



8:00 – 8:50 REGISTRATION, BREAKFAST, NETWORKING, EXHIBITS

Auditorium Lobby

8:50 – 9:00 OPENING REMARKS

Auditorium A

Phil Rabin, Editor, Capitol Communicator
Robert Udowitz, Principal, RFP Associates

9:00 – 9:45 KEYNOTE:

Auditorium A

For the Record: Making it Official with Guinness World Records
Keith Green, VP of Marketing & Commercial Sales at Guinness World Records

9:45 – 10:30 Fast, Flexible and Never Fake: How Journalists are Looking to do their Jobs Within the Changing News Landscape

Auditorium A

Moderator: Sonya Gavankar, Newseum
Panelists:
Jennifer Williams, Deputy Foreign Editor, Vox
Scott Thuman, Chief Political Correspondent, WJLA
Phoebe Connelly, Senior Producer/Video, Washington Post Multimedia

10:30 – 10:45 COFFEE, NETWORKING, EXHIBITS

Auditorium Lobby

10:45 – 11:25 CONCURRENT Shared Media: PR's Vital Role

Auditorium A

Donna Spurrier, CEO and Executive Media Strategist, Spurrier Group
Andrew Sklerov, Account Director, Goodway Group

10:45 – 11:25 CONCURRENT Skills You Need to be a Success: Perspectives from Top Headhunters

Auditorium B

Moderator: Larry Parnell, Associate Professor and Director of the George Washington University Master's in Strategic Public Relations Program
Panelists:
Pepper Lunsford Binner, President and Founder of PLBsearch
Michael Patino, Founder, Patino Associates
Bill O'Leary, Partner, Heidrick & Struggles

10:45 – 11:25 CONCURRENT Stay Agile: A Website Launch is Only the Beginning

News Room

Greg Kihlström, Founder and CEO at Carousel30

11:30 – 12:15 CONCURRENT Media Training: Vital Tips for More Meaningful Media Interviews

Auditorium A

Drew Levinson, Senior Vice President, Hill+Knowlton Strategies

11:30 – 12:15 CONCURRENT Association CCOs Discuss Their Roles in a Quick-Changing Communications Environment

Auditorium B

Moderator: Pam Jenkins, President, Powell Tate
Panelists:
Jeff Joseph, Senior Vice President of Communications and Strategic Relationships for the Consumer Technology Association
Erin Streeter, Senior Vice President of Communications at the National Association of Manufacturers
Christian Clymer, Vice President of Public Affairs & Communications for the Pharmaceutical Research and Manufacturers of America (PhRMA)

12:15 – 1:30 LUNCH

Atrium & Auditoriums

1:45 – 2:15 KEYNOTE: Nimble is the New Norm: Communicating Effectively in a Constantly Changing Environment

Auditorium A

Martha Boudreau, Chief Communications & Marketing Officer, AARP

LEGEND

Networking Presentation Keynote Panel

Download the **Whova App** on your mobile device for up to date agenda and conference details.

2:25 – 3:10 CONCURRENT

Auditorium A

Shaping the Story: How Data Visualization Drives Better Communication

Moderator: Tim Teehan, Director of PACs and Associations, L2
Panelists:
Pete Eskew, Head of East Coast Operations, Signal Labs
Thomas Sanchez, CEO and Founder, Social Driver
Kel Elkins, Science Visualizer/Aerospace Engineer, NASA

2:25 – 3:10 CONCURRENT

Auditorium B

Media Panel: Breaking Bad - Tips and Lessons from Inside the Newsroom

Moderator: Sonya Gavankar, Newseum
Panelists:
Jeff Gyax, Executive Producer, Fox5DC
Tracy Moran, Senior Editor, Ozy
Charles Mahtesian, Senior Politics Editor, POLITICO

2:25 – 3:10 CONCURRENT

News Room

Breaking Down PR's Hidden Game: Making Moves From the First Periodic Table of Influence

Alan Kelly, Founder and Chief Executive, Playmaker Systems

3:15 – 3:45 CONCURRENT

Auditorium A

Influencer Marketing: Using Video to Tell Your Story

Doug Simon, CEO, D S Simon Media
Marisa Long, Communications & PR Director, U.S. Green Building Council

3:15 – 3:45 CONCURRENT

Auditorium B

News or Bots Might Be Fake, But the Damage To a Brand Is Not

Johna Burke, Executive Vice President, BurrellesLuce

3:15 – 3:45 CONCURRENT

News Room

5 Trends for Digital Agencies (and Brands) to be Ready for in 2020

Eric Shutt, Director of Strategy, ISL

3:45 – 4:00 COFFEE, NETWORKING, EXHIBITS

Auditorium Lobby

4:00 – 4:40 CONCURRENT

Auditorium A

Crisis Communications in a Fake News Environment

Moderator: Jeff Davis, Managing Director, Van Eperen
Panelists:
Joe Householder, EVP, Hill+Knowlton Strategies
George Thompson, Partner, Banner Public Affairs
Aaron Walker, SVP/Digital Crisis, Edelman

4:00 – 4:40 CONCURRENT

Auditorium B

Audio Over Video - The Podcasting Revolution

Moderator: Sonya Gavankar, Newseum
Panelist:
Kristen Meinzer, Senior Producer, Panoply Media
Michael O'Connell, Senior Digital Editor, Federal News Radio
Lauren Ober, Host, "WAMU & NPR's The Big Listen"

4:00 – 4:40 CONCURRENT

News Room

Eight Ways Wikipedia (and SEO) Can Ruin Your Day

Josh Greene, CMO, The Mather Group

4:45 – 5:30 CONCURRENT

Auditorium A

Engaging Influencers for Business & Government Audiences

Hannah Hutchins, Director of Public Relations, Sage Communications

4:45 – 5:30 CONCURRENT

Auditorium B

Virtual Reality for the PR Playbook

Moderator: Dan Sweet, Director of Public Relations, RP3
Panelists:
Aaron Schwartzbard, CTO, Frameless Technologies
Asif Khan, Co-Founder, Director, Fifth Tribe

5:15 – 6:00 COCKTAILS & NETWORKING

Auditorium Lobby