



Embassy Suites by Hilton (20)
200 N. Veterans Blvd
Tampa, FL 33608

AGENDA AT A GLANCE:
Thursday, January 20
8:00 – 1:00 p.m.
Business Breakfast
ES, Mingling 1
Lunch on your own

Friday, January 21
7 a.m.
Breakfast Available
ES, Sign View
8:00 – 12 p.m.
Morning Seminars
ES, Mingling 1 & 2
12 – 1 p.m.
Lunch
ES, Sign View
1:00 – 1:45 p.m.
Afternoon Seminars
ES, Mingling 1 & 2

8:00 p.m.
Year of Service Bay Club
Cocktails and Tasting Platter
9:00 p.m.
Dinner at Sarasota Yacht Club

Saturday, January 22
7 a.m.
Breakfast Available
ES, Sign View
7:00 a.m.
On-Busroom Mingling
ES, Sign View
8:00 – 12 p.m.
Morning Seminars
ES, Mingling 1
12 p.m.
Lunch

If you want to ensure you are ready to tackle the challenges of the next few years, attending the 2022 Connected Network Winter Symposium is a must. We are taking a Crystal Ball approach to looking at key issues we know are on the horizon, from communicating earnings that can be dramatic, to looking ways to attract and retain talent, to being prepared for the impact of employee activities on your reputation, to strategies that work on executive and diversity.



This six-person event at beautiful Sarasota is designed to benefit corporate, nonprofit, government, agency and independent PR practitioners alike. The speakers have world-class experience and qualifications to ensure confidence in their advice and generate high-level discussions.

We will hear from Patrick Grant and Carmella Gomez on strategies for inclusion and diversity. For eight 29 years at Thomson Reuters, one of the largest PR firms in the world. He is now a professorial in residence at University of Florida. Carmella is the president of the Diversity Access Alliance and the director of UNHCR at PwC Society. Later over lunch, he will share his experience from his time at Thomson Reuters.

We'll explore strategies for creating and inspiring resilient generations in the workforce with Todd Buckholz, the Director of employee affairs for one of the leading medical consumer companies in the country. And we'll talk about the effects of employee activities on an organization's reputation with Jon Goldberg, founder of Reputation Authority Inc.

We'll also dive into a discussion on communicating diversity issues and strategies to make these communications more productive with Dr. Minh Chien, an expert in diverse perspectives.

We'll have wine and tapas with a view of the Santa Fe State (Dunbar) and Tasting Room, while we hear from this local brand guru share a story up to an award-winning craft distillery.

And finally, we'll try our hands at improvisation while we explore how improv can help in our PR practice.

The Embassy Suites by Hilton Sarasota opened in 2016, and this beautiful property will look brand new. With a view of Sarasota Bay and within walking distance to downtown Sarasota, it's an ideal location for our back-to-person CN Winter Symposium.

Make plans now to attend the CN Winter Symposium from January 20-22, 2022. Registration is open, and you will not want to miss this tremendous professional development opportunity.

Michelle

M. Michelle Breen, APR, CIPR
EPRA Connected Network Chair