



Public Relations 101 in a Social Media Driven World

A one-day conference designed for PR practitioners, PRSSA members and communication students.

OCTOBER 12, 2013

8:30 a.m. - 4:00 p.m.

California Baptist University in Riverside - Copenbarger Room

Register Online at www.prsaie.org

8:30 a.m. – 9:00 a.m.	Registration and Welcome
9:15a.m. – 9:45 a.m.	Resume Development and Personal Branding Kelly Donovan, Certified Professional Resume Writer
10:00 a.m. - 10:30 a.m.	Pitch Mechanics Kirsten Clausen, Senior Manager – GolinHarris
10:45 – 11:15 am.	PR Tool Box Hillary Angel, PR Manager, Palm Springs Bureau of Tourism
11:30 – 12noon	Integrating Social Media for Non-Profit Fundraising Aaron Norris, The Norris Group and 2013 PRSA-IE President
12 noon – 1 p.m.	Lunch & Keynote: World Games 2015 Kelly Kloepping, Vice President, Communications & Marketing of Special Olympics, Southern California
1:30p.m. – 2:00 p.m.	Communication on a Shoe String Budget John Kunkle, PR Specialist, Time for Change Foundation
2:30 p.m. – 3:00 p.m.	Global Marketplace: International Public Relations & Marketing Luis Otero, Global Product Manager, Boston Scientific
3:00 p.m. – 3:30 p.m.	The Inside Scoop: Agency Life and Multiple Clients Carrie Gilbreth, Senior VP and General Manager, Westbound Communications
3:30p.m. - 4:00 p.m.	Networking

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PRSSA Student Members: \$25.00 / Students (Non-PRSSA Members) \$30.00

PRSA-IE Members: \$40.00 / PRSA-IE Non-Members: \$45.00