

2019 PRSA Maryland Conference | July 18, 2019

Call for Presenters

"What's Truth Got To Do With It? The Future of PR!"

Truth. Transparency. Authenticity. The push to do business and communicate in a more open and transparent way.

Today's consumers want more in their purchasing choices than a great product or service. Whether it's shoes or eye glasses, luggage or even ice cream, the soul and character of an organization carry just as much weight.

What's all this got to do with public relations? Turns out, pretty much everything.

When facts aren't always facts and anyone can share information and call it news, public relations professionals – and their clients – are having to work harder than ever to tell their stories in an authentic voice that feels genuine and relatable. The expectation toward greater transparency influences every aspect of our profession – corporate messaging, internal communications, media relations, social media and digital strategy, storytelling, special events, how a CEO or organization responds to a crisis, and more.

While the need to sharpen and advance our skills is hardly new for the public relations professional, achieving the level of transparency required isn't exactly easy. Bring your experiences to light and help raise the bar for Public Relations education by being a presenter at the **2019 PRSA Maryland Annual Conference on Thursday, July 18**. This year's conference will be held at Notre Dame of Maryland University.

For "What's Truth Got To Do With It?," we're looking for great examples of how you are addressing and applying the demand for transparency in your work as a public relations professional. As a presenter, you will have the opportunity to impact individuals driven to improve themselves, the organizations they serve, PRSA and our profession. At the same time, you'll have the added benefit of elevating your own skills and stature among peers who share in your passion and commitment to the profession.

Your experiences and insights toward innovative concepts and solutions are in high demand. By serving as a presenter, you'll have the chance to demonstrate your evolution as a professional and further position yourself as an expert and role model in the industry.

Suggested topics from our members include, but are not limited to:

- Executive communications
- How advancements in technology are changing the way we tell stories and share information
- Shifts in the media landscape affecting how PR pros do their work moving forward
- Social media strategy – finding the right voice and personality, engagement with audiences, use of influencers, etc.
- Social media video applications – how you're building engagement and/or solving a problem through applications like Instagram stories, IGTV, Facebook Live, etc.
- Crisis communications and issues/reputation management
- Telling powerful stories
- How to build brand awareness

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- Measurement, tracking and metrics
- Integration of traditional and social media
- Tools for PR people on the cloud and via apps
- Building your own brand as a PR professional (use of LinkedIn, etc.)
- Marketing to multiple generations
- Tools for creativity
- Content development and strategy for multiple mediums
- Effective writing in an authentic voice
- Word-of-Mouth marketing – grassroots public relations using new tools
- Making your message go viral
- Building your personal brand—do's and don'ts of social media

Most sessions will run 60 minutes including question & answer periods. We are also considering 30-minute flash sessions intended to give attendees quick tips on a targeted topic.

To submit a session proposal, please follow these steps:

- All proposals must be submitted via e-mail to info@prsamd.org. Subject line: PRSA Maryland Conference Presenter RFP
- Proposals must be submitted on or before **Friday, April 26**. For more information, contact PRSA Maryland office at info@prsamd.org or 443-283-8060.
- Presenters agree to submit their handouts in WORD or PowerPoint format by stated deadlines. PRSA Maryland will be unable to make copies of your handouts, but will provide links electronically.
- *I understand that if chosen I will adhere to the following rules & regulations:*
 - Presenter will present only educational information. This session may not be used to promote or sell a product or service.
 - Presenter is entitled to a discount registration. Presenter fees and expenses are not included/covered by PRSA Maryland
 - If proposing a panelist session, the moderator will function as the main point of contact and will coordinate all communications/logistics with each session's panelist/presenter.
 - Presenters will adhere to designated times allotted for their presentations.

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PLEASE ANSWER ALL QUESTIONS

Presenter's Name(s): _____

Certification Designations, Titles, etc.: _____

*Please include additional presenters' contact information and biography, etc. separately.

Job Title: _____

Company Name: _____

Company Address: _____

Company City/State/Zip: _____

Phone: _____ Email: _____

Session Title: What is the title of your presentation?

Session Description: Provide a clear and compelling description of your session that accurately defines the content of your program.

Biography: Please provide a brief biography of each presenter

Learning Outcomes: Describe 3-4 educational outcomes attendees will take away from your program.

Relevance to Attendees: Please state why is this session is relevant to the PRSA audience.

Type of presentation:

Lecture Small Group Discussion/work Case study 30 min Flash session Other (explain)

Level of Presentation: *(Please choose only one)*

Basic Intermediate Advanced