

# Public Relations University 2015

## Thirty Years of Slicing the PR-RPIE

October 8, 2015

8:30 a.m. – 4:30 p.m.

Doors open at 8 a.m.

Moderator: Jennifer Moss, APR, CPRC (*Silverstein Institute*)

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8 a.m. – 9 a.m.	Registration/Breakfast/Networking	U-102
9:00 a.m. – 9:15 a.m.	General FPRA Business	U-102
9:15 a.m. – 9:30 a.m.	Introduction of RPIE: Jennifer Moss, APR, CPRC, moderator	U-102
9:30 a.m. – 10:30 a.m.	Research Speaker: Lisa Hoffman-Linero and Kim Butler ( <i>Greater Fort Lauderdale Convention and Visitors Bureau</i> )	U-102
10:30-10:45	Break	
10:45 a.m. – 11:45 a.m.	Planning Speaker: Roger Pynn, APR, CPRC ( <i>Curley &amp; Pynn Public Relations &amp; Marketing Communications</i> )	U-102
11:45 a.m. – 12:30 p.m.	Lunch	U-102
12:30 p.m. – 1:45 p.m.	Media History Panel: Laurel Smith, APR ( <i>Gravina, Smith, Matte &amp; Arnold</i> ), Phyllis Ershowsky, APR, CPRC ( <i>PKE Marketing &amp; PR Solutions</i> ), Mary Briggs, APR, CPRC ( <i>Lee Memorial Health System</i> ) and Teri Hansen, APR ( <i>Priority Marketing of Southwest Florida</i> )	U-102
1:45 p.m. – 2:45 p.m.	Implementation Speaker: Alyson Lundell ( <i>Universal Orlando Resort</i> )	U-102

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2:45 p.m. – 3 p.m.	Break	U-102
3 p.m. – 4 p.m.	Evaluation Speaker: Chris Gent, APR, CPRC ( <i>Kissimmee Utility Authority</i> )	U-102
4 p.m. – 4:15 p.m.	Conference Wrap up – Jennifer Moss, APR, CPRC	U-102

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