



PRAM 2021 VIRTUAL CONFERENCE • MAY 13, 2021

It's time to share your most successful, creative and exciting programs, campaigns, initiatives and best practices at the 2021 Virtual PRAM Conference. Sessions will take place on May 13, 2021. This year's theme is "Surviving the Squeeze – Building PR Success Through Adversity."

Proposals are due by February 23, 2021.

ABOUT THE PUBLIC RELATIONS ASSOCIATION OF MISSISSIPPI AND THE ANNUAL PRAM CONFERENCE

The best public relations practitioners in Mississippi are members of the Public Relations Association of Mississippi (PRAM). Our membership consists of approximately 400 public relations professionals from advertising and public relations agencies, corporations, non-profit organizations, government, education, industries and others. PRAM is a source of expertise and inspiration and a forum for networking with public relations practitioners throughout the state.

The annual conference is hosted in a Mississippi city each spring and is PRAM's primary professional development event. Public relations professionals from around the state attend each year to connect with colleagues, obtain new ideas and perspectives and learn best practices that can immediately be implemented in their respective organizations. Due to COVID-19 concerns and gathering restrictions, the 2021 PRAM Conference will be a virtual event.

PROPOSAL GUIDELINES

PRAM is seeking session presenters. PRAM welcomes proposals from senior-level independent practitioners, PR firms and corporate communications executives, and well-respected experts in

related business functions. The most successful speakers possess and convey demonstrated knowledge of challenges faced by PR practitioners, provide takeaways and resources that attendees can implement in their offices, are passionate thought leaders who can inspire audiences, and avoid sales pitches for their products or services.

Priority consideration will be given to proposals that are visionary and forward-thinking. PRAM conference attendees are interested in resources and learning opportunities containing one or more of the following elements: integrated marketing communications, strategic planning and implementation, leadership and management, advocacy, tools and techniques, the business case for PR, diversity, education and ethics.

PROPOSAL CONTENT

Please outline the following information in a Word document and email your proposal to aparker@singingriver.com by February 23, 2021. Applicants will be notified of final selections by email in mid-March.

- 1) Name.
- 2) Professional title.
- 3) Organization/company affiliation.
- 4) Mailing address.
- 5) Phone numbers: office and mobile.
- 6) Email address.
- 7) Social media handles.
- 8) Biography (200 words max).
- 9) Website address.
- 10) Presentation title, description and content (100 words max).
- 11) Fee and/or request for free conference registration. If no fee is required, please state this.

Contact information for questions:

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