

**FINAL AGENDA**

**Thursday, March 8**

**4–6 p.m.**.....**Day-of Competition** (Pre-registration required).....Hibiscus AB/Azalea  
*Sponsored by: rbb Communications*

**7–9 p.m.**..... **Welcome Reception and Keynote Speaker** ..... Jasmine  
*Tina Elmowitz, EVB, Partner, rbb Communications*

**Friday, March 9**

**7:45–8:30 a.m.**..... **Continental Breakfast** .....Upper & Lower Promenade

**8:30–9:30 a.m.**..... **Chapter Officer Sessions**  
*Presidents/Vice Presidents/Firm Directors ..... Hibiscus A*  
*Public Relations Directors/Historians/Other positions.....Hibiscus B*  
*Secretaries/Treasurers/Webmasters.....Orchid AB*  
*National Officer Preparation ..... Orchid C*

**9:40 a.m.–12 p.m. Leadership Training Sessions**

A–L	M–Z
The Greatest Profession on Earth: Promoting Public Relations	E-Board Excellence: How to Get the Most Out of Your Position

The Greatest Profession on Earth: Promoting Public Relations .....*Hibiscus AB*

E-Board Excellence: How to Get the Most of Your Position ..... *Orchid ABC*

**12:15–12:30 p.m.**..... **State of the Society Address\*** ..... Jasmine  
*Andrew Cook, National President, PRSSA*

**12:30–1:15 p.m.**..... **Delegate Debriefing\*** ..... Jasmine  
*Kelly Davis, APR, National Professional Adviser*  
*Alisa Agozzino, Ph.D., APR, National Faculty Adviser*

**1:15 – 2:35 p.m.**..... **Lunch on Your Own**

**2:45 p.m. – 5 p.m. Special Session: The Art of Conflict and Crisis & Spring Exhibition\* ...Jasmine**  
*Sponsored by: Department of Communication, Florida International University*  
*Presenters: Dr. Raquel Perez, Aileen Izquierdo, Heather Radi-Bermudez*

**Saturday, March 10**

**7:30–8:30 a.m.**..... **Continental Breakfast\*** .....Upper & Lower Promenade  
*\*Please pick up your voting device by 8:15 a.m.*

**8:30 a.m.–Noon**..... **National Assembly Meeting\*** ..... Jasmine  
*Welcome Remarks, Joseph Truncala, Ph.D., CAE, CEO, PRSA*  
*Brief Review of Parliamentary Procedure and Election Process, National President, Member Services*

**Noon–1:15 p.m.**..... **Lunch on Your Own**

**1:15–6:30 p.m.**..... **National Assembly Meeting\*\*** ..... Jasmine  
*External Affairs, Digital Communications, Events and Fundraising, Career Services, Chapter Development, Professional Development*

**Sunday, March 11**

**7:45–8:30 a.m.**..... **Continental Breakfast** .....Upper & Lower Promenade

**8:30–11 a.m.**..... **Farewell Meeting and Keynote Speaker** ..... Jasmine  
*Patrick Ford, Professional in Residence, College of Journalism and Communications, University of Florida*

*\* This session is mandatory for delegates. Non-delegates running for National Committee should attend.*

*\*\* This meeting may last longer depending on the number of candidates.*