

The Value of Attending FPRA's Annual Conference



For public relations professionals, the Florida Public Relations Association (FPRA) Annual Conference is an investment in networking, education, recognition and reinvigoration. It is an opportunity to focus on professional growth and development while collaborating with colleagues and learning from the sharpest minds in the industry. And by delivering the value of a national caliber conference within the state of Florida, it's a bargain that delivers ample return on investment.

Staying Up to Date on Trends in PR & Marketing

Technology, resources and best practices are constantly changing. At FPRA's Annual Conference, top industry professionals present on the emerging trends and share what PR practitioners need to know – and what they need to avoid – to be successful, stay relevant and provide increased value to their organizations. From making the job of PR easier and more efficient to avoiding potential pitfalls, the information shared at Conference is vital to staying current.

Gaining Knowledge and Resources

With top-notch speakers on a wide variety of topics, Annual Conference is an educational opportunity for PR practitioners that is unmatched in the state. Attendees leave with new ideas, approaches, strategies, tactics and knowledge they can apply right away in their daily work, as well as resources for further exploration. Speakers often share their contact information, giving attendees the opportunity to interact directly with them and gain additional insights.

Continuing Professional Education

The Accreditation in Public Relations (APR) credential has continuing learning and participation requirements. At FPRA's Annual Conference, Accredited PR professionals can secure the needed educational requirements for renewal.

Networking with Peers in the PR Industry

Many public relations and communications professionals run their own agencies or departments within a larger organization. This often means they may be only person of their specialty within the organization. FPRA's Annual Conference brings together public relations, marketing, advertising and communications professionals from across the state of Florida, allowing them to build a network of peers for knowledge sharing, problem-solving and professional growth.

Celebrating Award-Winning Programs

The Golden Image Awards gala recognizes outstanding PR programs in Florida. Hearing about the year's most successful projects and programs may spark the idea that transforms your own programs and lands you among next year's winners!

Learn more about FPRA and the Annual Conference at fpra.org

FPRA's 83rd Annual Conference

August 7-10, 2022

The Ritz-Carlton Orlando, Grande Lakes

Early bird registration, which includes most meals, is now open for members at \$875 and non-members at \$1040. The early bird rate ends on July 11, 2022.

FPRA conference attendees will enjoy a deeply discounted room rate at this year's conference host property, The Ritz-Carlton, Orlando, Grande Lake, of \$144 per night plus tax and a discounted resort fee of \$20. The resort fee is typically \$40. The cost for self-parking parking is discounted to \$15 plus tax for overnight FPRA conference attendees; the regular rate is \$30. Note that self-parking is generally not offered at The Ritz-Carlton but has been made available only to FPRA conference attendees.

This year's speaker lineup has been curated to ensure professional growth acceleration so PR practitioners are better prepared to manage today's and tomorrow's communications challenges.

Keynotes

- Leading Through Adversity: How Crisis Can Help Build Trust with Internal and External Stakeholders
- Data-Driven Storytelling
- How to Lessen the Impact of "The Big Quit" on Your Agency or Department
- Employee Communications Takes Center Stage During Pandemic: Now What?
- What to Do When No One Agrees

Breakouts

- Restoring Credibility
- Tips for Boosting Your Career
- How Dedication to Authenticity and Core Values Can Drive Business
- The Science of a Great Call to Action
- Building Crisis Immunity
- Leading Positive Change by Making DE&I Part of CSR
- Accessible Social
- Launching Your Own Practice
- Social Media Trends to Track Into 2023
- The Power of Story to Influence Action
- Government Communications
- Ethics, Copyright and PR Practice
- Leadership Development
- Employee Communications
- Using AI to Further Humanize Your PR
- Intro to Instagram Reels
- Measuring & Reporting



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