



PR SUMMIT DC

**THE NATIONAL
PRESS CLUB
WASHINGTON, D.C
THURSDAY, JULY 19, 2018**

8:50 - 9:00AM**Welcome | Ballroom**

Hosts: Paul Duning, Publisher, Capitol Communicator, @CapitolCom; and Robert Udowitz, Principal, RFP Associates, @RUdowitz

9:00 - 9:40AM**The Canary in the Coal Mine: Crisis Communications in the Information Age | Ballroom**

Presenter: Richard Levick, ESQ., Chairman & CEO, LEVICK, @richardlevick

Description: A global expert in crisis communications, Levick will discuss what it takes to break down silos and improve risk intelligence so you can successfully embrace the speed, transparency and trust necessary to survive - and thrive - in today's climate of constant conflict and crisis.

9:45 - 10:30AM / CONCURRENT**Op-Ed Placement Tips from Leading Editors | Ballroom**

Moderator: Alison Fitzgerald Kodjack, Health and Science Desk at NPR and Vice President of The National Press Club, @aliodjakNPR

Panel: Chuck Jordan, The Hill, @thehill; Jill Lawrence, Commentary Editor, USA Today, @jillDLawrence; Chris Russell, Expert Voices Editor, Axios, @Chris_E_Russell; Christopher Sheas, Senior Editor/Perspectives, "The Big Idea", Vox, @cshea4

Description: Editorial and opinion page editors discuss today's newsroom policies and opportunities available to communicate your organization's perspective.

What the Tech? Exploring the Impact of Technology on PR & Measurement | Lisagor

Presenter: Johna Burke, BurrellesLuce, @gojohnab

Description: Understanding how the latest tech hybrid options can help you work more efficiently and profitably. During this session, Burke will discuss big trends in small data, machine learning versus AI; and if traditional methods for measuring objectives are still working.

10:30 - 10:45AM**Coffee and Networking | Ballroom Lobby****10:45 - 11:30AM****Fighting False News: How Leading Nonprofits Combat Digital Misinformation | Ballroom**

Moderator: Anthony Shop, Co-Founder and Chief Strategy Officer, Social Driver; Chair, National Digital Roundtable, @afshop

Panel: Geysa Gonzales, Associate Director for the Eurasia Center, Atlantic Council, @geyshapaola; Amy Greber, Senior Director, Social Engagement and Communications Public Affairs, American Red Cross, @amyswrite; Lauren Lawson-Zilai, Senior Director of Public Relations and National Spokesperson, Goodwill Industries International, @laurenllawson

Description: This session will provide insights every communicator should know when it comes to false information online, including how national and global nonprofits are fighting back.

11:40AM - 12:30PM / CONCURRENT**The Purpose Imperative: From CSR to Social Leadership | Ballroom**

Moderator: Victoria Baxter, Senior Vice President of Powell Tate; and Americas Lead, Social Impact at Weber Shandwick, @vbaxt

Panel: Liz Caselli-Michael, Digital Communications, Nestle USA, @LizLovesFarms; John Friedman, Sustainability Manager, WGL, @johnfriedman; Sylvia Aguilera, McDonald's, Director, Federal Government Relations, Political Action Committee, @sylvilera

Description: Join communications leaders from local corporations in a conversation led by Powell Tate to explore how companies are putting purpose at the center of enterprise communications and employee engagement. This conversation will offer insights into lessons learned, innovative models, creative campaigns and meaningful ways of measuring impact.

The Role of PR in the Age of Convergence | Lisagor

Moderator: Jeff Davis, APR, Managing Partner, Van Eperen, @contactjeff

Panel: Susan Waldman, Chief Marketing & Communications Officer, Meals on Wheels, @SusanWaldman; Franklin Parrish, Sr. Dir. Creative and Editorial Services, Kaiser Permanente, @KPMidAtlantic; Yolanda Taylor Brignoni, Director of Communication Strategies for Health, AARP, @yolandajtaylor

Description: While there has been a blurring of the lines between PR, marketing and advertising functions, are there still delineations that distinguish PR from its communications cousins and how do they integrate within organizational charts?

Reaching Industry Trades | Murrow

Moderator: John Maisel, CEO of DISTILESSENCE, a strategy consultancy in publishing. He is the former longtime publisher of ELECTRICAL CONTRACTOR magazine.

Panel: Cindy Stevens, Senior Director, Publications, Consumer Technology Association, @calstevens; Robb Lee, Chief Marketing and Communication Officer, ASAE/Associations Now, @robbleedc

Description: Industry publishers discuss new initiatives, editorial guidelines, native advertising, cross-promotions, conferences, how to work better with their editorial and content teams and more of the best ways for associations and organizations to better collaborate and work within the changing landscape of the trade industry.

12:30 - 1:45PM**Lunch | Ballroom****1:00 - 1:45PM****Keynote: "The Future of PR" | Ballroom**

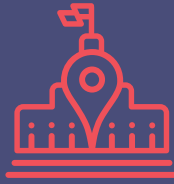
Welcome: Lynne Kingsley, Ironmark

Introduction: Paul Duning, Capitol Communicator

Presenter: Marian Salzman, Senior Vice President of Communications, Philip Morris International, @mariansalzman @insidePMI

Marian Salzman is considered one of the world's top five trendspotters. She has a communications career that has spanned more than three decades across multiple industries. She now heads up communications —earned, owned and paid— at Philip Morris International (PMI) as it embarks on its transformation to a smoke-free landscape. Previously she was the CEO of Havas PR North America. Salzman has been included in PRWeek's Global Power Book and named its Global Agency Professional of the Year. Marian has also been listed on the Holmes Report's Innovator 25 and Business Insider's 25 Most Powerful People in PR.

1:50 – 2:35PM / CONCURRENT**Five Powerful Fundamentals of SEO: Learn Why PR and SEO are Becoming New Best Friends | Ballroom****Presenter:** Ken Fischer, CEO, Atigro Digital Marketing, @AtigroMarketing**Description:** You'll learn why PR and SEO are moving closer together in the integrated digital marketing space and how PR firms and inhouse PR staff can use an informed SEO strategy to lead an organization's content creation.**Moving to the Digital PR Mindset for the Mid and Senior Manager | Lisagor****Moderator:** Larry Parnell, Associate Professor and Program Director, George Washington University Master's in Strategic Public Relations program, @gwpmasters**Panel:** Brian Nickey, Chief, Digital Media Division – ATF, @ATFHQ; Matt Bechtel, Senior Manager of Digital Marketing, Lockheed Martin, @matt_bechtel; Hayley Miller, Senior Digital Media Associate, Human Rights Campaign, @HRC**Description:** Today's mid- and senior-level managers may have started their careers before sophisticated digital strategies were the norm for strategic communications. This session is designed to help these PR pros "catch up" and embrace the best in digital communications strategies and tactics for government, nonprofit and corporate practitioners.**What PR Pros Can Learn from Today's Hottest News Outlets | Murrow****Presenter:** Jonathan Rick, President, Jonathan Rick Group, @jrick**Description:** Battle-tested tactics to ensure that your next news release sparks the attention it deserves. Topics will include: The things you're doing that drive reporters nuts and make them ignore you and your release; the right way to incorporate images, videos, and links; how to write a headline that ignites a reporter's curiosity (without falling prey to sensationalism); and, the best — and worst — ways to distribute your release.**2:45 – 3:30PM / CONCURRENT****Leveraging Your Leaders into Influencers on Broadcast and Social Media | Ballroom****Presenter:** Doug Simon, President and CEO, DS Simon Media, @DSSimon**Description:** For nonprofits trying to battle fake news and cut through the clutter to achieve an organization's goals, it may seem harder than ever. Increasing the influence of your leaders is a must. How do you do it through broadcast and social media? You'll get the answers in this session.**How to Really Evaluate and Get an ROI from Your Social Media Programs | Murrow****Moderator:** Josh Greene, CEO, The Mather Group, @josh_greene**Panel:** Gregg Khilstrom, Senior Vice President, Yes&, @YesAndAgency; Roy Abdo, Communications Lead and Consultant, Gallup, @roYAbdo**Description:** If evaluating and getting a return on your investment from social media still keeps you up at night, this session promises to include at least seven things you can do to improve your measurements and finally get some sleep. Learn the latest developments and practical applications from our panel of experts as they discuss what they use in their practices that you can use immediately and, finally, rest easy.**Making the Business Case for PR/PA | Lisagor****Moderator:** Jeff Mascott, CEO, Adfero, @jasmascott**Presenter:** Tara Dijulio, Director, Global Public Affairs, GE, @TaraDijulio; Katie McBreen, VP Communications and Public Affairs, National Retail Federation, @KWMCBreen**Description:** A well-run public affairs and public relations operation is indispensable for organizations. But PA/PR professionals often struggle to make the case internally for fully funding these functions. This panel of business-minded PA and PR professionals will teach you the language of the C-Suite and how to communicate the ROI for your departments.**3:15 – 3:30PM****Coffee and Networking | Ballroom Lobby****3:30 – 4:15PM****Pew Research Center: Social Media Use in 2018 | Ballroom****Moderator:** Kathy Baird, Managing Director, Ogilvy, @kathymbaird**Presenter:** Aaron Smith, Associate Director of Research on Internet and Technology, Pew Research Center, @aaron_w_smith**Description:** Social media use among U.S. adults in 2018 is a mix of long-standing trends and newly emerging narratives. While certain platforms continue to dominate the social media landscape, different social media platforms show varied growth and younger Americans are embracing alternative platforms more than other age groups. Among several takeaways, communicators can expect to learn the substantial differences in social media use by age and how to keep engagement in the busy social media environment.**4:20 – 5:00PM / CONCURRENT****Avoiding Podcast Pitfalls | Lisagor****Moderator:** Mike Gardner, EVP Business Strategy, Three Seas, Inc. @GigawattGroup**Panel:** Owen Lang, President, The Gigawatt Group, @GigawattGroup; Ian Enright, President and Founder, Goat Rodeo, @enright_ian; Paul Perret, President, Clean Cuts Studios; Miellyn Fitzwater Barrows, owner and creative director, Gorgeous Robot, @MiellynB**Description:** If you have been wondering what it takes to create a successful podcast, this panel discussion will include tactics associated with this hot medium, and shared insights into the potential challenges that creating and launching a podcast can create.**Re-Founding an Agency: Ogilvy's Next Chapter | Ballroom****Moderator:** Sonya Gavankar, Director of Public Relations, Newseum, @SonyaTV**Panel:** Kathy Baird, Ogilvy, @kathymbaird, Kai Fang, Ogilvy Washington, @kai_fang, Melissa Harrison, Ogilvy, @mharrison_02**Description:** This year, Ogilvy announced its re-founding and new mission to serve as an integrated creative network that Makes Brands Matter. Continuing their "Next Chapter" transformation journey, the company introduced a new organizational structure and brand identity. Learn how a 70-year-old iconic agency has redefined the company and is serving as a new model for the entire industry.**5:00 – 5:30PM****Networking and Happy Hour | Zenger**



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