

A TREASURE TROVE

OF PR STRATEGIES
& TACTICS

Make plans now to attend Florida's largest annual gathering of public relations professionals!

Join the Florida Public Relations Association for the **Best Professional Development Value** around, featuring eight dynamic general sessions and 16 stimulating breakout sessions. And most of your meals are included in your conference registration fee of less than \$600. Most conferences of this caliber are typically \$1,000 or more. In addition, the special hotel rate secured for attendees is available for three days prior and three days after conference.



World-class speakers hail from top global corporations, powerhouse industries and national marketing firms including:

*Cohn & Wolfe North America... CoreBrand ...
The Mayo Clinic... Wells Fargo & Company ...
Lockheed Martin ... Moffitt Cancer Center &
Research Institute ... Tampa Bay Times ...
University of Florida ... Ketchum Global
Research Network... Ogilvy Public Relations
Worldwide... Public Television's "Nightly Business
Report" ... and more!*

Come see who takes home the GOLD at this year's Golden Image Awards. This is truly a colossal evening where you and your professional peers will celebrate the outstanding work of public relations professionals from throughout Florida.

Spend three days of invaluable networking, award-winning hospitality and outstanding professional development during this year's FPRA Annual Conference.



This year's lineup of nationally acclaimed speakers will enlighten attendees on a number of relevant topics including:

- How to socialize your online newsroom.
- Achieving peak performance using the tried and true practices of today's outstanding business professionals.
- Learn what employees want from workplace communications.
- Hear the exciting PR case study surrounding the popular TV show *Extreme Makeover Home Edition* and the Florida agency that helped raise \$1 million dollars to renovate a home for a local family.
- Discover how to use social media to connect with employees.
- Use quantifiable research to properly assess brand damage and learn how to restore its equity after a crisis.
- Get a behind-the-scenes look at the rebranding of the *St. Petersburg Times* during the recent name change to the *Tampa Bay Times*.

Register at www.fpra.org