

▶ **8:50-9:00 Opening Remarks** **Ballroom**
Speakers: Paul Duning, Co-Producer, Capitol Communicator, @CapitolCom; Phil Rabin, Co-Producer, Capitol Communicator, @CapitolCom; Robert Udowitz, Co-Producer, RFP Associates, @RFPAssoc

▶ **9:00-9:40 Media Trends** **Ballroom**
Introduction: Alison Kodjak, Health Policy Correspondent, NPR, @aliodjakNRP
Speaker: Sara Fischer, Axios Media Editor, @sarafischer

▶ **9:45-10:30 Social Media Trends and Outlook** **Ballroom**
 How has social strategy shifted in the last year for the PR industry? What is working for brands, and what isn't working in the social ecosystem? We've gathered experts to provide insights about their outlook for the rest of 2019 and beyond. They'll also provide examples and case studies of how they are effectively deploying social media for their brands.
Moderator: Bob Fine, Publisher, Social Media Monthly, @bobfine
Speakers: Andrea McCarren, Vice President and Chief Content Officer, PenFed, @AndreaMcCarren; Ashley Butler, Social Media Strategist, Crosby Marketing Comms, @crosbymarketing; Lexi Neaman, Political, Advocacy and Corporate Sales, Twitter, @lexineaman

▶ **10:30-10:45 Coffee Break**

▶ **10:45-11:30 Working with Reporters in the New Media Relations Environment** **Ballroom**
 Washington Post business columnist Steve Pearlstein authored a controversial column, "No Comment: The Death of Business Reporting" that focused on the relationship – or lack of it – between reporters and PR departments. In this session, Pearlstein and Vandana Sinha, newly appointed editor-in-chief of the Washington Business Journal, discuss their perceptions of how the reporter-PR department dynamic has changed and how to improve the media relations landscape. This session, moderated by Sonya Gavankar of the Newseum, will also feature two corporate PR experts.
Moderator: Sonya Gavankar, Director, Public Relations, Newseum, @SonyaTV
Speakers: Steve Pearlstein, Business Columnist, Washington Post, @stevepearlstein; Vandana Sinha, Editor-in-Chief, Washington Business Journal, @WBJVandana; Chris Ullman, Principal, Ullman Communications, @cullman; Mame Annan-Brown, Manager, External Relations, International Finance Corporation (World Bank), @mameannanB

▶ **10:45-11:30 Bridging the Divide: Reaching Boomers, Xers, Ys, & Zs** **Holeman**
 Influencing each generation demands targeted campaigns. This session will help you learn about messaging and tactics that reach each generation: Boomers, X, Y and Z.
Moderator: Anne Loehr, SVP, Center for Human Capital Innovation
Speakers: Kevin Coroneos, Digital Director, Aerospace Industries Association, @k_coroneos, @AIASpeaks; Usma Mohamed, Head of Marketing Communications, International Baccalaureate, @usma_ziari; Veronica Byrd, Director of Media Relations, AARP, @veronicabyrd; Andrea "Andy" Coville, CEO, Brodeur Partners, @AndreaCoville, @BrodeurPartners

▶ **11:40-12:25 Words Matter: Crisis Communications in the Age of Social Media** **Ballroom**
 Planning for a crisis is one playbook; crisis response is entirely different. Throughout his career, Jarvis Stewart has counseled global industry and government leaders on news-breaking issues that require strategic planning and deft response. His recent work counseling Virginia Governor Ralph Northam is only one name on a long list of clients he has helped through his career, including Charlottesville Area Community Foundation, Genesis Motor America, Jamba Juice, Toyota, Shell Oil, and Walmart.
Interviewer: Mitch Marovitz, Chair, PR Program and Collegiate Professor, The Graduate School University of Maryland/Global Campus, @mitchmarovitz
Speaker: Jarvis Stewart, President, IR+Media, @jarviscstewart, @irmedialc

▶ **11:40-12:25 Newsjacking/Digital PR** **Holeman**
 Despite the growing number of options available to report and consume news, it's increasingly difficult for messages to break through. Instead of creating new storylines, many communicators are finding creative ways to pivot off current headlines to generate attention for their brand, product, issue or cause. This session will discuss the benefits – and potential pitfalls – of such tactics from unique non-profit, corporate and media perspectives.
Moderator: David Almacy, Founder, CapitalGig, @almacy
Speakers: Sarah Simmons, Anchor, Fox 5, @SimmonsFox5; Scott Stanzel, Managing Vice President of Corporate Communications, Capital One, @scottstanzel; Robert Bluey, Vice President of Communications & Executive Editor, The Heritage Foundation & Daily Signal, @RobertBluey

▶ **12:30-1:45 Lunch** **Ballroom**

▶ **1:00-1:40 Keynote Speaker** **Ballroom**
Welcome and Introduction: Martha Boudreau, EVP & CCMO, AARP
 Racepoint Global CEO Larry Weber will be speaking on trends and observations on where the PR industry is headed. As a respected communications agency pioneer in the public relations field, he is the founder of both Weber Shandwick and Racepoint. Larry is also the author of six books on PR, technology, and leadership, and will be giving away and signing copies of his latest book, "Authentic Marketing: How To Capture Hearts and Minds Through the Power of Purpose."
Speaker: Larry Weber, Chairman and CEO, Racepoint Global, @thelarryweber

▶ **1:45-2:30 Ready, Fire, Aim! How (Not) to Plan Your Next Video** **Ballroom**
 What makes a great video and what is the thought process behind getting it made? This panel will explore the strategy, creative, and logistics involved in producing videos that activate people and inspire change. From the perspective of the client, agency and production team, we'll tackle topics including building teams for effective collaboration, producing for your target audience, improving ROI on video projects, and how to ensure your next video goes viral (hint: you can't). But we hope to improve your odds through a vibrant discussion and exchange of best practices.
Moderator: Glenn Greenstein, Founder & Creative Director, Mean Green Media, @meangreenmedia
Speakers: Thorsten Ruehleman, Chief Marketing Officer, Service Year Alliance, @yellowcabny; Mimi Carter, U.S. General Manager & Sr. Vice President, Proof Strategies, @mimicarter01; Peter Couste, Principal, PC Media Works, @petecouste

▶ **1:45-2:30 What the Explosive Growth of Podcasts Means to You** **Holeman**
 Now that we all have websites, blogs, brochures and more, is now the time to introduce a podcast into the marketing communications mix? This group of successful producers and podcasters will provide their tips to starting-up, sustainability, the latest trends, and the necessary tools to get started.
Moderator: Jeff Davis, Baltimore Regional Editor, Capitol Communicator, @contactjeff
Speakers: Robert Johnson, President & Host, Washington Media Group & Flack Pack Podcast, @flackpackdc, @dcpinductor; Charlie Birney, Co-Founder, Podcast Village, @cibirney; Brittany Johnson, Senior Exec Producer & Digital Lead, Podcast Village, @podcastvillage

▶ **2:35-3:10 Communicating Our Country's Best Assets Through Strategy and Planning** **Ballroom**
 Since its creation, Brand USA's marketing efforts have generated more than 6 million international visitors and nearly \$22 billion in incremental spending. But, what does it take to sustain these trends? Learn more from Anne Madison, chief strategy and communications officer for Brand USA. Anne will be joined by Ogilvy's Melissa Harrison for a one-on-one chat on how to successfully implement effective strategies, planning, communications, public policy and research.
Interviewer: Melissa Harrison, Vice President, Ogilvy, @mharrison_02
Speaker: Anne Madison, Chief Strategy and Communications Officer, Brand USA, @BrandUSA

▶ **3:10-3:25 Coffee Break**

▶ **3:25-4:10 Capturing the Stories: Bringing Your Organization to Life through People, Events and Opportunities** **Ballroom**
 The task of identifying compelling stories to personalize your organization may reside with your communications department, but to truly be successful, that mission needs to be instilled in the minds of everyone throughout your organization. This session will focus on how to spread the word about storytelling among employees; and how to make your organization's stories come to life in photos, video, online, and through presentations and promotions.
Moderator: Jennifer Nycz-Conner, Director, Global Brand Communications, Hilton, @washbizjen

Speakers: Dan Sweet, Director of Public Relations, RP3 Agency, @dansweet7 @RP3Agency; Sukhi Sahni, Director, External Communications, Capital One, @capitalone; Aimee Segal, Director, Strategic Initiatives and Programming, United States Holocaust Memorial Museum, @HolocaustMuseum

▶ **3:25-4:10 Digital Advocacy** **Holeman**
 The term "digital advocacy" broadly encompasses the use of technology and online activities to shape the behaviors and opinions of targeted audiences around policy discussions relevant to brands, issues or causes. According to a recent survey conducted by the Public Affairs Council, over 60 percent of their respondents met their primary objective by utilizing some type of online tools. These tools include social media platforms and mobile devices and have transformed the way the public can influence the policymaking process or simply reach key influencers. This session brings experts in the field of digital advocacy together to discuss the tools and techniques, as well as examples, of how they have been successful in recent campaigns.
Moderator: Charlotte Reilly, Vice President, Client Experience Digital, Powell Tate, @PTInsights

Speakers: Lucy Caldwell, Founder, Mockingbird Lab, @lucymcaldwell; Tad Rupp, Partner, Targeted Victory, @tadrupp; Shumway Marshall, Senior Digital Strategist, National Education Association, @thewayofshum

▶ **4:15-5:00 SEO & Reputation Management** **Ballroom**
 Everyone's concerned about their online reputation but no one's quite sure what to do about it. Worried about SEO/reviews/Google results/Wikipedia, and/or any other scary sounding tools that you're uncomfortably aware that you may be responsible for? We'll cover the channels that make up your online reputation and provide tactics you can use when you get back to your office.
Moderator: Josh Greene, CEO, Mather Group, @josh_greene

Speakers: Erica Klinger, Director of Marketing, AccesibleMeds.org, @ericaklinger; Tracey Moon, CMO, Verodin, @tmoonlive; Carrie Drake, Director of Communications, OGSystems, @drake_carrie

▶ **4:15-5:00 Using Research to Build Campaigns and Engage the Media** **Holeman**
 Research may be an unsung hero of the PR skill set but it should be a fundamental element of nearly all the work we do. It helps you strategize; it provides more informed advice, and it can help you choose your next tactic. In some media campaigns, it can also be designed and prepared specifically with journalists in mind. This session will delve into the best practices of research today and how it can also be properly prepared for media scrutiny and campaign success.
Moderator: Caitlin K. Moynihan, MPH, Director, Military Communication Research + Strategy, Fors Marsh Group, @ckmoyni

Speakers: Jeanette Casselano, Director, External Communications, AAA National, @aaanews, Lisa Bonanno, Vice President, Knowland, @lisabonanno

▶ **5:00-6:00 Summit Slam & Happy Hour** **Winners**
 This year's Summit will feature its first Slam during the Summit's Happy Hour, as several attendees speak for five minutes before attendees on topics strictly related to communications, public relations or public affairs.
Host and Emcee: Lynne Kingsley, Vice President of Marketing and Strategic Services, Ironmark