

WEDNESDAY, APRIL 10TH**REGISTRATION**

4:00 pm – 7:00 pm / The Watermark

WELCOME RECEPTION

6:00 pm / The Watermark

VICKSBURG DINE AROUND

7:00 pm / The Watermark

THURSDAY, APRIL 11TH**REGISTRATION****8:00 AM – 1:30 PM**

Vicksburg Convention Center

WELCOME**8:45 AM - Room 1**Mayor George Flaggs, Jr.
City of Vicksburg**OPENING GENERAL SESSION****9:00 AM - 10:00 AM - Room 1****Go Get Your Confidence:
The One Move That Changes Things!**Pam Confer
Confer Consulting**BREAK****10:00 AM****BREAKOUT SESSION 1****10:15 am – 11:15 am****> Option 1 / Room 5:****Striving for the 1%: Changing the Face of Government
Communication - One Message at a Time**Samantha McCain, APR
City of Hattiesburg**> Option 2 / Room 1:****Navigating Through Fundraising, Media Outreach, and
Other Elements to Preserve and Protect the Vicksburg
National Military Park and Keep the Gates Open During
the Longest Federal Shutdown in United States History**Bess Averett
Executive Director of
Friends of the Vicksburg National Military Park**> Option 3 / Room 6:****The Importance of Accreditation***This session will cover the process of earning an Accreditation
in Public Relations or Accreditation in Public Relations
+ Military. Lauritzen will touch base on how she applies the
fundamentals of what she has learned through schooling,
experience and the APR process to develop public affairs
strategies in her current assignment with the U.S. Army
Corps of Engineers Vicksburg District.*Reagan Lauritzen, APR-M
U.S. Army Corps of Engineers Vicksburg District**PROFESSIONAL
EXCELLENCE LUNCH****11:30 AM – 1:00 PM - Room 2****Leading a Double Life: How to Balance 24/7
PR Job Demands with Personal Passions**Philip Shirley, APR
GodwinGroup**BREAKOUT SESSION 2****1:15 pm – 2:15 pm****> Option 1 / Room 1:****Surviving the Social Storm: Entergy's
Response to Hurricane Harvey***In the summer of 2017, Hurricane Harvey deluged the Entergy's
Texas service area, causing 200,000 outages and triggering a
sustained restoration effort. The company's social media team
will share lessons learned from their award-winning social media
response efforts. At the end of the restoration, even though some
customers had been without service for as much as nine days,
social media user sentiment was 89% positive/neutral.*Nicole Bradshaw, APR and Robert Pettit
Entergy Mississippi**> Option 2 / Room 6:****Fitting Integrated Marketing
Communications into the RPIE Process**Brittany Westbrook
Assistant Director of Marketing Communications,
University of Southern Mississippi**> Option 3 / Room 7:****Engaging Audiences Through Social Causes**Kristie Aylett, APR, Fellow PRSA
Public Relations and Marketing
The KARD Group**BREAK****2:15 PM****BREAKOUT SESSION 3****2:30 pm – 3:30 pm****> Option 1 / Room 1:****Featuring Stories: Driving website traffic and
influencing brand awareness through good storytelling**Susan Christensen, APR
Methodist Rehabilitation Center**> Option 2 / Room 5:****Social Media in the Current Paradigm:
How PR Strategists Shape Best Practices***Tackle some of the "hot issues" facing today's PR professionals,
as they plan and execute their clients' Integrated Marketing
Communications Strategies.*Lauri-Ellen Smith, APR
City of Pascagoula

REGISTRATION

5:30 PM – 6:00 PM
 Vicksburg Convention Center

SILENT AUCTION & COCKTAIL HOUR

6:00 PM - 7:00 PM - Hallway

PRISM AWARDS DINNER

7:00 PM - Room 2
 Hosted by Miss Mississippi Asya Branch

FRIDAY, APRIL 12TH

REGISTRATION

8:00 AM – 12:00 PM
 Vicksburg Convention Center

PRESIDENTIAL ADDRESS

8:30 AM - Room 1
 Christen Duhe, APR, PRAM President

OPENING GENERAL SESSION

9:00 AM – 10:00 AM - Room 1
 PR at the “Startup Level”
 Mani Hairston, Billy’s Original Foods
 Strategy Consultant and Co-Founder

BREAK

10:00 AM

BREAKOUT SESSION 4

10:15 am – 11:15 am

> **Option 1 / Room 1:**

Panel of All Stars Student Session
 -- Sandi Beason, Clinton Public School District
 -- Kylie Boring, Tupelo Convention and Visitors Bureau
 -- Christie Lawrence, Surge Advisors
 & Mississippi Business Group on Health
 -- Joshua Wilson, Jowil Media

> **Option 2 / Room 5:**

**It Starts With (Me)ek: An Anti-Stereotyping,
 Acceptance of Diversity Campaign**
 Robin Street, APR
 University of Mississippi

> **Option 3 / Room 6:**

Using Your Smartphone for Smart Video Production
 Joey Goodsell
 Goodsell Productions

> **Option 4 / Room 7:**

**Let’s Talk about A REAL CRISIS: What the
 Government Decides and What Every PR Practitioner
 MUST Know to Be that “Most Trusted Advisor”**
 Lauri-Ellen Smith, APR
 City of Pascagoula

BREAK

11:15 AM

**STUDENT OF THE YEAR
 AWARDS LUNCHEON**

11:30 AM – 1:00 PM - Room 2

Utilizing Public Relations for Managing
 the Mighty Mississippi

*Colonel Michael C. Derosier, Commander of the
 U.S. Army Corps of Engineers Vicksburg District*

- > *Presentation of the \$250 Greg Raimondo
 Outstanding PR Student Scholarship*
- > *Presentation of the \$1,000 CSpire
 Student of the Year Scholarship*

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 THE KEY! THE
 WAR CAN NEVER
 BE BROUGHT TO
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ABRAHAM LINCOLN