

FPRA SWFL Chapter announces October program on public speaking

VP of external relations for Marie Selby Botanical Gardens will serve as main presenter

FORT MYERS, Fla. (Sept. 15, 2021) – The Southwest Florida Chapter of the Florida Public Relations Association (FPRA) announces its October program, “Simple Tips to Ace Public Speaking,” will take place virtually on Tuesday, Oct. 12 from noon to 1:30 p.m. Lynn Hobeck Bates, APR, CPRC, VP of external relations at Marie Selby Botanical Gardens in Sarasota, will serve as the event’s main presenter.

This virtual program will provide attendees the opportunity to touch up on their public speaking and learn effective ways to capture an audience and keep them engaged – even through virtual meetings and presentations. Hobeck Bates will discuss ways to build on and practice speaking skills in order to elevate leadership and improve your ability to successfully communicate.

A strategic and accredited communications professional, Hobeck Bates serves in a senior leadership role at Marie Selby Botanical Gardens, directing all communications, marketing, website and public relations priorities for the two-campus organization. During her tenure, she has successfully launched a new brand upon the adoption of a companion campus for the organization, led communications for the City Commission’s passage of the Master Plan for the Downtown Sarasota campus and works to increase positive visibility, visitation and earned revenue to the Gardens. She has served as the past chair of VISIT FLORIDA’s Global Communications Committee and past president of FPRA – Central West Coast Chapter. Hobeck Bates earned her B.S. in Psychology cum laude with honors from James Madison University and a M.Ed. from Vanderbilt University.

Pricing for the webinar starts at \$5 for students, \$15 for members and \$20 for future members. To register, please visit www.fpraswfl.org/events, and select “October Seminar.” Registration deadline is Oct. 8.

About the Florida Public Relations Association

Established in 1938, FPRA is the oldest public relations organization dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. It is comprised of 15 professional and 14 student chapters throughout the state, providing professional

development, networking and professional recognition opportunities. The Southwest Florida Chapter serves professionals in Lee, Collier, Charlotte, Hendry and Glades counties. For additional information, please visit the Southwest Florida Chapter of FPRA website at www.fpraswfl.org.