Agenda

Sunday, April 13

3-5 p.m. Registration & Exhibitors

5-7 p.m. Welcome Reception at the Golden Nugget

Monday, April 14

9 a.m.-10:15 a.m. Breakfast Keynote

"The Brand Anchor: Stop Targeting Audiences – Start Building Connections" – Cece Shabazz

10:30-11:30 a.m. Breakout Session 1a

"Podcasting 101: How Two Government Podcasters Make It Work" – Paul Wolf and Paul Katool, Sophie McNeil Wolf, APR (moderator)

Breakout Session 1b

"AI & the Future of Work: Driving Workforce Innovation with MAIN" – Dr. Kollin Napier, Director of the Mississippi Artificial Intelligence Network (MAIN)

11:45 a.m. – 1 p.m. Keynote Lunch

"Transforming Your Digital Strategy" – Thomas Broadus, Chief Marketing Officer at Mississippi State University

1:15-2:15 p.m.

Breakout Session 2a

"Empathy-Driven Marketing: Understand Your Audience" – Genie Alice Bruce, APR, North Mississippi Health Services

Breakout Session 2b

"Beyond Initials: How Accreditation Elevates the Practice of PR" – APR Panel with Kristie Aylett (The KARD Group Public Relations and Marketing), APR, Tracy Yanez, APR, Jan Schaefer, APR

2:30-3:30 p.m.

Breakout session 3a

"Making Waves – Owning Your PR Wins with Confidence" – Erin Rosetti, Memorial Health System

Breakout session 3b

"The Art of the Possible: Winning Buy-In for Your Campaigns" – Amanda G. King and Katie Weldon of Ingalls Shipbuilding

6:30 p.m.

PRism Awards Reception

7-9 p.m.

PRism Awards Banquet

Tuesday, April 15

9 a.m.-10:15 a.m. Breakfast Keynote

"The Ghosts That Saved My Career: How Storytelling, Festivals & Collaboration Became My PR Superpower – Christy Mershon, Southeast Missouri State University

10:30-11:30 a.m.

Breakout Session 1a

"Can journalism bring people together?" – Sophie McNeil Wolf, APR and Lucy Schultze

Breakout Session 1b

Ethics-related session – Kristie Aylett, APR, Fellow PRSA

11:45 a.m. – 1 p.m. Luncheon/Student Awards

Guest speaker: Christen Duhe, APR