



It's Personal

RESEARCH • RELATE • RESPOND

79th FPRA Annual Conference
The Ritz-Carlton Orlando, Grande Lakes
Orlando, Florida • August 6-9, 2017



Today's business climate is high-tech and fast-paced, but consumers also demand a personal touch.

The Florida Public Relations Association Annual Conference will give PR and HR executives the tools needed to make sure their organization's business is personal.

Featured Keynote Speakers



RESEARCH

Mary Lunghi leads a team composed of market research and data analytics. She provides key consumer and business insights that lay the foundation for strategic planning and contribute to driving the IKEA business. She helps the organization leverage insights to create actionable marketing objectives and strategies, which have contributed to the company's significant year-over-year growth of sales, visitors and market share over the past seven years.

Mary Lunghi / Market Intelligence Director / IKEA U.S.



RELATE

Ann Rhoades is the architect of the Southwest Airlines and JetBlue Corporate cultures. Her book, *Built On Values*, is a playbook for organizations looking to ensure team members represent the values shared in annual reports and etched on boardroom walls. Ann's consulting company, People Ink, helps companies create legacy cultures that treat people fairly, build loyalty and produce solid profitability.

Ann Rhoades / President and Founder / People Ink



RESPOND

Scott Stanzel leads the marketplace communications team responsible for all aspects of public relations for Amazon's growing third-party seller business. Scott has led media and public relations related to Amazon's fulfillment centers, transportation, customer service, Prime Now community relations and Prime Air. He also managed the internal communications strategy and execution for Amazon's fulfillment network and customer service organizations and the Amazon fulfillment center public tours program.

Scott Stanzel / Director / Amazon's Worldwide Marketplace Communications

What to Expect from the Conference

Communication Tools • Networking • Best Practice Inspiration • Professional Development



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EARLY BIRD DISCOUNT.**
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FPRA.ORG.**

Dynamic Breakout Sessions

Speak Their Language: Bridging the Gap Between PR and Finance

Larry Parnell / George
Washington University

The Right Prescription for Healthcare Communications

Roy Reid Jr., APR, CPRC /
Florida Hospital

Kristin Knapp, APR, CPRC /
Florida Healthcare Association

Making Your Message Personal

Elizabeth Ninomiya /
JetBlue Airways

Negotiation and Conflict Resolution

Donald Addison Ph.D. / Bank
of America

Building Relationships with the Media

Michelle Leff Mermelstein,
APR / Sprint

Protecting Data and Discussions in an Electronic Communication World

Erich Kron / KnowBe4

Content Strategy Before Design: Planning Your New Website

Kelly Turner / AT&T

Fireside Chat

Buddy Dyer /
Mayor,
City of Orlando
Heather Fagan /
Communications
Officer,
City of Orlando



Mayor Dyer



The oldest public relations organization in the country, FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida.

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