



**Call for Speakers and Presentations
PRSA SunCon 2022: A New Day
Orlando, Florida | July 29, 2022**

Proposal Deadline: 5 p.m. Friday, May 6, 2022

Would you like the chance to share your expertise with dozens of PR professionals? We're pleased to issue this **Call for Presentations** for our popular annual district conference, **SunCon 2022**, to be held in person and in Orlando on Friday, July 29.

PRSA SunCon 2022 is expected to attract communications professionals from throughout Florida for a day full of learning across tracks in marketing communications, leadership & management, reputation & crisis management and tools and techniques. Our attendees range from corporate communicators, media relations managers, internal communications experts to agency owners and solo practitioners. The day-long event offers professional development opportunities and networking with public relations industry leaders and is open to any experience level from college students in PR through senior executives. Geographically, the conference draws primarily from Orlando, Tampa, Jacksonville, Naples and Miami-Fort Lauderdale.

About PRSA Sunshine District:

PRSA's Sunshine District represents 1,000 public relations professionals from seven chapters throughout Florida. The Sunshine District is one of 10 PRSA districts nationwide and provides educational resources, scholarships and professional development opportunities for the industry's leading professionals. The Sunshine District's seven chapters are Greater Fort Lauderdale, Gulf Coast, Miami, North Florida, Orlando, Palm Beach and Tampa Bay.

About the PRSA SunCon:

This premier event features professional development workshops presented by nationally recognized experts in media relations, social media, crisis communications and more. The PRSA Sunshine District is taking the lead in bringing back the conference in a convenient one-day format following a two year hiatus. PRSA SunCon 2022 conference will be held in Orlando, Florida, July 29 at UCF's beautiful Rosen College of Hospitality Management Campus.

Proposal Guidelines:

PRSA Sunshine District welcomes proposals from senior public relations practitioners, as well as experts in related fields.

Collectively, attendees have experience in media relations, digital/interactive communications, crisis communications, public affairs, internal communications, reputation management and industry-specific public relations (e.g. health care, hospitality, travel and tourism, sports). The most successful speakers:

- Have demonstrated knowledge of challenges faced by small- to mid-size public relations firms, solo practitioners, in-house communications professionals or public information officers.
- Provide “takeaways” that attendees can implement the day they return to their offices.
- Are passionate about their areas of expertise and can inspire audiences to see their business challenges in new ways and take action.
- Avoid sales pitches for their product or services.

Priority will be given to proposals that are visionary, innovative and focused on communications solutions to the most pressing challenges facing PR practitioners today. For the PRSA SunCon 2022, there will be several program tracks from which attendees can select (not mutually exclusive):

1. Marketing Communications
2. Leadership and Management
3. Reputation & Crisis Management
4. Tools & Techniques

Sunshine District Conference attendees are particularly interested in resources and learning opportunities within the following subject categories:

- Advocacy: communicating the role and value of public relations; issues in public relations
- The Business Case for Public Relations: educating key audiences about public relations’ roles and outcomes; demonstrating the strategic value of public relations; research and measurement tools
- Communities: exchange of ideas; strengthening relationships among constituents, with the media and other partners
- Diversity: champion diversity of thought, cultures, disciplines, ideals, gender and age; benefits of diversity; reaching niche audiences
- Education: lifelong learning; practical and professional guidance; business and management principles
- Ethics: commentary on current issues having ethical implications for the profession; topical analyses and case studies
- Excellence: innovation; motivation; emerging trends; maintaining a knowledge-based culture; collaboration; best practices

Application:

Provide the following information in a Word document and email your application to annabelbeyra@gmail.com no later than May 6. Notification to all applicants will be made on or around **May 20, 2022**.

Presenter(s) Information: The Sunshine District does not reimburse speakers for expenses associated with attending the Conference nor do we offer a stipend. Presenters selected for the expert presentations will receive a complimentary conference registration.

Presenter's name, title and organization will appear in conference marketing materials as provided in this application.

Name(s)

Professional Title(s)

Organization/Company Name

Mailing Address

Phone

Email address

Biography (200 words max)

Website address (if applicable)

Speaking References – List conferences where you have presented (at least three, with topics provided for each), as well as the name, phone number or email address of a primary contact person at each event.

Presentation Information

1. Title
2. Description and content (100 words max.)
3. Three learning objectives (“At the end of this session, attendees will know...”)
4. This is best presented in the following track(s):
 - o Marketing Communications
 - o Leadership and Management
 - o Reputation & Crisis Management
 - o Tools & Techniques
 - o Other

Submit proposals and any questions to annabelbeyra@gmail.com by May 6, 2022.