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April 21, 2021

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11-11:10 a.m. ET

Welcome and How to Get Involved



Tina McCorkindale, Ph.D., APR
President and CEO
Institute for Public Relations
[@tmccorkindale](#)



Justin Joffe
Manager, Strategic Programming
Ragan Communications
[@joffaloff](#)

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11:10-11:25 a.m. ET

What's Now and Next for Media Relations: How Communicators Can Take Up the Charge in 2021 and Beyond



Kari Wethington

Senior Director of External Communications

E.W. Scripps Co.

@kariwethington

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11:25-11:45 a.m. ET

PANEL

Regaining Trust and Transparency: Communicators' Role in Media Literacy and the Fight Against Misinformation



Moderator: Justin Joffe
Manager, Strategic Programming
Ragan Communications
@joffaloff



Howard Mortman
Communications Director
C-SPAN
@howardmortman



Karthik Krishnan
Global Chief Executive Officer
Britannica Group
@KarthikOnTheGo

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11:45 a.m.-Noon ET

Adapting to a Rapidly Shifting News Cycle with Content Journalism Across Social Media Platforms



Jose Salas

Spokesperson and Social Media Manager

Denver Water

@DenverWater

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12:05-12:35 p.m. ET

PR Measurement Strategies and Tools that Build and Maintain Trust



Katie Delahaye Paine
Founder and CEO
Paine Publishing
@queenofmetrics

Barcelona 3.0: Saying 'No' to AVEs and 'Yes' to S.M.A.R.T. Measurement Strategies



Johna Burke
Global Managing Director
AMEC
@gojohnab

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12:40-12:55 p.m. ET

Responding to Crises: How Communicators Can Prepare and Activate in Ways that Strengthen Reputation



Lauren Lawson-Zilai

Senior Director, Public Relations
Goodwill Industries International
[@laurenllawson](#)

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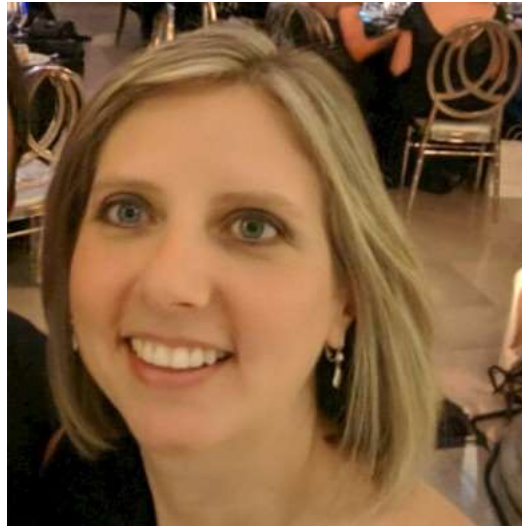
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12:55-1:05 p.m. ET

Special Guest: The Field Museum



Aimee Davis

Director of Learning
The Field Museum
[@FieldMuseum](#)

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1:05-1:20 p.m. ET

The Data-Driven Communicator: A Crash Course in Social Listening, Analyzing Brand Voice, Understanding Sentiment and More



Alexander Hinckley Rose

Associate Manager of Data Analytics

Edwards Lifesciences

@alexanderhrose

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1:25-1:40 p.m. ET

Break Through the Noise: How to Use Insights to Build Adaptable PR and Communications Strategies



Johnny Smith Jr.
Vice President of Marketing Services
Encompass Health
[@johnnysmithjr](#)

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1:40-2 p.m. ET

PANEL

The Art of the Pitch and More: What Journalists Really Want



Moderator: Aaron Kwitten
Founder and CEO
PRophet



Marcus Riley
Senior Director of Content Strategy
The E.W. Scripps Company



Brianne Garrett
Reporter, Editorial Lead,
For(bes) The Culture
Forbes



Ilana Kaplan
Lifestyle Editor
Dotdash
@lanikaps

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2-2:15 p.m. ET

Secrets to Landing Media Coverage: 5 Dos and Don'ts of Pitching the Media



Nick Lanyi

Media Relations and Crisis Communications Expert

Ragan Consulting Group

@NickLanyi

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2:25-2:40 p.m. ET

Using and Scaling Insights to Tap into Humanity: How to Better Reach and Engage Your Target Consumers



Douglas Healy

Senior Director, Consumer Insights
Gatorade at PepsiCo

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2:40-3 p.m. ET

PANEL

Focusing on Purpose: Adapting to Values-Based Spending and Resonating with Multicultural Audiences



Moderator: Justin Joffe

Manager, Strategic Programming

Ragan Communications

@joffaloff



Cat Colella-Graham

Founder, Chief Employee

Experience Officer

Cheer Partners



Trovon C. Williams

Senior Vice President of

Marketing and Communications

NAACP

@Trovon_Williams

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3-3:15 p.m. ET

Drive Media Coverage, Brand Buzz and More with Holistic PR and Social Media Campaigns



Paige Hale

Senior Manager of Communications

Georgia Aquarium

@PaigeHale

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3:20-3:35 p.m. ET

PESO in 2021: Creating Media Relations and PR Wins Across Content Efforts



Sabrina Browne
Account Director
BCW



Thomas Bunn Executive Vice
President, Integrated Solutions
BCW

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3:35-3:55 p.m. ET

PANEL

How to Growth Hack Your PR Efforts: Ways to Boost Media Coverage, Gain Buzz and Prove ROI



Moderator: Justin Joffe
Manager, Strategic Programming
Ragan Communications
[@joffaloff](#)



Jake Mazanke
Senior Manager of Corporate
Communications
Teladoc Health



Enid Maran
Managing Director, Global Customer
Success and Operations
Onclusive



Kristin Daher
Founder and President
Powerhouse Communications
[@powerhouse_comm](#)

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3:55-4:10 p.m. ET

Transparency and the 'Mixternal' Communications Landscape: How to Authentically Amplify Executive and Employee Voices



Yolande Morris

Director, Multimedia Content and
Colleague Engagement

Pfizer

@YolandeMorris

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4:15-4:30 p.m. ET

Standing Out in an Insane News Cycle: Tips from Hilton's Content Lead on Human-Driven, Purpose-Led Storytelling and Content Creation



Lou Dubois

Director of content for global brand communications
Hilton Worldwide
[@dubois](#)

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4:30-4:35 p.m. ET

Top Takeaways and the Future of the Communicator



Justin Joffe

Manager, Strategic Programming

Ragan Communications

@joffaloff

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Thank You

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