

#CommCon18

2018 PRSA Communicator's Conference

Thriving in a Digital Age

May 18, 2018
DoubleTree Hotel
Portland, Oregon



PRSA Public
Relations
Society of
America
Oregon



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Let us know what you think. Give us your feedback on the presentations from today and help shape future Communicator's Conferences.

Let us know what you thought about the speakers and conference. Watch for an email from PRSA Oregon after the conference with a link to the survey.

2018 PRSA Communicator's Conference: Thriving in a Digital Age

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Schedule — Morning session

	Track 1 Strategies and Trends Sellwood Meeting Room	Track 2 Reputation Management Broadway Meeting Room	Track 3 Advancing Your Career Morrison Meeting Room
7:30–8 a.m.	Registration and breakfast Lloyd Center Ballroom		
8–8:15 a.m.	Welcome <i>Kelly Bantle and Julie Reed, APR, Conference Co-Chairs</i> <i>Brian S. Terrett, APR, PRSA Oregon Chapter President</i> Lloyd Center Ballroom		
8:15–9:15 a.m.	Morning Keynote Engaging Your Audience in 0.9 Seconds <i>Aaron Grossman, Director of Content, Portland Trail Blazers</i> <i>Brian Matzat, Director of Digital Innovation, Portland Trail Blazers</i> Lloyd Center Ballroom		
9:15–9:30 a.m.	Break		
9:30–10:30 a.m.	There's an Influencer for That: Kick-Starting a Strategic Influencer Marketing Program Jessica Lyness, Account Supervisor, Maxwell PR Marta Dreveniak, Account Supervisor, Maxwell PR	Coordinating consistent communications in the middle of chaos: A case study of the Eagle Creek Fire Dave Thompson, APR, Public Affairs Program Manager, ODOT (Moderator) Rachel Pawlitz, PIO, US Forest Service Julie Sullivan-Springhetti, Director of Communications, Multnomah County Rich Tyler, PIO, Portland Fire & Rescue	The Three R's of Presenting Jenna Cooper, APR, Founder and President, GRATIA PR
10:30–10:45 a.m.	Break		
10:45–11:45 a.m.	PR Measurement Beyond Google Analytics Paul Owen, APR, Founder and CEO, Owen Media	What you can learn from internal communications: How you can use the power of digital conversations to build trust and drive engagement Pete Donahue, Internal Communications Manager, Johnson Controls Patrick Holmes, Associate Director of Strategic Communications, OHSU	How to Make it to the C-Suite Jane Dvorak, APR, Fellow PRSA, PRSA Immediate Past-Chair
11:45 a.m.–12:15 p.m.	Lunch — Lloyd Center Ballroom		

Schedule — Afternoon session

	Track 1 Strategies and Trends Sellwood Meeting Room	Track 2 Reputation Management Broadway Meeting Room	Track 3 Advancing Your Career Morrison Meeting Room
12:15–1:15 p.m.	Keynote New Media, Old Challenges: The Power of Storytelling in a Digital World <i>Mario Juarez, Founder, STORYCO</i> Lloyd Center Ballroom		
1:15–1:30 p.m.	Break		
1:30–2:30 p.m.	Earning and Keeping an Engaged Audience in the Age of 'Content Shock' Carmen Hill, Principal Strategist, Chill Content	Put Your Personal Story to Work Mario Juarez, Founder, STORYCO	Teams in Transition: Managing Change Dynamics Mark Mohammadpor, APR, Vice President, Edelman
2:30–2:45 p.m.	Break		
2:45–3:45 p.m.	Afternoon Keynote The Humanity of It All: PR's Role as a Voice of Conscience <i>Jane Dvorak, APR, Fellow PRSA, PRSA Immediate Past-Chair</i> Lloyd Center Ballroom		
3:45–4 p.m.	Closing remarks		
4–5 p.m.	Networking Reception Doubletree Hotel, Ballroom Entry Lobby		

Keynote

Engaging Your Audience in 0.9 Seconds

Aaron Grossman and Brian Matzat

8:15–9:15 a.m., Lloyd Center Ballroom

The Portland Trail Blazers are considered trendsetters with their award-winning approach to digital innovation and social media. Their digital strategy leverages social channels and Web properties to maximize fan engagement. Aaron Grossman, Director of Digital Content, and Brian Matzat, Director of Digital Innovation, will share elements of the team's methodology and tactics that have enabled a small-market NBA franchise to thrive in the digital age.

Learn how to maximize engagement based on fan characteristics and choosing the right content distribution channels; how using a paid digital strategy with data-driven fan segmentation can provide catered messaging to a specific audience; how to foster an innovative environment in the workspace across all vertical and how we utilize brand filters to determine our voice with current and prospective fans.



Aaron Grossman

Aaron is in the middle of his 10th season with the Trail Blazers and Rose Quarter, and first year as the organization's director of content. In his current role, Aaron manages the editorial strategy for team, concert and event content. He oversees the digital media team and works closely with the directors of broadcast, creative services, digital innovation and game operations to align content distribution throughout the organization's platforms. Aaron spent his first nine years with the Trail Blazers and Rose Quarter in various media and public relations roles, beginning as a sports communications intern during the 2008–09 season and as corporate communications manager from 2014–17.



Brian Matzat

Brian enters his fourth season with the Trail Blazers and Rose Quarter as Director of Digital Innovation. He is responsible for the advancement of digital strategy by enhancing digital experience and leading development of new digital products for the organization. Prior to his time in Oregon, Brian earned his Bachelor of Science in Graphic Communication at Carroll University in Waukesha, Wisconsin.

Keynote

New Media, Old Challenges: The Power of Storytelling in a Digital World

Mario Juarez

12:15–1:15 p.m., Lloyd Center Ballroom

Want to influence an audience today? Good luck just getting somebody's attention. The modern business professional is bombarded with an incessant onslaught of fragmented messaging across an ever-widening landscape of digital media. In this presentation, you'll gain insights on how to break through the distractions and capture an audience's emotional and intellectual attention through storytelling. Mario Juarez will show how the dynamics of storytelling engage the human mind in unique and powerful ways. See how leading communicators are effectively deploying story strategy across the modern media landscape to drive amazing results.



Mario Juarez

Mario Juarez is a professional storyteller, creative consultant and coach. He focuses on helping organizations and individuals achieve better business results through strategic storytelling. His original Storytelling for Impact program has proven successful in helping more than 10,000 professionals unlock the power of their own, authentic stories. A former journalist with NPR and newspapers around the country, Mario was a pioneering communications leader at Microsoft for more than two decades. His company, StoryCo, was founded last September and serves clients in technology, financial services, training and health care.

Keynote

The Humanity of It All — PR's Role as a Voice of Conscience

Jane Dvorak

2:45–3:45 p.m., Lloyd Center Ballroom

The landscape we work in is changing and not always for the good. With volatile workplaces, ethical behavior and unsettling questions, PR plays a critical role in the business arena. We are challenged daily to provide insightful counsel in an environment where there is constant disruption coming at us from both within and outside of our organizations. It takes strategic leadership to bring all the elements together in a dynamic exchange that avoids political stances, builds trust and maintains authenticity.



Jane Dvorak, APR

Jane is owner and president of JKD and Company, Inc., and is the 2018 PRSA National Immediate Past-Chair. She has been a public relations practitioner for 35 years and coins herself a “consultalancer.” Her skills span organizational imaging and key messaging to crisis communications and strategic planning. She has worked with a variety of clients and implemented campaigns with energy, creativity and impact. Jane has been honored with several awards, but hold her two Silver Anvil and her Mentor of the Year Award with highest esteem. Jane was a 2016 inductee into the Colorado State University Media Hall of Fame by the Department of Journalism and Media Communication, where she is an alum. She is an APR and was inducted into the PRSA College of Fellows in 2010.

Track 1 — Strategies and Trends

There's an Influencer for That: Kick-starting a Strategic Influencer Marketing Program

Jessica Lyness and Marta Drevniak

9:30–10:30 a.m., Sellwood Room

No doubt the rise of influencer marketing has expanded communication channels for building awareness. But with a plethora of influencers types and channels, soaring partnership fees and an often uncertain return on investment, it can be hard to know where to start or if the strategy is even right for your business. In this session, you'll learn the ins and outs of influencer marketing — identifying who's right for your brand or initiative, how to find them, and how to build partnerships that champion your message.

P.S. You don't always have to pay to play.



Jessica Lyness

Jessica is a natural-born storyteller with a flair for persuasive and oftentimes amusing writing. Her happy place is combining eye-catching visuals with simple messages to drive social media engagement, influencer campaigns and native content. As an account supervisor at Maxwell PR, she develops and leads food, beverage and tourism campaigns and teaches more than 35 social media classes a year.



Marta Drevniak

Marta is a seasoned PR professional with a background in food, natural cleaning products and publishing. As an account supervisor, she helps set the overall strategy for annual programs, including social media and digital elements, and oversees media relations, influencer programs and native advertising campaigns. From registered dietitian media pundits to Instagram superstars, she's a pro at scouting the right influencer to bring visibility to her client's products.

Track 1 — Strategies and Trends

PR Measurement Beyond Google Analytics

Paul Owen

10:45–11:45 a.m., Sellwood Room

The world's most popular Web measurement tool, Google Analytics, is not great for measuring PR. Google Analytics (GA) cannot see through the wall that separates media relations pros from the editors who write the stories. This is one reason that PR barely registers on a GA dashboard compared to search, display and social tactics. This talk will review the challenges and solutions for digital measurement of PR. It will provide case studies from the world of high-tech PR. It will identify the weaknesses in GA and provide prescriptive guidance on how create effective Web analytics for PR.



Paul Owen, APR

Paul Owen provided PR support to IBM, Intel and Microsoft before starting Owen Media. His agency has worked with most of the major enterprise brands, including AT&T, Bull, Cisco, Cray, Google, Hewlett-Packard, Lexmark, NEC, Fujitsu and more recently Amazon Web Services and McAfee. The agency opened its Seattle office in 1997 and a Portland Pearl District office in 2006. Paul received APR credentials in 2002 and earned a bachelor's in English from Willamette University.

Track 1 — Strategies and Trends

Earning and Keeping an Engaged Audience in the Age of 'Content Shock'

Carmen Hill

1:30–2:30 p.m., Sellwood Room

It's official: Content marketing has crested the peak of the digital marketing hype cycle and is now clawing its way out of the "trough of disillusionment." Businesses are publishing more content, more often, on more platforms than ever before, which has created a state of content overload — a phenomenon that's been called "Content Shock." There's simply more content than our audiences have the time or interest to consume. Our content is not up against our competitors' content; we're vying for attention in a sea of cute kittens and screaming goats. Content marketing may not be the shiny new thing it was a few years ago, but as digital continues to blur the lines between traditional earned media and other marketing programs, content is still a critical element in any communications strategy. In this session led by content marketing veteran Carmen Hill, you'll learn practical insights and advanced techniques for developing a content strategy that rocks — even in the age of Content Shock.



Carmen Hill

Carmen has worked as TV journalist, content strategist, copywriter and marketing director on both the agency and client side in a career spanning two decades. Now working as an independent consultant, she helps companies plan, create and manage customer-focused content that aligns with their business goals and brand strategy.

Previously, Carmen built an industry-leading content marketing practice at Babcock & Jenkins, working with global clients including Adobe, Google and Xerox. Her work has contributed to multiple Content Marketing Awards, and she has been recognized as an industry leader. In addition to presenting for conferences and webinars, she teaches a content strategy course for the Portland State University Digital Marketing Strategies certificate program.

Track 2 — Reputation Management

Coordinating consistent communications in the middle of chaos: A case study of the Eagle Creek Fire

Dave Thompson, Rachel Pawlitz, Julie Sullivan-Springhetti and Rich Tyler

9:30–10:30 a.m., Broadway Room

When the Eagle Creek Fire raced 13 miles in 16 hours in one night last fall, all levels of government were on the hook to perform — to save lives, protect property and preserve the environment. Victims forced from their homes needed to know where to go; people in nearby communities needed to know whether they should worry about the smoke; businesses wanted to know when they could reopen; truckers and travelers wanted to know when the closed interstate highway would be safe for travel; the media wanted to know how the fire was being fought, when it would be out, and when visitors could safely return to the forest trails of one of America's most beautiful national scenic areas.

In other words, the reputations of Multnomah County, the Oregon Department of Transportation and the U.S. Forest Service were on the line, as those agencies dealt with the impacts of a fire that burned almost 50,000 acres, closed a major interstate for almost three weeks and forced about 400 people from their homes. What do you say, when you're at the mercy of Mother Nature and you don't have all the answers? Who's in charge of communications in a situation like this? Who should be, to make sure everyone is serving the victims?

This panel case study explores how local, state and federal agencies connected during chaos to protect and serve victims — and how thoughtfulness, patience and calm leadership made the effort successful for victims and for government agency reputations.

Dave Thompson

In 39 years of practicing public relations and communications, Dave has worked as the director of corporate communications for a high-tech firm, acted as media consultant and coach and helped start-ups write Web content. Today, Dave is the Public



Affairs Program Manager for the Oregon Department of Transportation, where he leads the agency's spokespersons. Dave has taught FEMA's G-290 basic PIO class to about 750 Oregon communicators over the past eight years, and has taught media training all over the country for decades. He spent 20 years in broadcast news, working as science and business reporter, producer and anchor. Dave earned a degree in math and a master's in computer science; he worked as a computer research scientist before becoming a reporter. Dave earned his APR in 2009.



Rachel Pawlitz

Rachel has directed media, social media and community engagement as Public Affairs Officer for the Forest Service's Columbia River Gorge National Scenic Area since 2016. Previously, she spent more than a decade working on a wide range of environmental communication issues in government and academia. While working for the National Oceanographic and Atmospheric Administration, Rachel oversaw communications about coral reef protection for Florida Keys National Marine Sanctuary. Rachel spent six years highlighting science topics at the U.S. Geological Survey, including controversial topics such as water wars, invasive Burmese pythons in the Everglades, and research on natural resource damage due to Deepwater Horizon. Originally trained as an ecologist, she has experience researching environmental collaboration and communication, and studied adaptive environmental management as a National Science Foundation Fellow at the University of Florida.



Julie Sullivan-Springhetti

Julie is the Communications Director for Multnomah County where she oversees media relations, emergency and strategic communications. Her job allows her to be "constantly listening and constantly learning from the people in this community." Born and raised in Butte, Montana, Julie graduated from the University of Montana. She worked as a newspaper reporter in Alaska, Montana, Washington and most recently, at The Oregonian, where she shared the 2001 Pulitzer Prize for Public Service. She is the winner of more than 30 journalism awards and the co-author of "Expecting Miracles" with Christo Zouves, M.D.



Rich Tyler

Rich began working for Portland Fire & Rescue in 1998 and has been one of the agency's public information officers for the past 13 years. Rich also works as assigned for the Oregon State Fire Marshal's office on an Incident Management Team, currently serving as Blue Team PIO. In these roles Rich has dealt with every kind of crisis: landslides with houses involved, multiple alarm fires, multiple patient scenes, train derailments and fires, complex traffic crashes, building collapses, gas explosions, large wildfires, school shootings — and a very large fire in the Columbia Gorge. Rich has taught basic and all-hazard PIO courses statewide for several years.

Track 2 — Reputation Management

What You Can Learn from Internal Communications: How You Can Use the Power of Digital Conversations to Build Trust and Drive Engagement

Pete Donahue and Patrick Holmes

10:45–11:45 a.m., Broadway Room

Do your employees have a digital voice? If so, is it actually “heard”? How you manage digital conversations within the workplace is becoming increasingly important. Social media has made it possible for anyone to set off a PR crisis with the push of a button. How you respond can make or break your brand’s reputation — even from within the organization itself. From paycheck delays and benefits changes to leadership transitions to unpopular leadership decisions that affect over 100,000 employees, this session explores the value of embracing digital conversations within your organization.



Pete Donahue

Pete oversees internal communications and training regarding information security at Johnson Controls, a global, multi-industrial organization with nearly 120,000 employees in over 50 countries.

His responsibilities include executive communications, employee engagement initiatives, and change management. He possesses nearly seven years of experience working in internal communications and public relations. He holds a master’s degree in professional and technical communications from the University of Wisconsin-Milwaukee and a bachelor’s degree in English from Binghamton University.



Patrick Holmes

Patrick leads internal communications at OHSU, a nationally prominent research university and Oregon’s only academic health center with over 16,000 employees and 3,000 students and trainees.

In this role he leads university-wide internal communications strategies and channels as well as internal communications for OHSU’s hospitals and clinics. Patrick earned a bachelor’s degree in social science at Portland State University, with an emphasis in communications.

Track 2 — Reputation Management

Put Your Personal Story to Work

Mario Juarez

1:30–2:30 p.m., Broadway Room

Everyone has a story. But not everyone understands how to find it, craft it, and put it to work. Whether you’re looking to land that golden job, bring attention to your unique idea, or be seen as credible by people with different world views, storytelling can hold the key. Learn the fundamentals of effective storytelling, and discover how they can make a difference in your professional life.



Mario Juarez

Mario Juarez is a professional storyteller, creative consultant and coach. He focuses on helping organizations and individuals achieve better business results through strategic storytelling. His original Storytelling for Impact program has proven successful in helping more than 10,000 professionals unlock the power of their own, authentic stories. A former journalist with NPR and newspapers around the country, Mario was a pioneering communications leader at Microsoft for more than two decades. His company, StoryCo, was founded last September and serves clients in technology, financial services, training and health care.

Track 3 — Advancing Your Career

The Three R's of Presenting

Jenna Cooper

9:30–10:30 a.m., Morrison Room

A lively — and interactive — presentation about speaking effectively in front of an audience, no matter how large or small. Cooper will give tips and techniques you can incorporate into your next speaking opportunity, so your next presentation can be not only less scary — but fun!



Jenna Cooper, APR

Jenna is a seasoned public relations professional in Portland. Jenna's background includes more than a decade in television broadcast news in markets across the country. She has successfully woven that experience together with high-profile public relations and communications positions, serving as a strategist and frontline spokesperson. She also had the honor of serving as President of PRSA Portland in 2012. Jenna served as Director of Communications for Portland State University's School of Business, as well as at Dove Lewis, and as the main public information officer at NW Natural. Before NW Natural, Jenna worked on that account and others for CMD Agency in the award-winning earned media department. Her communications campaigns have won several PRSA Portland Spotlight awards. The Associated Press and the prestigious Texas Headliners Foundation have awarded her for excellence in journalism.

Track 3 — Advancing Your Career

How to Make it to the C-Suite

Jane Dvorak

10:45–11:45 a.m., Morrison Room

Moving from tactician to strategist is the essential skill set needed to get a seat at the table. As the function that “knows all,” the role that PR pros play is at the core of business success. Learn how to take a stronger leadership role wherever you may be in your career journey as you make your way to the C-Suite. You will learn about leadership versus management, how measurement can elevate your value and how to turn ideas into solutions



Jane Dvorak, APR

Jane is owner and president of JKD and Company, Inc., and is the 2018 PRSA National Immediate Past-Chair. She has been a public relations practitioner for 35 years and coins herself a “consultalancer.” Her skills span organizational imaging and key messaging to crisis communications and strategic planning. She has worked with a variety of clients and implemented campaigns with energy, creativity and impact. Jane has been honored with several awards, but holds her two Silver Anvil and her Mentor of the Year Award with highest esteem. Jane was a 2016 inductee into the Colorado State University Media Hall of Fame by the Department of Journalism and Media Communication, where she is an alum. She is an APR and was inducted into the PRSA College of Fellows in 2010.



Track 3 — Advancing Your Career

Teams in Transition: Managing Change Dynamics

Mark Mohammadpour

1:30–2:30 p.m., Morrison Room

Transitioning onto a new account team can be an exciting challenge. How can you best be prepared to start on the right foot? Designed for new, experienced or aspiring agency professionals, this interactive session will offer the opportunity to learn and share some best practices on how to make the transition as smooth as possible. If you are new to your career, this is a chance to: 1) Understand how new account leads access their teams; 2) Learn ways to play a role onboarding new leads. If you're starting to manage teams, you'll gain insights to: 1) Identifying best practices when ramping up on a new account; 2) Some questions to ask as you are starting to onboard. If you're experienced in transitioning on as a new team lead, this is an opportunity to: 1) Share best practices from your perspective; 2) Learn from others on new ways to help establish credibility.



Mark Mohammadpour

Mark is a senior communications strategist with experience leading earned, digital and social media programs, working throughout his career with global brands such as Adobe, AMD, FLIR, Mentor Graphics, Microsoft, Samsung, Symantec and the U.S. Army. A vice president at Edelman Portland since 2015, Mark leads account teams in its technology practice, as well as marketing and business development. Mark is a graduate of the University of Portland, an accredited member of PRSA and was president of PRSA's Portland-Metro Chapter in 2016.

PRSA Communicator's Conference

About the Communicator's Conference

Since 1996, the annual Communicator's Conference has been the premier professional development opportunity for communicators in Oregon and Southwest Washington. The Communicator's Conference was founded by PRSA Oregon, formerly known as the Portland Metro Chapter of PRSA and the Oregon-Columbia Chapter of the International Association of Business Communicators (IABC).

2018 Communicator's Conference Committee Volunteers

Kelly Bantle, *Conference Co-Chair*

Michael Lewellen

Julie Reed, *Conference Co-Chair*

Kelly Love

Judy Asbury

Holly Paige

Stephanie Celenza

Sally Ridenour

Pete Donahue

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