

JULY 25-26

DISNEY'S BOARDWALK INN
ORLANDO



PRESENTED BY







Thank you for joining over 300 attendees at the **2024 PRSA Sunshine District Conference presented by Walt Disney World**. Welcome to The Most Magical Place on Earth!

#SunCon24 serves as the premier conference for public relations and communications professionals in Florida.

PRSA Orlando is proud to host this annual conference in partnership with **PRSA Sunshine District**. Our conference theme, **Once Upon a Strategy**, focuses on the importance of strategic storytelling in developing and implementing effective public relations campaigns and beyond. Inspired by imagination, there are endless possibilities to create meaningful connections and "Unbelievably Real" experiences in Orlando ... so our conference theme was a natural fit.

Our conference committee is delighted to bring you keynote speakers and breakout sessions covering a wide variety of topics so you can effectively tell your brand's story.

To add to our quality programming, we will recognize organizations and professionals with the **Sunshine District's prestigious Radiance Awards**.

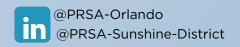
We are grateful for our dedicated conference committee, sponsors, and volunteers. We are also thankful to have numerous student attendees, including six who are PRSSA to PRSA Scholarship Recipients attending #SunCon24.

Enjoy this conference to learn, network, recognize our PR colleagues and make some magical connections.

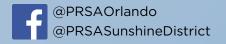
Rich Donley, APR and Chelsea Eagle, Co-Chairs

2024 PRSA Sunshine District Conference

Connect with us online!









Rich Donley, APR #SunCon24 Co-Chair



Chelsea Eagle #SunCon24 Co-Chair



Kimberly Devitt Brown, APR Orlando Chapter President



Lauren Leetun, APR PRSA Sunshine District Chair



Denise GrahamPRSA Sunshine District
Chair-Elect

- Mike Piacentino and Nadia Vanderhoof Logistics Committee Co-Chairs
- **Doragnes Bradshaw**, DBA, SHRM-SCP Sponsorship Committee Chair
- Michele Plant Kroupa and Betsy Culpepper Programming Committee Co-Chairs
- **Heather Keroes**, APR and **Doreen Overstreet**, APR Communications Committee Co-Chairs
- Heather Wilson and Camilla Chapman, APR Student Relations/PRSSA Committee Co-Chairs
- Lauren Leetun, APR and Carthy Frye-Thomas Radiance Awards Committee Co-Chairs

Thank you to the key leaders, advisors and committee members who have been instrumental with planning and guidance, including Orlando Chapter President-Elect Veronica Figueroa Benitez; Denise Cochran; Jazmyn Reed; Katarina Dos Santos; Mimi Flatley, APR; Muffet Robinson; Melissa Zayas-Moreno, APR; Kelly Ferris, APR; Tori Held; Hailey Fitch; Liz Kamper; Kelly Cole; Jill Matejcek; Nicolette Sewell; Sean Asher; Christina Morton, APR; Jamie Floer, APR, CPRC, Fellow PRSA; and Stefanie Macfarlane, APR.

2024 Sunshine District PRSSA to PRSA Scholarship Recipients

Congratulations to the following 2024 Sunshine District PRSSA to PRSA Scholarships Recipients attending #SunCon24! Each recipient received two years of membership to the PRSA chapter of their choice and complimentary registration for #SunCon24. These scholarship recipients were nominated by their school's faculty advisors based on their PRSSA chapter leadership. Please welcome these stellar students to this year's conference:



Joshua Morain Florida A&M University (North Florida Chapter)



Kailey Tucker Flagler College (North Florida Chapter)



Taya Goos University of Miami (Nashville Chapter)



Orla McQuaid University of Florida (North Florida Chapter)



Leonie Beckford University of South Florida (Tampa Chapter)



Journey Jarrett University of North Florida (North Florida Chapter)

"Being a PRSSA leader has been a transformative journey. I have been able to build meaningful connections, improve my communication skills, and develop leadership qualities that contributed to my personal growth and sense of purpose. I owe a huge part of my academic professional success to PRSSA/PRSA, and I am forever grateful for the opportunity to be a part of such an amazing organization." - Leonie Beckford, scholarship recipient

Scholarship recipients not in attendance:

- Ester Ferreira, Nova Southeastern University (Ft. Lauderdale Chapter)
- Kinsale Sheppard, Palm Beach Atlantic (Palm Beach Chapter)
- Jennifer Rodriguez, University of Tampa (Tampa Chapter)
- Nicole Diaz, FIU (Miami Chapter)

PRSSA College Relations Committee:

- Connie Crowther (Miami Chapter)
- **Heather Wilson** (Orlando Regional Chapter)
- Lauren Venoy, APR (North Florida Chapter)

KEYNOTE SPEAKERS





JAMES KEENAN, Engagement Manager, Disney Institute

For over 30 years, Disney Institute has helped business professionals learn the Disney approach to customer experience—rooted in time-tested business insights on leadership, employee engagement and quality service that create a culture of excellence at Disney Parks and Resorts. In his role as an Engagement Manager, James Keenan is responsible for building and maintaining client relationships. He leads and manages concept and creation, content development, as well as training for the client's facilitation delivery team.



MOLLY MCPHERSON, APR, Author of Indestructible: Reclaim Control and Respond with Confidence in a Media Crisis

As an APR-certified crisis management and public relations practitioner, Molly McPherson uses her deep understanding of media culture to benefit her clients and the over half a million social media followers who look to her for insight into brand and celebrity actions, whether genuine or part of a PR stunt. McPherson is the author of "Indestructible: Reclaim Control and Respond with Confidence in a Media Crisis" and a trusted voice on platforms like The Today Show, CNN, and NPR, as well as a commentator for major news outlets like The New York Times and the BBC.



TEKOA POUERIE, National Bias Trainer and Leadership Catalyst

Tekoa Pouerie is a certified and nationally recognized bias trainer, author, media correspondent and advocate focused on erasing the lines that divide marginalized communities. She has trained more than 10,000 individuals, including judges, trial lawyers and human resource professionals, to recognize and reduce disproportionality in the workforce. Pouerie has helped raise over \$10 million for nonprofits, including Power Promise, Inc., Harbor House of Central Florida and Pace Center for Girls. As vice president of resource development for Pace Center for Girls' national office, her fundraising and leadership development strategies help transform the lives of girls in need.



HALEY CARTER, VP of Soccer Operations and General Manager, Orlando Pride Haley Carter was named VP of Soccer Operations and General Manager for the Orlando Pride ahead of the 2023 NWSL season. Reporting directly to ownership, she oversees all elements of soccer operations, including coaching, scouting, sports performance and player care. A former professional player, coach, licensed attorney, and U.S. Marine Corps veteran, Carter is a certified professional soccer scout with extensive experience. Off the field, Carter is active in social and women's equity causes. In 2021, she played a crucial role in evacuating over 200 athletes and their families from Kabul, Afghanistan, including the national team players she coached, who were atrisk due to the Taliban takeover.



JOSEPH ABREU, APR, CPRC, 2024 PRSA Chair and Chief Communications Officer, Lee County Clerk of the Court & Comptroller

Joseph Abreu is an award-winning public relations professional who serves as 2024 PRSA Chair and is the Chief Communications Officer for the Clerk & Comptroller of Lee County. In his role, he is responsible for all internal and external strategic and crisis communications, media relations, emergency management, and reputation/brand management. Prior to joining the public sector, he directed communications, special events and development for Compass, one of the largest LGBTQ community centers in the country.

BREAKOUT SPEAKERS

Breakout Sessions A - Thursday, July 25, 2:45-3:30 p.m.



Lori Besig Senior Manager, Communications Walt Disney World



Mallory LedetPublic Relations Manager
Walt Disney World



Tristen GellSenior Manager,
Communications
Walt Disney World



Scan the QR code for bios



Anna Farrar
Vice President,
Corporate Communications
Space Florida



Alyssa HowardVice President
Golin

Breakout Sessions B - Friday, July 26, 9-9:50 a.m.



Cheryn StoneEngage Host
Central Florida Public Media



Marcia Gomez
President, Blank Canvas
Communications
University of Miami Faculty



Daniel Torchia, APRManaging Director
Torchia Communications, Inc



Dan Ward, APR, CPRCPresident, Curley & Pynn
Public Relations Management



Alice Fairfax Author & Story Coach



Bo Breuklander Principal Consultant Breuklander Communications



Jamie Floer, APR, CPRC, Fellow PRSA Communications Manager Toho Water Authority



Jennifer Trefelner, APR, CPRC Director of Communications and Development Diocese of Palm Beach

Breakout Sessions C - Friday, July 26, 10-10:50 a.m.



Patti Brownsord
Partner
Grounded with Data



Heather Morgan, APRVP of Communications and
Business Development
MHP Salud



Andrea McNallyDirector of Public Relations
and Communications
MHP Salud



Wendy Kurtz, MBA, APR, CPRC, Fellow PRSA President Elizabeth Charles & Associates



Wendy J. Roundtree, APR Founder, Lead Strategist Jarel Communications



Kevin Bakewell, APRPrincipal
Bakewell Public Relations LLC



Stu Opperman, APR Founder & President Impact Players



Breakout Sessions D - Friday, July 26, 11-11:50 a.m.



J.W. Arnold, APR, Fellow PRSA
Principal
PRDC Public Relations



Kena Lewis, APR, Fellow PRSA Assistant VP of Public Affairs and Media Relations Orlando Health



Mickey Nall, APR, Fellow PRSA Professional in Residence University of Florida



Megan Paquin, APR, CPRC Founder & CEO Paquin Public Relations



Demorris LeePR Strategist
Hillsborough County Board
of Commissioners



Cristina Calvet, MBA, APR Founder & CEO Wonderland



Julie KosticFounder & Creative Director
JK Creative



Laura Kern, APR
Sr. Director of Web and
Digital Strategy
Rollins College

THURSDAY + JULY 25



1:15 p.m. Welcome Remarks

Location: Promenade East & West

Welcome - PRSA #SunCon24 Co-Chairs Rich Donley, APR and Chelsea Eagle

Rich Donley, APR, President, CRIMSON

Chelsea Eagle, Director, Walt Disney World Public Relations

1:30 p.m. Opening Keynote +

Disney's Approach to Leadership Excellence

Presented by: James Keenan, Engagement Manager, the Disney Institute

Location: Promenade East & West

Learn from Disney Institute and the business insights behind Disney's success. You'll learn how leadership is more than just a title - it's about the actions one takes, rather than the position one holds, to create sustained, positive transformations within an organization. Attendees will also learn how great leaders proactively establish values and vision, and operationalize them for the future, as well as how establishing a leadership legacy can create long-lasting, positive impacts on your organization.

2:30-2:45 p.m.

Break - Grab a snack and visit our exhibitors and sponsors

Location: Marvin Gardens

2:45-3:30 p.m.

Breakout Sessions A

Breakout Session 1

Modern-Day Employee Communication: Internal is External

Location: Promenade East & West

Presented by: Walt Disney World Communications & Public Affairs team panelists: Lori Besig, Senior Manager, Communications; Mallory Ledet, Public Relations Manager; Tristen Gell, Senior Manager, Communications

Join the Walt Disney World Communication & Public Affairs team as they share insights into the years-long transformation of internal communication to excite and engage Walt Disney World's biggest advocates: their Cast Members. With more than 80,000 Cast Members at Walt Disney World alone, this special group of employees has been a catalyst for hybrid strategies that drive the brand and reputation for some of the world's most iconic theme parks and resorts.

Breakout Session 2

Space Comms: It's Not Rocket Science ... or Is It?

Location: Salon IV-VI

Presented by: Anna Farrar, Vice President of Corporate Communications, Space Florida Take a behind-the-scenes look and participate in a strategic communication discussion that focuses on how Space Florida is leading the charge and positioning the state as the global leader for space commerce. The session will focus on:

- **Crisis to Opportunity:** How to turn industry challenges into PR victories, ensuring positive media coverage and public perception.
- **Leadership Transition:** Gain insights into managing seamless transitions in leadership while maintaining organizational stability and trust.
- **Brand Reinvention:** Learn the art of rebranding in a high-stakes environment.
- **Strategic Engagement:** Discover best practices for engaging with key stakeholders.

Breakout Session 3 (AI Generated) Content is King: Reimagining Authenticity

Location: Salon II-III

Presented by: Alyssa Howard, Vice President, Golin

Explore the dynamic interplay between AI-generated content and authenticity. As algorithms churn out narratives, visuals, and music, we'll explore how brands, creators, and communicators can harness this power while preserving their unique voice. From deepfakes to virtual influencers, we navigate the ethical tightrope, emphasizing transparency, trust, and

creative storytelling. Join us as we reimagine authenticity in an AI-driven world, where content reigns supreme, and discover strategies to stay genuine amidst the digital revolution.

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3:30-3:45 p.m. **Break** - Grab a snack and visit our exhibitors and sponsors

Location: Marvin Gardens

3:45-4:30 p.m. Afternoon Keynote

The Strategic Storyteller: Mastering Crisis Communication in an Online World Presented by: Molly McPherson, APR, Author and Crisis Public Relations Manager

Location: Promenade East & West

Molly McPherson, APR will dive into how storytelling and crisis management intertwine on social media platforms, focusing on strategies for PR professionals to effectively use stories to control situations and maintain public trust. We'll cover the impact of social media on crisis comms, how to use storytelling effectively, ways to engage and regain trust, and look at case studies showing how strategic storytelling has been successfully applied in real crises.

4:30 p.m.

Geri Evans Award for Distinguished Service

Geri Evans, APR, Fellow PRSA **Location:** Promenade East & West

4:30-5:00 p.m. Exhibitor & Refreshment Room Remains Open

Location: Marvin Gardens

5:00 p.m. Enjoy dinner on your own at one of the restaurants offered at Walt Disney World resort.

7:45-9:30 p.m. Opening Night Reception*

Location: International Gateway of EPCOT, Italy Isola and West Plaza

Enjoy an evening of networking with friends. The Walt Disney World Communications & Public Affairs team invites our eligible attendees* to celebrate together at an Opening Night Reception at EPCOT. Eligible attendees* will receive a wristband at conference check-in. LIMITED ATTENDANCE due to capacity and is not included with Student registrations.

*Refer to the "Know Before You Go" Email for detailed instructions.

FRIDAY + JULY 26

7:00-7:55 a.m. Continental Breakfast, sponsored by AdventHealth

Delicious selection of pastries, fruit and yogurt as well as coffee and tea offered

Location: Promenade Foyer

7:50-8:50 a.m.

Welcome Remarks & Morning Keynote

Erase the Lines: Embracing Equity and Overcoming Bias

Presented by: Tekoa Pouerie, National Bias Trainer and Leadership Catalyst

Location: Promenade East & West

Overcoming bias is a journey of introspection and courageous dialogue. Pouerie will delve into the existing lines of inequality and bias that exist within our society and explore the ways in which they affect the lives of our children, our families and us as professionals. Pouerie will challenge us to question our own biases and assumptions, while encouraging a deep sense of self-awareness and empathy. We will explore practical strategies and tools that can be implemented in our everyday work, to ensure that our practices are rooted in equity and where every child and family feels seen, heard, and valued. By embracing equity, we can foster a more inclusive and harmonious workplace.

9:00-9:50 a.m.

Breakout Sessions B

Breakout Session 1

Pitching with Precision: Trends, Storytelling, and Interview Strategies for Media Success

Location: Salon IV-VI

Panelists: Marcia Gomez, President, Blank Canvas Communications & Lecturer, University of Miami School of Communications; Cheryn Stone, host of Engage, Central Florida Public Media; Daniel Torchia, APR, Managing Director, Torchia Communications, Inc.

Moderator: Dan Ward, APR, CPRC, President, Curley & Pynn Public Relations Management Explore the renaissance of news-based storytelling and gain insights into how it can be leveraged to benefit your clients or employer amidst media fragmentation and the rise of social media. Our expert media relations panelists will dive into how to develop a framework for media interviews, equipping you with strategies and tools to confidently engage with thoughtful responses, ensuring your message resonates with your audience.

Breakout Session 2

Tell Your Story

Location: Promenade East & West

Presented by: Alice Fairfax, Author and Story Coach

Do you wish your Fairy Godmother could wave a magic wand and make telling your story easier? In this session Alice Fairfax pulls back the curtain on the mysteries of the ancient power of story. Storytelling is more essential today than ever before! Every brand, business and serious professional is fighting to retain the attention of their audience. With wit, warmth, and plenty of stories, Fairfax delivers insights from her career as a Walt Disney World Disney improvisational storyteller and script writer that will change the way you communicate.

Breakout Session 3

Building Brand Trust from the Inside Out Through Employee Advocacy

Location: Salon II-III

Presented by: Bo Breuklander, Principal Consultant, Breuklander Communications Uncover the powerful potential of employee advocacy in strengthening internal communications, fostering a culture of engagement, and amplifying brand messages. Join us as we dive into aligning organizational goals, leveraging existing channels, and crafting compelling messages that resonate with employees. This session is designed to empower internal communication professionals with practical strategies, tools, and insights to foster a culture of advocacy, amplify brand messages, and measure the impact of their efforts. Don't miss this opportunity to revolutionize your internal communications approach and unleash the power of employee champions within your organization.

Breakout Session 4

Advancing the Profession:

1. Accreditation in Public Relations (APR): Why and How to Apply #APR #PRSA

2. College of Fellows: Preparing to Apply - #AspireHigher

Location: Salon I

Presented by: Jamie Floer, APR, CPRC, Fellow PRSA, Communications Manager, Toho Water Authority; Jennifer Trefelner, APR, CPRC, Director of Communications and Development, Diocese of Palm Beach

This session will provide insights as to why PR professionals should earn their APR designation and how to complete the process. In addition, the session will provide insights into the application process to help senior-level, Accredited PRSA members determine if they are ready to apply to the PRSA College of Fellows. Learn about the process and there will be ample time for questions and answers to help support you in your professional development process and positioning or continuing to position you as a leader in the competitive PR field.

9:50-10:00 a.m.

Break – Grab a snack and visit our exhibitors and sponsors

Location: Marvin Gardens

10:00-10:50 a.m.

Breakout Sessions C

Breakout Session 1

Blueprint for Growth: Strategic Planning for PR Professionals

Location: Salon IV-VI

Presented by: Patti Brownsord, Partner, Grounded with Data

Unlock the future of your PR business with our workshop designed specifically for public relations solopreneurs and small business professionals. This session focuses on harnessing qualitative insights from your experiences to chart a clear path for business expansion and success. Learn to apply our unique ROMP Goals framework to identify actionable strategies across Revenue, Operations, Marketing, and People, tailoring them to the unique needs of the PR industry. Elevate your practice with prioritized actions that drive meaningful growth and professional fulfillment.

Breakout Session 2

Behind the Looking Glass: Influencing Results through Ethical and $\,$

Trauma-Informed Storytelling Location: Promenade East & West

Presented by: MHP Salud: Heather Morgan, APR, Vice President of Communications and Business Development; Andrea McNally, Director of Public Relations and Communications With divisive topics dominating belief systems, PR professionals – especially those working in industries with sensitive subjects – ethical, trauma-informed storytelling has never been more important. Breaking through the noise with powerful stories is a longstanding tool of the trade ... but just as important as influencing action is upholding the dignity of those willing to share their story. Using real-life examples from organizations dealing with highly sensitive and controversial topics, this session will go behind the looking glass to show why this approach is so important and how you can incorporate it to impact business results.

Breakout Session 3

Taking the Leap Out on Your Own

Location: Salon II-III

Panelists: Wendy Kurtz, MBA, APR, CPRC, Fellow PRSA, President, Elizabeth Charles & Associates; Wendy J. Roundtree, APR, Founder, Lead Strategist, Jarel Communications; Kevin Bakewell, APR, Principal, Bakewell Public Relations LLC

Breakout Session 3 (continued)

Moderator: Stu Opperman, APR, Founder & President, Impact Players

Nearly every PR practitioner – whether working in a corporate environment, at an agency, in government, or at a nonprofit – has had thoughts about being their own boss. But what does it take to break away from what is likely a comfortable today in the hope of a better tomorrow? And is being a business owner the best choice for everyone? Hear perspective from those that have been in your shoes and taken the plunge, and what are the important things to know for those considering a move.

10:50-11:00 a.m.

Break - Grab a snack and visit our exhibitors and sponsors

Location: Marvin Gardens

11:00-11:50 a.m.

Breakout Sessions D

Breakout Session 1

A Real Fairy Tale: Write the Happy Ending to Your Career Story

Location: Salon II-III

Presented by: J.W. Arnold, APR, Fellow PRSA, Principal of PRDC Public Relations; Kena Lewis, APR, Fellow PRSA, Assistant Vice President of Public Affairs and Media Relations for Orlando Health; Mickey Nall, APR, Fellow PRSA, Professional in Residence, Senior Lecturer, College of Journalism and Communications University of Florida

A panel of seasoned PR practitioners, representing distinct career paths, will share episodes from their own journeys in this interactive and engaging session for early- and mid-career professionals. More importantly, they'll look into their crystal ball and offer insights into the future of PR and career opportunities and challenges facing pros who are seeking a happy ending to their own stories—all while avoiding evil curses to become the queens and kings of their career castles.

Breakout Session 2

Your Permacrisis Playbook: Leading with Strategic Communications When It Matters Most

Location: Salon IV-VI

Presented by: Megan Paquin, APR, CPRC, Founder & CEO, Paquin Public Relations In this session, attendees will learn about how "permacrisis" affects organizational decision-making and business relationships with key stakeholders. Combining learnings from public relations, crisis communication, organizational development and business psychology, attendees will be equipped with decision-making tools to help them take the lead in high-stakes situations and to position themselves as a trusted leader and counselor. The presentation will be interactive and allow for thoughtful discussion, as well as include a handout for attendees to use in their daily practice.

Breakout Session 3

Elevate Your Brand Story Through Community Engagement and Visual Magic

Location: Promenade East & West

Panelists: Demorris Lee, PR Strategist, Hillsborough County Board of Commissioners; Cristina Calvet, Founder & President, The Wonderland Agency; Julie Kostic, Founder & Creative Director, JK Creative.

Moderator: Laura Kern, APR, Sr. Director of Web and Digital Strategy, Rollins College Elevate your digital/social PR game with insights from industry experts about the intersection of visual storytelling, community engagement, and brand content strategy. In this interactive workshop, learn from success stories and missteps in creating transformative branding strategies by leveraging the power of visual storytelling through eye-catching content, and how to increase your brand's impact.

12:00 - 1:30 p.m. Lunch Buffet Service

Location: Promenade Foyer

A delicious Mediterranean menu featuring hummus, salads, salmon, braised Tagine-style

chicken, falafel, vegetables and delectable cannolis and fresh berries.

12:00 - 1:50 p.m. Radiance Awards Luncheon presented by Publix

Location: Promenade East & West

Radiance Awards Keynote Speaker

State of PRSA and the Communications Profession

Presented by: Joseph Abreu, APR, CPRC, 2024 PRSA Chair and Chief Communications

Officer for the Clerk & Comptroller of Lee County

Location: Promenade East & West

As 2024 PRSA Chair, Joseph Abreu, APR, CPRC will share insights on the state of PRSA on

behalf of the Association and the communications profession.

1:50 - 2:15 p.m. Cool-Down Break: An assortment of ice cream novelties and fruit bars

Location: Marvin Gardens

2:15 - 2:55 p.m. Closing Keynote Speaker

The Transformative Power of Trust, Communication & Teamwork

Presented by: Haley Carter, VP of Soccer Operations and General Manager, Orlando Pride

Location: Promenade East & West

Haley Carter's career trajectory led her to places she never imagined. She'll explore the catalysts behind these changes, shedding light on pivotal moments and the individuals and resources that played a significant role in her journey to self-reimagination. Throughout this journey, teamwork and communication played a key role at the center of it all – leading her through a transformative time. Hear Carter's heroic story advocating for women's rights in Afghanistan through the Women's National Team; the off-field trials navigated as a coach; building trust and instilling the importance of teamwork – all leading to the bravery shown during their evacuation from Kabul in August 2021 – and then their fight to return to the pitch as a FIFA-recognized National Team. This inspiring story embodies how teamwork and communication can lead to trust and positive transformation.

2:55 - 3:00 p.m. Closing Remarks & PRSA SunCon25 Teaser #SunCon24 Adjourns

Location: Promenade East & West

Chris Obarski, President, North Florida Chapter and Ashley Williams, President-elect,

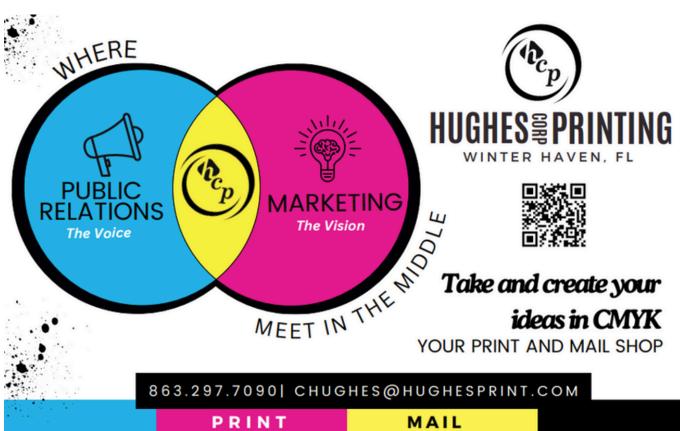
North Florida Chapter

3:00-3:30 p.m. Last Chance to Meet Exhibitors and Sponsors

Location: Marvin Gardens











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Welcome To The Most Magical Place On Earth

There is one place on Earth where the power of magic ignites the wonder that lets everyone be a kid—no matter who they are. It welcomes everyone, transporting us into stunning worlds, favorite stories and far-off galaxies. And conjures memories to last a lifetime. Here, magic finds its way into every moment, every encounter and every heart.

