



**PRSA OREGON CHAPTER
2019 COMMUNICATOR'S CONFERENCE**

Friday, May 3, 2019

Doubletree by Hilton Hotel

1000 NE Multnomah Street, Portland, Oregon 97232

AGENDA

7:45 - 8:30 a.m.

REGISTRATION / BREAKFAST / NETWORKING: Doubletree Hotel Ballroom

8:30 - 8:45

WELCOME and OPENING REMARKS: Julie Reed, M.S., APR, President PRSA Oregon, Public and Community Relations Consultant, Legacy Health

8:45 - 9:45

**MORNING KEYNOTE: CHUCK GOSE, Strategic Advisor, Social Chorus & Host, *Culture, Comms & Cocktails* Podcast, Chair PRSA Employee Comms:
"The Mind Matters: Cognitive Bias and Communication"**

9:45 - 10:00

BREAK / NETWORKING

**AM SESSIONS
10:00 - 11:00**

**BREAKOUT SESSIONS:
THEME: Crisis Communications**

Shannon Berg, APR, Founder, Berg & Associates; Brian Terrett, MBA, APR, Fellow PRSA, Director of Public Relations and Community Relations, Legacy Health
"Lessons from a 'Radically Transparent' Crisis Communications Strategy"
Sellwood Room

**BREAKOUT SESSIONS:
THEME: Communications Leadership**

Jim Endicott, President, Distinction Communications, Executive Coach, "Management Consultant" Columnist
"The Art (and Science) of Leadership Communications - Leading through the Good Times and the Bad"
Broadway Room

**BREAKOUT SESSIONS:
THEME: Differentiating Your Communications**

tova stabin, Communications & Division of Equity and Inclusion; Leslie Larson, Director of Content Strategy, University of Oregon
"The Opportunities and Challenges of Reaching Underrepresented Communities"
Morrison Room

11:00 - 11:15

BREAK / NETWORKING

11:15 - 12:15	<i>Eileen Korey, Communications Counsel</i> <i>"#LightsCameraAction: Getting the words Right When the Media is Clamoring"</i> Morrison Room	<i>Kasia Hall, Matter Communications (and TEDxPortland), "Befriending Tension: The questions to drive your Storytelling and how to get your Client on Board"</i> Broadway Room	<i>Mike Lepis, Founder and Chief Strategy Officer, Vignette</i> <i>"How to Leverage Creativity in a Time of Chaos"</i> Sellwood Room
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12:15 - 1:00

LUNCH / NETWORKING

1:00-2:00

AFTERNOON KEYNOTE: SUZANNE STEVENS, Editor, Portland Business Journal:
"Communication Opportunities in a Changing Economic Landscape"

2:00 - 2:15

BREAK / NETWORKING

PM SESSIONS 2:15 - 3:15	<i>Marilyn Hawkins, Hawkins and Company PR</i> <i>"Labor Relations Communications for Employers"</i> Morrison Room	<i>Casey Boggs, ReputationUS</i> <i>"Reputation Management: How to Enhance, Advance and Protect Corporate Reputations in Today's Critical Environment"</i> Sellwood Room	<i>Ann Wylie, President, Wylie Communications</i> <i>"Make Mine to Go, How to write for the Mobile Web"</i> Broadway Room
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3:15 - 3:30

CLOSING REMARKS: 2019 PRSA Oregon CommCon Planning Co-Chairs Laura Recko Public Relations Associate, Oregon Food Bank & Ashley Stanford Cone, Public and Community Relations Consultant, Legacy Health

3:30 - 5:00 p.m.

HAPPY HOUR / NETWORKING

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