



Agenda

12 p.m. – 1 p.m.	Registration
1p-2:30p	Brad Phillips
2:30 - 2:45	Break
2:45 - 3:15	Breakout session #1
3:15-3:30	Break
3:30-4pm	Breakout session #2
4p-4:15p	Break
4:15p - 5p	Expert panel
5:30 p.m. – 7 p.m.	After party at Aloft hotel XYZBar

Keynote

Brad Phillips

Brad Phillips, president of New York City based Phillips Media Relations and author of Amazon No. 1 public relations bestseller "The Media Training Bible: 101 Things You Absolutely, Positively Need to Know Before Your Next Interview" is an advisor to some of the nation's media relations superstars at brands like Hilton Hotels, National Weather Service and The Smithsonian, politicians, government agencies, and advocacy organizations. He'll cover how to be successful in today's media culture, where a tweet can become newsworthy and a news interview can become tweet-worthy. Leave understanding how to make you and your team superstars in message creation and delivery during high times and crisis times while positioning yourself as a trusted adviser to your management.

Breakout #1a

Crisis Communication

Offering Support Without a Payday in Mind - Joshua Harlow, Jones Public Relations

When tornados devastated Moore, Okla. in May, Jones Public Relations volunteered services to the City of Moore fielding media calls, set up social media pages and hotlines to keep citizens informed, and organized its clients to provide a large range of support services. Learn how to offer your skills, your organization's or your client's resources to provide PR support when a crisis strikes your community.

Breakout #1b

Social Media

Rise of the Brand Guardians: Social Media & World Crises

Brian Boyd, CEO and Founder of Media Connect Partners

A crisis can strike at any time. With clients including Hobby Lobby, Susan G. Komen for the Cure and Prevention Magazine, social media firm Media Connect Partners knows first-hand the impact a sound, pre-meditated social media strategy can have when you need it the most. Learn the steps to take when a personal, national or global crisis occurs, and the three Cs in dealing with the real world.

Breakout session #2a

EMPLOYEE COMMUNICATIONS

Information coming soon!

Breakout session #2b

Brain Drain

Heard of speed dating? This is speed brainstorming. We've pulled together some of the area's sharpest PR minds to share best practices and the tactics that keep them on top. Choose two tables to visit.

#1 - EVENT PLANNING

Jesse Boudiette, president of Propeller Communications

Ashley Fuller, Grapnel Consulting

In its first year, the Center of the Universe Festival drew close to 80,000 attendees. National music acts helped, but awareness, sponsorships, community partnerships and volunteers put it over the top. Talk tips and tricks with event partners.

2 - SOCIAL MEDIA

Tamara Hooks, senior communications specialist, WPX Energy

From policy to editorial calendar – what you need, what you don't, how to implement and avoid the pitfalls.

#3 - ACCREDITATION

Steve Turnbo, APR, Fellow PRSA, Chairman Emeritus, Schnake Turnbo Frank PR

Ginger D. Homan, ABC, IABC Accreditation Committee, Principal at Zia Communication Partner

Kristen Turley, APR, Communications Specialist, Magellan Midstream Partners, L.P.

You've got the talent. Now get the letters. Enhance your career and continue your professional development with accreditation. How much does it cost, what do you need to know, how much time will it take? Learn more about Accredited in Public Relations (APR), Accredited Business Communicator (ABC) and PRSA's College of Fellows from three of the area's top communications professionals.

#4- BUSINESS LITERACY

Jeff Pounds, senior financial analyst and former senior communication specialist at Williams

Business literacy can help you advance your career. Whether you work for an agency, corporation, government or non-profit, speaking the same as your organization's top executives makes you valuable to senior leadership. Leave with tips to get to the table and your voice heard.

Expert panel

When the Spotlight Burns: Handling Public Perception During a Crisis

You've helped clients through tough times, but what happens when the media spotlight is on you? Hear from a panel of your peers who have done just that. From investigations to allegations, learn how it happened, what they did, and what they'd do differently.

- Rachel Hutchings, American Airlines
- Kelli Bruer, EMSA
- Chris Payne, Tulsa Public Schools

Moderator: LToya Knighten, Tulsa Regional Chamber