



FPRA 84th Annual Conference

August 6–9, 2023
Waldorf Astoria
Orlando, Florida



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.

Gaining Knowledge and Resources

With top-notch speakers on a wide variety of topics, FPRA's 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.

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, making them the only person of their specialty within the organization. FPRA's Annual Conference brings public relations, marketing, advertising and communications professionals together, 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!

"I've been to a lot of conferences around the state and around the country, and this FPRA Annual Conference is probably the best conference I attend each and every year."

–PAST CONFERENCE ATTENDEE

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

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Early bird registration, which includes most meals, is now open for members at \$1025 and non-members at \$1190. The early bird rate ends on July 14, 2023, so register now!

FPRA conference attendees will enjoy a deeply discounted room rate at this year's conference host property, the Waldorf Astoria Orlando, of \$165 per night plus tax. Attendees may also choose to pay an optional resort fee of \$45 per room, per night that includes two bottles of water daily, access to the Waldorf Astoria Golf Club practice facility, 20% discount on spa treatments at the Waldorf Astoria Spa, 20% discount on apparel and merchandise at Waldorf Astoria Golf Club Pro Shop and free golf club rental after 2 p.m.

Valet parking is \$25 plus tax per day (discounted from \$40), and self-parking at the adjoining Signia by Hilton is \$15 plus tax per day (discounted from \$30). The deadline to book is July 14, 2023, but the hotel may book up sooner.

Keynote & Breakout Topics

This year's speaker lineup features thought leaders and subject matter experts from around the nation. It has been curated to ensure professional growth acceleration converges with emerging technology and rising issues in the PR profession. Topics covered this year will include:

- The PESO Model™ (paid, earned, shared, owned) presented by Gini Dietrich
- AI and public relations
- Staying up-to-date on cultural and industry trends
- Storytelling for internal and external audiences
- How world events effect big brands
- Media training – from a well-known expert in the field
- Lessons from this year's top PR stories
- Partnership development and influencer marketing
- Ethics and communications

TESTIMONIALS FROM PAST ATTENDEES

"If you care about your career, if you care about becoming a better professional, if you want to be a leader in your profession, you should be at the FPRA Annual Conference."

"You get way more for your money with the FPRA Annual Conference – between the speakers, the topics, the professional development and the opportunity to grow."

"FPRA without a doubt has made a difference in making the connections that allowed me to advance my career."

"You will not find a better value in the public relations field anywhere in the United States."

"I come back with so many notes and so many things I had never thought of before, different ways of looking at a problem or an opportunity."

"It is one-of-a-kind, and I can't wait to come again next year!"

"Between the dynamic speakers, the learning opportunities, the networking and member recognition, the FPRA Annual Conference makes its mark."

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