



PRSA 2017 Professional Development Conference

Agenda

8 a.m. – 8:20 a.m.

Lobby

Welcome! Registration & Breakfast

8:20 a.m. – 8:30 a.m.

Room 113

Opening Remarks

PRSA Nebraska President, Krista Roberts

8:30 a.m. – 9:15 a.m.

Opening Speaker

Beyond Engagement: Harnessing the Untapped Power of Belonging

Mike McDougall, President, McDougall Communications

Fundamental human needs keep sports fans dedicated to losing teams. This draws millions to places of worship and keeps the corner bar thriving with a cast of regulars. This need for belonging presents a fascinating case to move past engagement to the science of the heart that is the PR industry's next evolution.

McDougall's address will help you:

- Understand the limits of current engagement strategies and tactics to see where opportunities are remaining unfulfilled.
- Learn the underlying principles that breed loyalty and belonging, culled from global research and best practices from major brands and entrepreneurial ventures.
- Determine how to form, maintain and grow bonds between individuals, organizations and ideas, even in the face of crisis.

9:30 a.m. – 10:15 a.m.

Room 117

An Umbrella Model for Visualizing Public Relations

Jason Sprenger, President & Founder, Game Changer Communications

Presenter Jason Sprenger recently developed and launched an “umbrella model” for PR. In the model, PR is thought of as a holistic discipline in which any number of communications strategies come together to move an organization toward whatever high-level goal it's trying to achieve.

Elements all are inter-related and work together for the benefit of the whole, but it's the higher-level "umbrella" goals and strategies that really matter to the ultimate success of the program. What is this model, how does it work and how can it help us bring the best in value to our organizations and clients?

Room 118

Engaging Influencers on Behalf of Your Brand

Liz Hawks, Senior Vice President and Partner, FleishmanHillard

As brands attempt to break through in social, an evolving space where platforms are changing by the minute, influencers are key. In this session, we will talk about an effective approach to influencer engagement on behalf of a brand. This includes: How to identify influencers? How to manage content? What are the various activations and channels we can deploy? How do we measure? We also will talk about engaging influencers for the objective of awareness vs. the objective of increasing traffic and sales.

10:30 a.m. – 11:15 a.m.

Room 117

Making a Difference for Your Clients Using Social Media, Cause Marketing and Traditional Media

LeAnne Morman, Account Executive, Lukas Partners, Brittany Redden, Account Executive, Lukas Partners

Lukas Partners utilizes the newest tools in social media, marrying it to traditional news media relations and cause marketing to get results for clients including Bank of the West, Children's Hospital & Medical Center, Lutheran Family Services and more. These hands-on case studies will give practitioners new ideas on how to generate results for their communication objectives.

Room 118

How to Reposition a Brand for Success Using PR + SEO Integration

Darius Fisher, CEO & President, Status Labs

In today's hyper-digital era, PR plans need more than those of traditional campaigns. Now, the first page of Google is the new first impression, and studies show that businesses risk losing as many as 22 percent of their customers when a single negative article is found by potential customers. By taking ownership of a client's digital footprint, you can increase sales and visibility of the most positive and relevant web properties through proven Search Engine Optimization (SEO) tactics. In the new era of PR, SEO-integration is crucial to ensure your press coverage "lives on".

11:15 – 12:00 – Lunch & Networking

Lobby

12:00 p.m. – 1:30 p.m.

Room 113

Lunch Keynote

A Brand for Each Employee - Growing a Company by Growing An Employee's Personal Brand

Frances Reimers, Founder, Firestarter LLC

Professional services firms are built on person-to-person relationships. In today's digital marketing sphere, each of your employees can build and maintain a personal brand generating leads, boosting visibility, adding to the searchability of your firm, and capturing results not possible from advertising or waiting on referrals. In this session you will learn step-by-step how to build and maintain an employee-first marketing initiative for long-term company growth.

1:45 p.m. – 2:30 p.m.

Room 117

Reacting to Tragedy in the Corporate Workplace – Reputation Management in the Midst of Political Turmoil

Carly Hysell, PR/Media Relations Manager, Garmin International

A tragic shooting that took the life of one of our associates and injured another quickly became classified as a hate crime. Early details emerged that the victims were Garmin engineers, so while the shooting itself took place down the street from our office – days before President Trump's first speech to congress – Garmin was quickly thrust into the spotlight. As a vertically integrated company, all internal and external communication efforts were handled by our in-house PR team. Many things were done well and we also took away a lot of insights on how to improve the next time. It's an interesting case study for all PR pros, especially those in corporate communication or crisis management roles.

Room 118

Letting Your Brand's Core Values Drive Success

Regina DeMars, Director of Content Marketing & Social Media, First National Bank of Omaha & Kathy Roum, CFRE, Senior Director of Development and Marketing, Habitat for Humanity Omaha

First National Bank of Omaha quietly builds communities across its seven-state market footprint based on eight core principles for community success. While core principles might not sound ultra-creative, using them to drive your creativity builds successful campaigns with measurable results. The session will walk you through a six-month integrated campaign, and show how building campaigns from the ground up, can lead to solid return on investment. The campaign generated millions of traditional and social media impressions that brought annual donation increases of about 150 percent to Habitat for Humanity. These donations, in turn, will help build or renovate dozens of needed homes across First National markets, providing a long-lasting economic ripple effect to the people and businesses who flourish within those communities. In addition, customer and employee engagement grew significantly.

Room 113**Closing Speaker**

2:45 p.m. – 3:30 p.m.

Evolve or Bust: Tools, Techniques and Measurement for Today's PR Pro

Kristin Hege, Co-founder, President of Wired PR, President, PRSA Phoenix

Whether you are an in-house practitioner or part of an agency, the strategies of today's PR professional looks different than they did even a year ago. There are tools promising ROI around every corner and new strategies peaking the interest of your clients. How do you break through the noise to determine the best fit for your team, and what shiny new strategies will align with your client's goals?

In this session Kristin will discuss the tools and strategies that will take our profession into the PR of tomorrow. She will discuss metrics that matter and why, best practices of marketing and PR alignment, where and when to adopt technology, and how it all comes together to put forth a successful, cohesive strategy.

Closing Remarks

3:30 p.m. – 3:45 p.m.

PRSA Nebraska President, Krista Roberts