



SCHEDULE OF EVENTS

2022 PRSA Sunshine District Conference
Rosen College of Hospitality Management, Orlando
July 29, 2022

- 8:00-8:45 a.m. Breakfast Grab and Go/Networking
- 8:45-9:50 a.m. General Session Welcome/Keynote
- **Navigating the Pandemic: Regaining Trust and a Healthy Return to Sailing**
Rosanna M. Fiske, APR, Fellow PRSA, Global Chief Communications Officer, Royal Caribbean Group
- 10:00-10:50 a.m. Breakout Session A
- 11:00-11:50 a.m. Breakout Session B
- 12:00-2:00 p.m. Radiance Awards Luncheon Presented by Publix
- **Transforming the DEI Landscape through Leadership in PR and Communications**
Felicia Blow, APR, Ph.D., PRSA Chair, Associate Vice President for Development, Hampton University
- 2:10-3:00 p.m. Breakout Session C
- 3:00-3:30 p.m. Power Break/Networking
- 3:30-4:30 p.m. General Session Closing
- **“We are the Magic” – Celebrating Cast Members as the Heart of the 50th Anniversary Celebration**
Jacquee Wahler, MBA, Vice President Communications, Walt Disney World Resort
- 4:30-5:30 p.m. Social Hour/Networking



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