



INSPIRE  
INNOVATE  
ENGAGE  
INFLUENCE

PRSA 2019  
INTERNATIONAL CONFERENCE

October 20–22 | San Diego, California

**PRSA**

**Register by September 13 to save \$100!**  
For more information or to register, visit [prsa.org/ic](http://prsa.org/ic)

▶ 10 KEYNOTE SESSIONS ▶ 100+ WORKSHOPS ▶ 50+ EXHIBITORS

► INSPIRING, THOUGHT-PROVOKING, COMPELLING KEYNOTE SPEAKERS  
Stay Tuned: More Keynotes Announced Soon



**Bob Woodward**

Pulitzer Prize-Winning Reporter, Bestselling Author, *Washington Post* Associate Editor, ultimate insider on government inner workings at the highest levels, shares stories on key movers and shakers, looking behind the scenes at the halls of power.



**Laura Ling**

Emmy Award-Winning and Crusading Human Rights Reporter who was imprisoned in North Korea, details her journey uncovering groundbreaking stories across the globe.



**Vicente Fox**

President of Mexico (2000–2006)

Vicente Fox shares his journey from delivery driver to Coca-Cola CEO, Mexico & Latin America, to election as Mexico's President and with Marta Fox tells how they're advancing civic engagement and leadership among youth and the underserved.



**Marta Fox**

Former Presidential Press Secretary



**Frank X. Shaw**

Microsoft Corporate Vice President, Communications, go-to professional for technology reporters, focuses on "Thriving in the Communications Age."

► **INSPIRING, THOUGHT-PROVOKING, COMPELLING KEYNOTE SPEAKERS**

Jennifer Gottlieb, Jim Joseph, Barby Siegel and Heather Kernahan tackle what's new, next and best in public relations. Brig. General Edward Thomas and leaders of other military services discuss how they promote public knowledge of their missions and capabilities, facilitated by Brig. General Robert Hastings. Errol Cockfield, Cheryll Forsatz, Ivy Grant and other top executives from iconic companies explore successful strategies in corporate communications.



**Jennifer Gottlieb**  
President  
W20



**Jim Joseph**  
Global President  
BCW (Burson Cohn & Wolfe)



**Barby Siegel**  
CEO  
Zeno Group



**Brig. General Edward Thomas**  
Public Affairs Chief  
United States Air Force



**Heather Kernahan**  
President  
North America & Australia  
Hotwire



**Robert Hastings, APR,  
Fellow PRSA**  
Brig. General, Texas Military Department  
Past Assistant Secretary of Defense, Public Affairs



**Cheryll Forsatz**  
Vice President  
Corporate Communications & Public Relations  
Ferrero USA



**Errol Cockfield**  
Senior Vice President  
Communications  
MSNBC



**Ivy Grant**  
Chief of Staff  
Customer Care  
Walmart US eCommerce



**Debra Erickson**  
Marketing Director, San Diego Zoo  
President, International Zoo Educators Association



**Rick Schwartz**  
Ambassador & Spokesperson  
San Diego Zoo

**More  
Keynotes  
Announced  
Soon**

# PRSA 2019 INTERNATIONAL CONFERENCE

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- ▶ TAILOR YOUR CONFERENCE TRAINING BY TRACKS GEARED TO YOUR ORGANIZATION, SECTOR, CAREER ASPIRATIONS & SPECIALTY

**Marketing  
Communication**

**Digital  
Communication**

**Leadership &  
Management**

**Data, Analytics &  
Measurement**

**Reputation  
& Crisis  
Management**

**Skills, Tools &  
Techniques**

**Special  
Interests**

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- ▶ 100+ PROFESSIONAL DEVELOPMENT SESSIONS • 10 KEYNOTE SESSIONS • 50+ EXHIBITORS

In addition to 10 keynote presentations, participants can attend as many as 12 additional breakout sessions including:

- ▶ Advancing Marketing Communications
- ▶ Navigating Digital Communications
- ▶ Strengthening Leadership & Management
- ▶ Demonstrating Value & ROI
- ▶ Building Reputation
- ▶ Managing Crises
- ▶ Improving Skills, Tools & Techniques
- ▶ Bringing the Brand to Life
- ▶ Attracting, Engaging & Keeping Customers
- ▶ Tackling Technology
- ▶ Perfecting Content Across Evolving Platforms
- ▶ Motivating Specific Markets
- ▶ Targeting by Audience & Sector
- ▶ Advancing Diversity & Inclusion
- ▶ Enhancing Campaign Effectiveness
- ▶ Reaching Various Business Sectors
- ▶ Changing the Education Landscape
- ▶ Furthering Your Career
- ▶ Exploring Ethical Challenges
- ▶ Improving Multicultural Communications



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## ▶ SAMPLING FROM 100+ BREAKOUT SESSIONS

- ▶ **Well-Known Journalists Judge Attendee Pitches in “Pitch Tank”**
- ▶ **Military Public Affairs Helps Hollywood With Movie Blockbusters**
- ▶ **Leaders Discuss Journalists, Journalism and Free Press in Peril**
- ▶ **Global Professionals Focus on Communications Worldwide**
- ▶ **Experts Break Down AI, Analytics, Big Data, ROI**
- ▶ **Silver Anvil Recipients Outline Award-Winning Campaigns**
- ▶ **Communicators Dealing With Enormous Crises Detail Road to Recovery**

**And much more!**



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## ► CONFERENCE COMMITTEE

### ► DON'T MISS A PHENOMENAL CONFERENCE EXPERIENCE

PRSA's International Conference helps professionals achieve excellence, navigate change, assert influence and position the importance of public relations in today's complex world through:

- **Professional Development** – 100+ outstanding sessions, 10 remarkable keynotes, 300+ super speakers.
- **Tons of Take-Homes** – Attend as many as 22 different sessions, nearly twice as many as in past years.
- **Stay Current** – Hear what's new, next and best from exciting speakers, sponsors and exhibitors.
- **Relationship Building** – Build lifetime relationships with peers worldwide.
- **Social Events** – Enjoy opening night, meet-mingle-and-more networking opportunities.
- **International Participation** – Learn from professionals around the globe, including sessions in Spanish.

### ► MAKE CONFERENCE CONNECTIONS

Networking opportunities include:

- **Opening Night Reception**
- **Newcomers Orientation**
- **Reception With the Exhibitors**
- **Diversity and Inclusion Celebration**
- **Professional Interest Section Events**
- **Sections After-Hours Dessert Social**
- **College of Fellows Mentor Program**
- **APR Accreditation Discussions**



**Rhoda Weiss, Ph.D., APR, Fellow PRSA**  
President  
Rhoda Weiss Consulting Group Inc.  
Chair, International Conference Committee



**Jeffrey Julin, APR, Fellow PRSA**  
President  
Julin Strategic Communications  
Senior Advisor to Committee



**BJ Whitman, APR, Fellow PRSA**  
Principal, BJW Public Relations  
Chair, PRSA Board of Ethics & Professional Standards



**Gerard Corbett, APR, Fellow PRSA**  
Founder, Chair and CEO  
Redphlag LLC  
Chair, Promotions Committee



**Kim Sample**  
President  
PR Council  
Senior Advisor to Committee



**Gail Baker, Ph.D., APR, Fellow PRSA**  
Vice President and Provost  
University of San Diego  
Senior Advisor to Committee



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**Jorge D'Garay Pallares**  
Presidente de D'Garay MXUS  
Public Relations Liaison to Asociación Mexicana de Profesionales de Relaciones Públicas (PRORP)



**John Paluszek, APR, Fellow PRSA**  
Executive Editor  
Business in Society  
Chair, Global Outreach Committee



**Navy LCDR Theresa Carpenter, APR+M**  
Public Affairs Officer  
Commander, Carrier Strike Group 15  
Military Committee Liaison

San Diego Zoo experts bring animal stars onstage and highlight how they bring happiness, healing and hope to children in 250+ hospitals around the world.

2019 CONFERENCE SPONSORS INCLUDE: \*

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\*AS OF PRESS TIME



► YOUR CONFERENCE HOTEL

**The PRSA 2019 International Conference will be held at the four-star Marriott Marquis San Diego Marina Hotel.**

Situated on the waterfront with a 466-slip marina, this hotel is within walking distance of the best of downtown San Diego. Conveniently located near City Walk, the Gaslamp Quarter and Seaport Village, the Marriott Marquis San Diego Marina Hotel offers spacious accommodations with either scenic city or waterfront views. You can enjoy a dip in one of the two free-form swimming pools, indulge in an onsite spa treatment or maintain a workout routine in the well-equipped fitness center.

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