, Walt Disney Resorts, 5/3 Bank, Junior Achievement and CSX Transportation. Reid is the co-author of *The Trust Transformation* with Dr. Omayra Mansfield.

Roy is Accredited in Public Relations (APR) and an active member of the Public Relations Society of America (PRSA). He is a Certified Public Relations Counselor (CPRC) of the Florida Public Relations Association (FPRA) and an Alumnus of the University of Central Florida whose School of Communications inducted him into its Hall of Fame. He is also student and instructor of martial arts, holding a master’s Certification and fifth-degree black belt in Taekwondo.

Roy and his wife Kim live in Longwood, Florida, have been married for 29 years and have four children.



## **BECOMING THE LEADER EVERYONE NEEDS**

***Transformational Leadership that Strengthens Relationships  
and Improves Results***

In any organization, there are leaders that stand apart from the rest. They may not have the high titles, but they consistently bring people to a new level and provide the safe environment that produces the best performances. These leaders understand where it begins...with trust. Roy Reid, APR, CPRC will provide you with the tools and perspective to build the kind of relationships that will always get you better results in your life. From yourself, to your family and in any professional role, trust is the key for making a difference. Drawing from his work, *The Trust Transformation*, Roy brings to life significant ideas through simple steps that you can immediately put into action.