



8:30

## Opening Keynote: When "It" Hits the Fan

*Featuring: Crisis communications expert Gerard Braud*

In a world where communications travels at the speed of Twitter and Facebook Live, how prepared is your organization to communicate at that same speed during a crisis? Effective crisis communications require you to overcome entrenched misconceptions about how crisis communications are done. Crisis communications expert Gerard Braud will share his exclusive 5-Steps to Effective Crisis Communications Strategies. You'll go home with a to-do list designed to modernize your how you plan for, respond to, and recover from crises.

9:20

## Breakout Session #1

### "Ask Me Anything" Social Media Panel

*Featuring: Joe Bruno, WSOC; Justin LaFrancois, QC Nerve; Corri Smith, Black Wednesday; Ken Brown, City of Charlotte*

This panel of social media experts will get you thinking. Our panelists include agency and government professionals as well as Charlotte's go-to-Twitter source, Joe Bruno, and the man behind the viral live stream of 2020 protests, Justin LaFrancois. Ask them anything during this interactive session as we discuss content creation, the latest social media trends, their lessons learned, and more!

### Humanizing Communications: How to Create Thoughtful and Inclusive Narratives

*Featuring: Natalia Flores, Apr, InspirePR; Nathalie Santa Maria, APR, Sunnyside Communications; Loán Lake, Independent Consultant; Matthew French, UNC Charlotte*

As communicators, we can all agree that the words we use matter. Whether you're looking for practical ways to make your campaigns more inclusive, or find better ways to communicate with diverse audiences - this session is for you! Panelists will share commonly accepted terminology and best practices on effectively incorporating inclusive tactics into your communications efforts. Tips will help you be more inclusive of varying cultures, abilities, sexual orientations, gender identities and economic disparities. It will also help you understand intersectionality and its implications.

### Effective Storytelling to Support Your Strategic Goals

*Featuring: Dianne Chase, Chase Media*

Facebook COO Sheryl Sandberg was once reluctant to share personal stories of grief and resilience. Now, she's a gifted storyteller having realized the power of stories in teambuilding, launching movements, and inspiring colleagues and customers. In this insightful and practical session, accredited GENIUS Business Storyteller and former journalist Dianne Chase reveals how strategic storytelling gains traction in business where facts, data, and logic do not. She will challenge your assumptions about storytelling and elevate your skills so that you, can make an impact with internal and external audiences and in earned media.

10

## Connect Over Coffee

Have transparent communications in small group sessions focused in: media relations, digital/social media, internal communications, community relations, crisis, and more!

Register today at [prsacharlotte.org/communications-symposium](https://prsacharlotte.org/communications-symposium)

Member: \$80

Non-member: \$100

Student: \$60

Register 5+ coworkers to save 20%



PRSA Public Relations Society of America  
Charlotte Chapter

# COMMUNICATIONS SYMPOSIUM



10:20

## Breakout Session #2

### **Creating an Army of Champions: Recruiting and Empowering Expert Employees to be Your Best Brand Advocates**

*Featuring: Claire Simmons, Atrium Health*

Follow Atrium Health's journey to create brand advocates among its employees and expert physicians in this dynamic session. Focusing on social and digital media, attendees will gain valuable guidance on several areas, including: convincing senior leadership that employees' engagement online is time well-spent, reaching and engaging frontline employees, and empowering employee experts through training and tools.

### **What to Say When You Can't Say Anything: Creating a Culture of Responsible Transparency**

*Featuring: Mandi Kane, APR, Jarrard Phillips Cate & Hancock*

Following the COVID-19 pandemic and the 2020 presidential election, Americans demand and expect more transparency than ever. However, "transparency" still sparks anxiety for even the most open communicators. How can you find balance between sharing enough and sharing too much – especially in a space where sometimes, you can't share anything at all? Illustrated with lessons from communicating on behalf of hospitals during the COVID-19 pandemic, attendees will learn how to cultivate a culture of responsible transparency for their organizations by establishing boundaries that protect their brands, and how to effectively build and strengthen trust within those boundaries.

### **How to Deliver Your Message With Authenticity**

*Featuring: Riddhi Gupta, Wells Fargo*

In these unprecedented times, as we evolve to a new way of working, there is an intentional focus on empathy and kindness. In this session, attendees will uncover a new model of impactful delivery to help your messages be received as authentic rather than calculated or rehearsed.

10:50

## Closing Keynote: Measuring the ROI of Your Communications

*Featuring: Measurement expert Angela Sinickas*

Measuring the effectiveness of communication isn't enough anymore. Senior management is asking for more direct correlation of the money spent on communication with the business outcomes resulting from it – how it increases revenue or reduces expenses. The session will:

- Provide you with documented examples of how communication has affected bottom-line issues at other organizations.
- Explain how to collect data for the ROI calculation by tracking changes in audience behaviors before and after you communicate.
- Teach you how to use an ROI worksheet to calculate the return on your own communication campaigns or channels.

11:45

## Unbagging Session & Speed Networking

Access our keynote speakers for an agenda-free unbagging session, or jump into our Speed Networking area where you can meet fellow communicators for up to 3 minutes at a time.

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