

2017 Communicators Conference: Winning Strategies

Monday, May 8, 2017

	TRACK #1 Meeting Room: Broadway	TRACK #2 Meeting Room: Morrison	TRACK #3 Meeting Room: Sellwood
7:30 – 8:00 AM Lloyd Center Ballroom	REGISTRATION AND BREAKFAST PREFUNCTION		
8:00 – 8:15 AM Lloyd Center Ballroom	WELCOME: Colby Reade, APR, PRSA Oregon President		
8:15 – 9:15 AM Lloyd Center Ballroom	MORNING KEYNOTE Global Trends to Domestic Applications Juan-Carlos Molleda, Ph.D., University of Oregon School of Journalism & Communications		
9:15 – 9:30 AM	Break		
9:30 – 10:30 AM	Power to the People: Best Practices for Integrating Stakeholders into the Entire Strategic Planning Process Erin Merz, APR, MA Julie Williams, APR, MA Broadway Meeting Room	Own It: A Simple Storytelling Framework for Complex Communication Challenge Andrew Robinson Morrison Meeting Room	How to Grow Your Audience by Using a Racial Equity Lens Jeff Selby Sellwood Meeting Room
10:30 – 10:45 AM	Break		
10:45 – 11:45 AM	The Art and Science of Leadership Communication Jim Endicott Broadway Meeting Room	Connecting to Your Audience Before You Utter Your First Word -- Storytelling in the Evolved Approach to PR and Outreach Piseth Pich Morrison Meeting Room	Lights! Camera! Aack! Taking the Terror Out of Creating Your Next Digital Video Holly Paige Sellwood Meeting Room
11:45 AM – 1:00 PM Lloyd Center Ballroom	LUNCH Becoming PRSA Oregon Colby Reade, APR, PRSA Oregon President		
1:00 – 1:15 PM	Break		
1:15 – 2:15 PM	Changing Times: Does the Message Still Fit the Mission? Naomi Nightingale, Ph.D. Broadway Meeting Room	Score Big With Your Brand Strategy Mara Woloshin, M.A., APR Erin Merz, APR, MA Morrison Meeting Room	Dread, Shock & Ex-Awe-Stion Dave Thompson, APR Sellwood Meeting Room
2:15 – 2:30 PM	Break		
2:30 – 3:30 PM Lloyd Center Ballroom	AFTERNOON KEYNOTE: Alex Thompson, REI		
3:30 – 3:45 PM Lloyd Center Ballroom	CLOSING REMARKS: Colby Reade, APR, PRSA Oregon President		