COUNTDOWN TO SUNCON23

JULY 28, 2023

8:00 AM	BREAKFAST		
8:50 AM	**SUNCON23 OPENING KEYNOTE** WHY PR PROS MUST STEP UP TO TRANSFORM THEIR CAREERS - AND OUR INDUSTRY **JENNIFER R. HUDSON, APR**		
	PROFESSIONAL DEVELOPMENT TRACK	**INDUSTRY TRACK**	**INNOVATION TRACK**
10:00 AM	MANAGING CRISIS IN A 24-HOUR NEWS CYCLE: THE WAFFLE HOUSE CRISIS APPROACH	EFFECTIVE INTERDEPARTMENTAL PR CAMPAIGNS: THE AEROSPACE SECTOR EXPERIENCE	PANEL WHAT YOU NEED TO KNOW TO NAVIGATE THE INTERSECTION OF PR AND AI
11:00 AM	BOOST PR LAB AP STYLE REFRESHER	PANEL EXPLORING NEW HORIZONS: UNVEILING TRENDS AND INSIGHTS IN THE FUTURE OF HOSPITALITY, TRAVEL, AND TOURISM	SOCIAL MEDIA AND CREATOR TOOLS
12:00 PM	**SUNCON23 RADIANCE AWARDS LUNCHEON KEYNOTE** BUILD, INFLUENCE, EVOLVE: THE PILLARS OF THE 2023-25 PRSA STRATEGIC PLAN MICHELLE EGAN, APR, FELLOW PRSA, CHAIR WITH AN INTRODUCTION BY JOSEPH ABREU, APR, PRSA CHAIR-ELECT FOLLOWED BY RADIANCE AWARDS PRESENTED BY PUBLIX		
2:00 PM	PANEL CRISIS COMMUNICATIONS IN THE MODERN ERA: PRE-PLANNING, RELATIONSHIP-BUILDING, AND MESSAGE MANAGEMENT	MARKING YOUR MILESTONE IN HEALTHCARE: THE BROWARD HEALTH STORY	BEYOND RAINBOW CAPITALISM: FROM PRIDE AND PREJUDICE TO AUTHENTIC RELATIONSHIP BUILDING
2:50 PM	POWER BREAK		
3:00 PM	APR INTRODUCTION		
3:30 PM	**SUNCON23 CLOSING KEYNOTE PANEL** FORGING STRONGER BONDS: ENHANCING COLLABORATION BETWEEN PR PROFESSIONALS AND JOURNALISTS IN THE DIGITAL AGE MODERATED BY GREGORY GALANT CEO, MUCK RACK, SHORTY AWARDS		
4:30 PM	ADJOURN		

GET LOUD prsa suncon 23

PRESENTED BY MUCK RACK