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FOR IMMEDIATE RELEASE

Registration Open for Florida Public Relations Association of Southwest Florida's PR University Full-day Conference for Marketing and Communication Professionals to be Held Feb. 1, 2019

Fort Myers, FL (Dec. 17, 2018) – Public Relations University is the Southwest Florida chapter's annual full-day conference, bringing together state and national experts in public relations. The conference will be held from 8:30 a.m. to 5 p.m. on Friday, Feb. 1, 2019 at the award-winning Holiday Inn Fort Myers Town Center.

This year's theme 'Hat Tricks' addresses the functions of public relations and the many hats public relations, marketing and communications professionals wear every day. The conference is open to the public and will provide professionals in all business sectors real-world tools and best practices in public relations, marketing and communications. Attendees can expect current case studies, emerging strategies and tangible tactics to apply in the New Year.

Speakers represent a wide-range of industries and sectors. Opening the event is international lifestyle designer and owner of Jet. Set. State, Jason Teeters, with a high-energy, motivational message designed specifically for the professional managing the brands and communication goals of others. Attendees will then take a 'ride' with Alyson Lundell, APR, CPRC, Senior Director of PR for Universal Orlando Resort, into the opening of The Race Through New York Starring Jimmy Fallon and Fast & Furious – Supercharged. Switching gears, April Salter of Salter Mitchell PR will share her crisis communications and media relations experience in the 2016 election regarding the Russian hacking attempt. More details and a full line up of speakers and topics featured at PRU will be available at FPRASWFL.org.

Early registration is \$75 for FPRA and PRSA members and \$100 for non-members by Dec. 28. Registration after Dec. 28 is \$99 for FPRA and PRSA members, \$129 for non-members, \$60 for students (scholarship opportunities available).

Registration includes a pre-conference networking event the evening before, educational sessions, meals and refreshments. Registration closes Jan. 18, 2019. Professionals accredited with their APR earn two continuing education points toward maintenance requirements. Rooms at a discounted conference rate of \$189 are available.

For more information and registration, go to <https://www.fpraswfl.org/event-registration/fpra-events/pruniversity/>.

For a downloadable image, please click here: <http://bit.ly/2OSGkMT>

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Established in 1938, FPRA is the oldest public relations organization in the United States. FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. The Southwest Florida Chapter of the Florida Public Relations Association is dedicated to programs and activities that enhance the success of PR professionals in Lee, Collier, Charlotte, Hendry and Glades counties.