

# Bringing New Energy to PR: Schedule of Events

Thursday, April 12

**Check-in** 11 a.m. – 4 p.m.  
**Networking Fair** 2:00 – 5:00 p.m.  
**Welcome Reception/Dinner** 5:30 – 8:30 p.m.

Friday, April 13 Check-in all day

**Zumba Special Session** 7 – 8:00 a.m.  
Breakfast (provided) 8 – 9:30 a.m.  
**Keynote, Alice Heiman** 9:45 – 11:00 a.m.  
Lunch (on your own) 11:00 a.m. – 12:30 p.m.  
**Breakout Sessions** 12:30 – 1:30 p.m.

Sports PR  
Green Energy PR  
Corporate vs. Agency

**Breakout Sessions** 1:45 – 2:45 p.m.

Networking your way to the top  
Media Relations, journalists are our friends  
PR & Advertising, why the two go hand-in-hand

**Breakout Sessions** 3 – 4:00 p.m.

Recent Grad Panel, success stories  
Crisis Communications  
Internships, how they'll help you get your dream job

**Agency Tour Prep Time** 4 – 4:15 p.m.

**Agency Tours** 4:30 – 6:00 p.m.  
Enjoy the city! 6:00-Whenever!

Saturday, April 14 Check-in all day

**Yoga Special Session** 7:30 – 8:30 a.m.  
Breakfast (on your own) 8:30 – 9:30 a.m.  
**Breakout Sessions** 10 – 11:00 a.m.

Nonprofit Panel  
Defending the Industry, why integrity matters  
Social Media and its uses

**Breakout Sessions** 11:15 a.m. – 12:15 p.m.

Social Media Panel  
Building an IMC plan  
Embrace the Unknown, new ideas in our industry

Lunch (on your own) 12:15 – 1:30 p.m.

**Breakout Sessions** 1:30 – 2:30 p.m.

PRSA, the next step in advancing your career  
Resumes, old and new school  
Your Salary, how to negotiate and what to expect  
Special Session: 2022 Olympics Internship Interview **\*\*must have already applied\*\***

**Breakout Sessions** 2:45 – 3:45 p.m.

Earned Media Panel, how to get your stories covered  
Mock Interview, Resume Critique Session **\*\*limited capacity\*\***

**End-of-Conference Session** 4 – 5:00 p.m.

Sunday, April 15: **Optional Tour of Squaw Valley Resort (site of the 1960 Winter Olympics)**



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