

2009 PProfessional CONNECTION

Wednesday, November 11 • Tate Center

12:00 p.m.

Registration Outside Tate Reception Hall
The Hospitality Room (Tate 139) will be open from 12:30 - 5:00 p.m.

12:30 - 1:30 p.m. — Workshops I

America's Next PProfessional: First Six Months Out of College Tate 142
Leslie Emanuele, Cookerly, Atlanta
Katherine Strate, Jackson Spalding, Atlanta

PR Life: Agency vs. Corporate vs. Nonprofit Tate 138
Abby Blaylock, Jackson Spalding, Atlanta
Ashleigh Speir, Chick-fil-A, Atlanta
Elaine Armstrong, Goodwill, Atlanta

*The Flavor of Communications:
Advertising/Marketing/PR and the Difference* Tate 141
Alicia Thompson, Popeye's Kitchen, Atlanta
Audraine Jackson, Jackson Communications, Atlanta

1:30 - 1:45 p.m.

Break—Hospitality Room Open Tate 139
Refreshments, Resume Critiques, Portfolio Reviews

1:45 - 2:45 p.m. — Workshops II

*True Life: I Can't Find a Job—
Graduate School and Freelancing Options* Tate 138
Lia King, Charlotte, NC
Chris Wood, JWA PR, Athens, GA

PR Paradise: Boutique PR Tate 141
Anna Sexton, Green Olive Media, Atlanta
Audraine Jackson, Jackson Communications, Atlanta

Two-A-Days: Sports PR Tate 142
Courtney Lawson, Gwinnett Braves

2:45 - 3:00 p.m.

Break—Hospitality Room Open Tate 139
Refreshments, Resume Critiques, Portfolio Reviews

3:00 - 4:00 p.m. — Workshops III

I Survived an International Job: International PR Tate 138
Melina Baetti, Publicis, Paris, France

Project DC: Public Affairs Tate 141
Rebecca Leet, Washington D.C.

The Alexa Chung Show: Why Does Social Media Matter? Tate 142
Laura Everett, Flammer PR, Cartersville, GA

4:00 -4:14 p.m.

Break—Hospitality Room Open Tate 139

4:15 - 5:00 p.m. — Workshops IV

America's Next PProfessional: First Six Months Out of College Tate 142
Lizzie Azzolino, Moxie Interactive, Atlanta
Leslie Emanuele, **Katherine Strate**

PR Life: Agency vs. Corporate vs. Nonprofit Tate 138
Abby Blaylock, **Ashleigh Speir**, **Elaine Armstrong**

How to Meet Your Client's Expectations and Desires Tate 141
Anna Felz Stamper, Ocozzio Marketing, Augusta

5:05 p.m.

Dinner Tate Reception Hall

Welcome **Debbie Ebalobo**
PRSSA President

Remarks **Dr. Karen King**
ADPR Department Head

Remarks **Dr. Cully Clark**
Dean, Grady College

Honoring December Graduates **Dr. Betty Jones**
PRSSA Faculty Advisor

Introduction of Speaker **Erica Holland**
PRSSA Vice President

Speaker **Swann Seiler**
*Manager, Community Relations & Corporate Support
Southern Company*

Door Prizes **Debbie Ebalobo** and **Erica Holland**

Closing Remarks **Erica Holland**