



Conference At-a-Glance

Thursday, July 25

5:00 – 7:30 p.m.

Sunshine District Networking and Leadership Mixer

Franklin Terrace

Friday, July 26

7:30 – 8:00 a.m.

Continental Breakfast

Bayshore Ballroom

8:00 – 8:05 a.m.

Welcome

Bayshore Ballroom

8:05 – 8:50 a.m.

Opening General Session: Status Update: State of Digital PR in 2019

Bayshore Ballroom

9:00 – 9:50 a.m.

Breakout I: Lend Me Your Ears — Leap to Your Feet:

Palma Ceia I

A Speechwriter's Secrets to Inspiring Audiences

Breakout II: I'm Lovin' It: Selling Fries and Burgers Starts Locally

Palma Ceia II

Breakout III: Difficult Conversations

Palma Ceia III

9:50 – 10:10 a.m.

Break and Vendor Display

Galleria A

Sponsored by Hard Rock

10:10 – 11:00 a.m.

Breakout I: How to Write Shorter, More Powerful Content

Palma Ceia I

Breakout II: Gen Z and the Age of Sensory Journalism

Palma Ceia II

Breakout III: Publix: Where Working is a Pleasure!

Palma Ceia III

11:10 – 12:00 noon

Breakout I: When Should the Product be Priority Over Your Brand?

Palma Ceia 1

Breakout II: Where Purpose Meets Profit: Creating Breakthrough

Communications on a Budget

Palma Ceia II

Breakout III: Issues Management for Fun and Profit

Palma Ceia III

12:10 – 1:50 p.m.

Luncheon Keynote and Radiance Awards:

Bayshore Ballroom

Be Adept: Adapt and Adopt

Sponsored by AAA

2:00 – 2:50 p.m.

Breakout 1: Changing the Media Landscape: How Newsroom
and PR Diversity are the Keys to Truthful Storytelling

Palma Ceia I

Breakout II: Supercharge Your Social Media Strategy

Palma Ceia II

Breakout III: Lizards, Mind Control and James Brown:

Insight Strategies that Transform Messages into Action

Palma Ceia III

2:50 – 3:10 p.m.

Break and Vendor Display

Galleria A

Sponsored by ChappellRoberts

3:10 – 4:00 p.m.

Breakout I: 40-Minute Film School

Palma Ceia I

Breakout II: Earning a Seat at the Table in an Ever-Shifting Landscape

Palma Ceia II

Breakout III: Stressed Out? You Aren't Alone

Palma Ceia III

6:00 p.m.

Visit Tampa Bay Reception

Unlock Tampa Bay Visitors Center

Sponsored by Visit Tampa Bay

(Across from Franklin Terrace)

Saturday, July 28

8:30 – 9:50 a.m.

Continental Breakfast and Opening Keynote:
With Savvy PR & Communications, Sunshine City's
Brand Brighter than Ever

Bayshore Ballroom

Sponsored by Tampa Bay Water

10:00 – 10:50 a.m.

Breakout I: Reputation Management

Palma Ceia I

Breakout II: The New Rules of Crisis Communications in the Digital Age

Palma Ceia II

Breakout III: How PR Prepared Me to Win Public Office

Palma Ceia III

10:50 – 11:10 a.m.

Break and Vendor Display

Galleria A

11:10 – 12:00 noon

Closing Keynote: How to Build a Great Professional Network
(Even If You'd Rather Hide in the Bathroom)

Bayshore Ballroom

** Times and locations subject to change.*