

# Wisconsin PRSA Professional Development Conference

## When Times Get Tough, PR Pros Get Smarter Wednesday, April 29, 2009

Leaders of Southeast Wisconsin PRSA, Northeast Wisconsin PRSA and Madison PRSA chapters invite you to attend the third annual Wisconsin PRSA Professional Development Conference, Wednesday, April 29, 2009, in Milwaukee, Wis.

### **Given the challenges of today's economy, this is a conference you won't want to miss!**

Despite the bad news in the marketplace, there's good news for PR practitioners – In tough times, good communication is more important than ever! Whether you're searching for a new job opportunity, looking for ways to advance inside your organization, or building your skills as a best-in-class practitioner, this year's conference will help you take your knowledge and careers to the next level.

So mark your calendars now for April 29th at The Italian Community Center, 631 E. Chicago St., Milwaukee, WI. Parking is free all day. For directions, go to [www.italianconference.com](http://www.italianconference.com).

Register online at [www.prsawis.org](http://www.prsawis.org) before April 24, 2009

### **CONFERENCE AGENDA**

#### **Registration, Continental Breakfast, Networking**

9:30–10:00 a.m.

#### **Morning Workshops:**

**(Please pick one)**

10:00–11:30 a.m.

#### **Track 1: Getting That Next Position**

Whether your goal is to move up or move on, this session will help you leverage your competencies to get that next position. You'll get inside the minds of executive-level recruiters as they discuss the help the C-Suite is looking for today and the competitive advantage PR professionals bring to the table. Don't miss this opportunity to think outside the box about your personal value proposition. Presenters include Kimberly Kane, a TV personality and Director of Client Solutions for The Novo Group, and Rose Spano Iannelli, one of the founding partners of Spano Pratt whose specialties include talent identification for senior leadership.

#### **Track 2: PR Best Practices**

What's the end result of all that texting, e-mailing and twittering? Each person receives between 600 and 3,000 selling messages every day. This session will help you design messages and channels that cut through the clutter. Presenters will walk you through Message Strategy, a seven-question framework to use as a blueprint for effective communications. Attendees of this session can set their sites on the "emotional bulls-eye" at which all your communications will aim. You will also learn best practices for writing web copy. As more and more communications lives online, it's critical to create content that connects with your intended targets. And there are some rules to live by when writing for the web. Join us to learn what they are. Presenters include: Barb Hernandez, PR Director/Partner, Hiebing, and Troy Janisch, Social Media Manager, American Family Insurance and owner of Icon Communications.

#### **Luncheon: Keynote speaker Cheryl Procter-Rogers, past president, PRSA International**

11:45–1:00 p.m. (Festa Ballroom)

#### **Career-Building Strategies**

Get tips on how to develop a career plan or jump-start a stalled one. Cheryl Procter-Rogers' insightful presentation will include strategies on how to build credibility, expand your network and create a work-life balance. She will explore the personal qualifications needed for success at any level and how you apply them to reach your career goals. Learn how to be a strategic risk taker and how to expand your career opportunities from a 29-year veteran of the public relations industry. Includes audience Q&A.

*Menu: Chicken in a puff pastry with spinach and romano cheese, topped with a porcini mushroom sauce; served with garlic mashed potatoes; seasonal vegetables; and raspberry mousse torte for dessert. Vegetarian option is available. Please indicate on registration form.*

## Afternoon Workshop:

(please pick one for each time frame, label 1 and 2 unless attending the APR Jump Start)

1:15pm – 2:15pm

2:30pm – 3:30pm

### Track 1: Getting That Next Position

Need to find a new job or want the inside scoop on getting a better one? This in-depth track will cover what you need to know and expand your knowledge of how the internet can help you. Topics include maximizing portfolio presentations, finding and using online job sites and networking advice. Presenters include Martha Carrigan, Big Shoes Network and Troy Janisch, Social Media Manager, American Family Insurance and owner of Icon Communications.

### Track 2: PR Best Practices

Everyone's talking about SEO and SEM, but behind those terms is a bigger conversation about cutting-edge strategies and tactics for leveraging electronic media to grow our businesses and enhance our success. As electronic media plays an increasingly important and prominent role in the mix of public relations, it is essential to keep abreast of options that push the envelope in terms of creativity and technology. This presentation will share insights from Maximosity, a Milwaukee-headquartered web solutions firm that focuses its expertise solely on helping agencies succeed.

### Track 3: APR Jump Start (one session only, 1:15pm - 3:30pm)

Have you considered the benefits of earning your APR designation? In today's economic environment, it may be the competitive edge you're looking for. It's a symbol of professionalism that demonstrates your knowledge, ethics and experience and showcases your commitment to the PR profession. In today's challenging, highly competitive market, don't miss out on this opportunity to differentiate yourself in the market. And if that doesn't intrigue you, perhaps the fact that accredited practitioners earn, on average, 20% more than non-accredited peers will!

## Socializing at Riverfront Pizzeria (509 East Erie Street, Milwaukee)

<http://www.foodspot.com/riverfront/>

3:30pm – 5:00pm

## REGISTRATION INFORMATION

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Organization: \_\_\_\_\_ PRSA Chapter: \_\_\_\_\_

(select one)

Whole day: \_\_\_\_\_ \$79 members, \_\_\_\_\_ \$99 nonmembers, \_\_\_\_\_ \$35 students

Lunch only: \_\_\_\_\_ \$30 members, \_\_\_\_\_ \$50 nonmembers, \_\_\_\_\_ \$15 students

## REGISTER AT [WWW.PRSAWIS.ORG](http://WWW.PRSAWIS.ORG)

*Reservations and checks must be received on or before April 24, 2009. Credits will be issued only when cancellations are received 48 hours in advance. "No shows" will be charged. If you require special accommodations to participate, please attach a written description of your needs to your reservation. Any registrations received after the RSVP deadline will be charged a \$10.00 late registration fee. Any walk-in reservations the day of the meeting will be charged a \$15.00 fee. We cannot accept credit cards for walk-in registrations.*

We'd like to thank our event sponsors:



### For More Information, please contact:

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