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FOR IMMEDIATE RELEASE

Still Time to Register for Florida Public Relations Association of SW Florida's PR University Full-day conference to offer wide range of speakers for PR, marketing professionals

Fort Myers, FL (Jan. 24, 2019) – 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 at 9931 Interstate Commerce Dr., Fort Myers, FL.

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:

- Jason Teeters, with a high-energy, motivational message designed specifically for the professional managing the brands and communication goals of others.
- Alyson Lundell, APR, CPRC, Senior Director of PR for Universal Orlando Resort, on the opening of The Race Through New York Starring Jimmy Fallon and Fast & Furious – Supercharged.
- April Salter of Salter Mitchell PR will share her crisis communications and media relations experience in the 2016 election regarding the Russian hacking attempt.
- Gordon Paulus, APR, CPRC, President of Florida Public Relations will speak about leveraging the full value of an FPRA membership.
- Teri Hansen, APR and President of Priority Marketing, along with Holly Boldrin, APR, CPRC will co-present creating marketing campaigns and brand loyalty for Southwest Florida's own chocolatier, Norman Love Confections.
- Matt Holliday, Director of Governmental Relations at Florida SouthWestern State College will speak about lobbying and governmental relations.

More details about the speakers and topics featured at PRU are available at FPRASWFL.org. Registration closes Friday and 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 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.