



**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

Eileen Korey, Communications Counsel
"#LightsCameraAction: Getting the words Right When the Media is Clamoring" **Morrison Room**

Kasia Hall, Matter Communications (and TEDxPortland), "Befriending Tension: The questions to drive your Storytelling and how to get your Client on Board"
Broadway Room

Mike Lepis, Founder and Chief Strategy Officer, Vignette
"How to Leverage Creativity in a Time of Chaos"
Sellwood Room

12:15 - 1:00

LUNCH / NETWORKING

1:00-2:00

AFTERNOON KEYNOTES: SUZANNE STEVENS, Editor; reporters Elizabeth Hayes & Pete Danko, Portland Business Journal:
"Communication Opportunities in a Changing Economic Landscape"

2:00 - 2:15

BREAK / NETWORKING

PM SESSIONS
2:15 - 3:15

Marilyn Hawkins, Hawkins and Company PR
"Labor Relations Communications for Employers"
Morrison Room

Casey Boggs, ReputationUS
"Reputation Management: How to Enhance, Advance and Protect Corporate Reputations in Today's Critical Environment"
Sellwood Room

Ann Wylie, President, Wylie Communications
"Make Mine to Go, How to write for the Mobile Web"
Broadway Room

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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