



2016 NATIONAL CONFERENCE: Playing to Win!

Mid-America Club | Chicago

schedule & guide

(Subject to change)

thursday, oct. 27

Thursday sessions will be held at

303 E. Wacker Conference Center, 303 E. Wacker Drive, Suite 210, Chicago

8:30 am

CONFERENCE OPENS
Registration/Check-In

9:00 - 9:30 am

WELCOME & REMARKS

- Neil Foote, president, NBPRS, *presiding*
- Wynona Redmond, president emeritus, NBPRS, Wyn-Win Communications
- Jabbar R. Bennett, Ph.D., Feinberg School of Medicine, Northwestern University

9:30 - 11:30 am

PANEL DISCUSSION
Police and PR: Empowering Police, Community Relations and Communications

- Clarke L. Caywood, Ph.D., Medill School of Journalism, Northwestern University, *moderator*
- Dwayne Bryant, Inner Vision International, Inc., author, TV personality
- Brian D. Burden, Pennsylvania State Trooper (Ret.) and Connecting Cops & Kids
- Lori Lightfoot, Chicago Police Board, Mayer Brown and Platt
- Diane Latiker, Kids Off the Block, community activist
- Bill Strong, The Joyce Foundation

11:45 am - 12:45 pm

LUNCH

1:00 - 2:30 pm

PANEL DISCUSSION
Power To Small Business and African American Contractors

- Jamal Jackson, Jackson Counsel, *moderator*
- Greg Hinton, Democratic National Committee
- John Edelman, Edelman PR
- Ken Smikle, Target Market News
- Larry D. Ivory, Illinois Black Chamber of Commerce



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thursday, oct. 27 (cont)

2:30 - 3:00 pm

BREAK

3:00 - 4:30 pm

PANEL DISCUSSIONS (CONCURRENT)

Power of Presidential PR

- Jerry Thomas, Jerry Thomas PR, *moderator*
- Don Terry, Rainbow PUSH
- Ira Cohen, Rep. Danny K. Davis, D-IL, 7th District
- Delmarie Cobb, The Publicity Works
- Corey Ealons, Vox Global, formerly with the Obama White House
- Shari Runner, Chicago Urban League
- Ken Bennett, Choose Chicago, formerly with the City of Chicago, Mayor's Office and the Obama White House

Social Media Strategies for Community Groups and Nonprofits

- Pam Perry, PR Coach, Moderator
- Jackie Lalley, Nonprofit Center of Milwaukee
- Brian Packer, Flowers Communications
- Jessica Pipkins, Pipkins Communications
- W. Imara Canady, AIDS Health Foundation

friday, oct. 28

*Friday sessions will be held at the
Mid-America Club, 200 East Randolph Drive, 80th Floor, Chicago.*

8:45 am - 9:00 am

WELCOME & REMARKS

9:00 - 9:45 am

#POWERPR PLENARY: Covering the White House: Up Close & Personal with April D. Ryan

Award winning journalist April Ryan shares insights and perspectives on covering the White House since 1987, particularly the historic presidency of Barack Obama.



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friday, oct. 28 (cont)

10:00 - 11:00 am

RECRUITER ROUNDTABLES (CONCURRENT)

Get the inside scoop on how to get a job, keep a job and rise through the ranks into senior management from top executive recruiters. These are free-flowing conversations where veteran executives provide honest advice. Participants are encouraged to get the answers to all the questions they've been too afraid to ask. Sessions will be divided so the recruiters can address questions specific to the career levels of attendees: college/entry-level, mid-level and senior-level.

- Julie Biber, Edelman
- Tina Dugas, Bloom, Gross & Associates
- Karen Bloom, Bloom, Gross & Associates
- Lisa Giovenco, Bloom, Gross & Associates
- Susan Seder, Bloom, Gross & Associates
- Jocelyn Hecht, Bloom, Gross & Associates
- Sharon Jones, Ketchum
- Donna Renella, ABW Solutions, LLC
- Lisa Ryan, Heyman & Associates

11:15 am - 12:15 pm

MASTER CLASSES (CONCURRENT)

Here's your chance to learn from leading executives who will provide strategic insights, case studies and strategies on the following subjects.



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11:15 am - 12:15 pm

Savvy Social Media: Best Practices in Building Buzz & Driving Engagement

Today's essential for brands and organizations is the conversion of consumers and followers into customers and advocates. Our panel of senior social media experts will talk about pushing the limits and maximizing results using the hottest social media tools today. We'll also discuss how they evaluate platforms and decide if/how to add them in the marketing mix. This is not your basic social media session. You will walk away prepared to deploy the latest techniques to generate more engagement.

- Raschanda Hall, BPRS Chicago President, Business Wire, *moderator*
- Ben Foster, Ketchum and DePaul University
- Sherri Jones, Jones Media Group
- Chad Mitchell, Walmart
- Lesly Simmons, Content Specialist, Oculus VR
- Ashlie White, Devries Global

Impact PR Maneuvers in Sports & Entertainment

Athletes, entertainers and most anyone in the public eye knows they don't always make headlines for scores and statistics or music and book sales. From a shocking murder inquiry and arrest, a bullying saga and nationwide protest of the National Anthem to the widespread and on-going health concern for the concussion pandemic, today's successful sports and entertainment PR pros understand it is a 24/7 job to manage successful brands. Learn best practices for media training, messaging, marketing and working effectively with high-profile figures whose off-the-field actions have affected theirs and their organizations' reputations.

- Regina Lewis, APR, TD Jakes, *moderator*
- Julian Green, Chicago Cubs
- Staci R. Collins Jackson, Harpo Studios
- Leelanee Malin, Malin PR



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11:15 am - 12:15 pm

Worldview: Turning Issues into Global PR Opportunities

News travels at the speed of a click making local information global. Public relations professionals must develop campaigns that reach a global audience, but they also must be prepared to respond to the reach and impact of their stories around the world. Today's panelists share case studies on how they create and manage campaigns for their clients and brands as well as reveal strategies for securing international career and business opportunities.

- Deborah Hyman, NCCI, *moderator*
- Corey Dade, Burson-Marsteller
- L. Michelle Smith, AT&T
- Trisch Smith, Edelman
- Julia A. Wilson, Wilson Global Communications

12:30 - 2:30 pm

NETWORK AWARDS LUNCHEON

PRESENTED BY THE PRESIDENTS CIRCLE MEMBERS

Mover & Shaker Award

- Merry Green, Black Women's Expo
- Angela Ingram, iHeart Media
- Diane Latiker, Kids Off the Block

Ofield Dukes Educator Award

- David Brown, Temple University

Pat Tobin Lifetime Award

- Pat Harris, McDonald's Corporation



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2:45 - 3:35 pm

Insights from the C-Suite: A Conversation with Golin's Fred Cook

Fred Cook barely graduated from college, never took a business course, had no corporate connections, didn't own a suit and rode a motorcycle. Along the way, he picked up skills in people-management, problem solving, and most importantly, improvising—that ultimately led to a surprisingly rewarding career. Cook argues that the ability to improvise is a critical survival skill that will set young professionals apart from the pack and help them get ahead of the competition. Get your front-row seat to glean insights and the inside track during a candid conversation with Fred Cook, CEO of Golin and author, "Improvise – Unconventional Career Advice from an Unlikely CEO".

3:45 - 4:45 pm

WORKSHOPS (CONCURRENT)

Entrepreneurship: Rates, Risks & Revenue

Entrepreneurs and business owners share many common challenges and opportunities: how to develop and market products, how to earn and sustain profits, and how to manage employees and projects. In this session, delegates will hear from successful entrepreneurs about reducing risks, managing change and growth; and leveraging opportunities and resources for innovation and longevity.

- Richelle Payne, CCP, The Initiative for Family Business & Entrepreneurship at Saint Joseph's University, *moderator*
- David W. Brown, Temple University / The Marketing Collaborative
- Michon Ellis, LimeGreen Moroch
- Julie O. Griffith, Griffith PR



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3:45 - 4:45 pm

Best Practices in Crisis Communications

The press is calling. The public is concerned. The pace picks up. The stakes are high. Join this discussion for a deep dive into three levels of leadership, from engagement and awareness to management. Learn best practices for precaution advocacy that shows you how to grab the attention of an uninterested audience; outrage management where you learn how to reassure your stakeholders; and risk or crisis communication for those high public concerns that can cost your company its reputation or profits, or both. Hear case studies that will help you bear it and effectively guide your team through it.

- Tamekia Ashford, City of Detroit, *moderator*
- Heidi Barker, McDonald's
- Deisha Barnett, Walmart
- Alexis Wiley, City of Detroit

3:45 - 4:45 pm

POWERPR TALKS

Patterned after the wildly popular TEDTalks, PowerPR Talks is a series of short, powerful presentations for thought leaders and practice experts to share ideas and information with conference delegates seeking a deeper understanding of career or industry-related topics.

Join any of these three rapid-fire, 20-minute talks to provoke critical thinking, shift paradigms, and inspire you to exchange ideas with each other beyond the conference.

- **Charting Your Course in Uncertain Waters**, David W. Brown, Temple University
- **Mastering Your Digital Brand**, Kristina Hill, Central Piedmont Community College
- **The Art of Storytelling**, Brett Pulley, WeberShandwick



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5:00 - 5:45 pm

CLOSING SESSION

Getting In, Moving Up, Making a Difference with Dr. Phillip Randall of The Thorndyke Group & Capella University

The national conference wraps up with a session facilitated by a leading executive coach. You've heard from global experts throughout the conference about career and business strategies; now learn how to put those strategies into action. Leave procrastination and busy work at the door. If you're going to play in the highly competitive game of PR, you have to play to win.